

## Delaware Symphony Orchestra Strategic Plan Initiatives Rollout

### Year I: 2016-2017

Chamber Series Concert Downstate Run-out (Dover) **DEFERRED TO '17-18**  
Classics Series Concert Downstate Run-out (Lewes) **MARCH 26, 2017 IN DOVER**  
Wilmington Family Concerts **NOVEMBER 20, 2016**  
Educational Outreach: Chamber Ensembles **DEFERRED TO '17-18**  
Educational Outreach