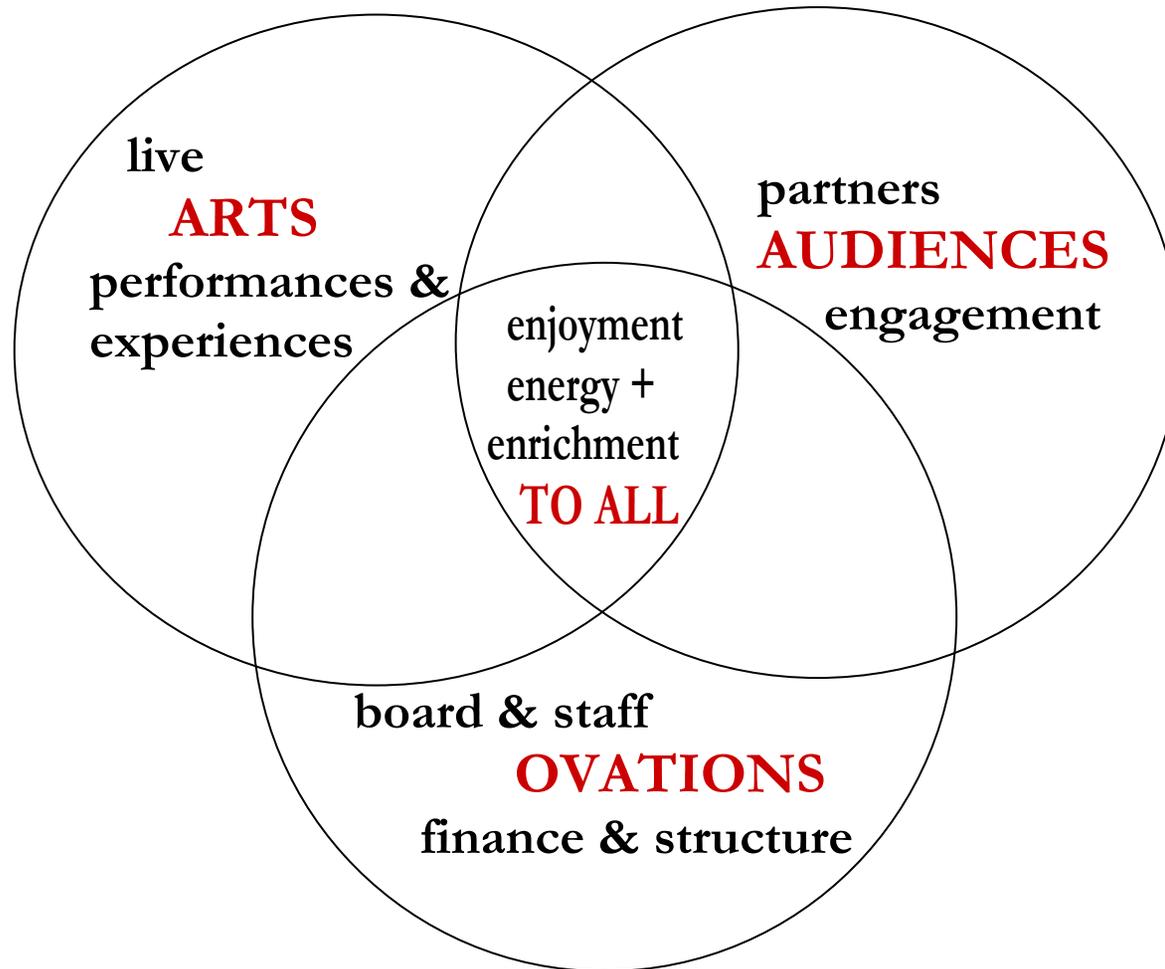


PORTLAND  
OVATIONS   
**Strategic Plan 2015–2020**  
**Arts, Audiences, Ovations**



The way communities experience the arts is changing.

Audiences today seek out experiences that bring them closer to the artists, involve them in the creative process, and ignite their imagination. Against this shifting cultural landscape, Portland Ovation is poised to raise Greater Portland's national prominence in how the performing arts are delivered.

Over 80 plus years, Ovation has evolved into a diverse and dynamic presenter that values the connection between audiences and artists as highly as the virtuosity of the artists we bring. From community culture suppers to world premieres of commissioned works to deeply embedded school programs to some of the finest performances from around the world, Ovation is already a leader in how we engage our community.

This 5-year strategic plan calls for a considerable investment in expanded programs and audiences that will propel Ovation and its work forward. To achieve our ambitious goals, Ovation must be a well-capitalized, adaptable organization that ignites the community's imagination and brings the enjoyment, energy and enrichment of the arts to all.



## Vision

To inspire a curious and imaginative community where the experience of the performing arts is a vital part of everyday life.

## Mission

Portland Ovation contributes to the cultural, social, and economic wellbeing of our community by presenting an array of high quality performing artists from around the world and creating diverse educational experiences that bring the enjoyment, energy and enrichment of the arts to all.

## Core Values

Portland Ovation...

- believes that cultural enrichment should be accessible to all.
- provides quality live performance and educational experiences.
- engages our community with integrity and compassion.
- collaborates with other arts organizations, nonprofits, education systems and the business sector to promote cultural enrichment and lifelong learning.
- celebrates the power and virtuosity of the performing arts.
- sustains a staff and board who are thoughtful, committed, enthusiastic and fiscally responsible.

## Ovation Offstage (O2)

Ovation Offstage – our dynamic, community-based arts education and outreach program – creates magical moments when artists and audiences connect. From masterclasses with visiting artists, to workshops in schools to free lectures, community suppers, intimate salons, dancing in the streets and unexpected arts happenings, O2 reaches the many smaller communities – defined by neighborhoods, social groups, schools, church groups, the workplace, etc. – that make up our larger community. With more than 100 activities annually, O2 provides meaningful, inclusive performing arts experiences to those who seek them out and those who are delightfully caught by surprise.

## ARTS

**CONTEXT:** Live performance is a magical, once-in-time moment that brings people together to share in a wholly unique experience. Attending live performance offers individuals opportunity to both define their own identity and better understand others. This shared experience can deepen bonds within families and in the broader community. Art is an economic driver that builds community; promotes civic engagement; and fosters confidence, self-worth, and innovation. Positively contributing to quality of life and place, the arts help ensure a vibrant, creative, and healthy community.

**OBJECTIVE:** *Offer a curated season of diverse, high quality, live art experiences in music, dance, and theater, spanning the traditional to the contemporary, the popular to the unexpected.*

## AUDIENCES

Portland Ovations connects with audiences by tapping into motivations and removing barriers, offering our community the greatest opportunity to engage with the power of live performance. Ovations' audiences are defined as **Members; ticket buyers; School-Time Performance attendees; Ovations Offstage (O2) participants and partners; New Mainers; funders; sponsors; and the "uninitiated."** With this plan, we deliberately target our work toward three unique groups, each of which includes Maine's diverse communities: (1) our existing core audience of Southern Maine residents, ages 45-75, who love the performing arts; (2) K-12 Maine students, whose education must include the arts; and (3) 24-35 year olds, who are the next generation of performing arts enthusiasts. Ovations leverages all assets created or employed for one target audience to the benefit of multiple audience groups.

**OBJECTIVE:** *Leverage Ovations' expertise and uniqueness in engaging audiences to reach more people more frequently with greater impact.*

## OVATIONS

**CONTEXT:** The City of Portland regularly ranks in the top 10 of any given "best of" poll. One of the reasons consistently cited is Portland's vibrant cultural life. Portland Ovations is dedicated to excellence and diversity of programming, bringing the enjoyment of the performing arts to a wide community, and enhancing the understanding of our world's artistic traditions. Through its programs onstage and off, Ovations strives to **inspire its curious and creative community to include the performing arts as a vital part of daily life.** Ovations' work extends outward through collaborations with other non-profits, arts groups and peer organizations, educational institutions, community agencies, the City of Portland, and our funders. Ovations is financially stable with established cash reserves, two endowments and a strong balance sheet. Ovations boasts a committed staff and an active Board of Directors.

**OBJECTIVE:** *Ensure the organization's vibrancy and adaptability.*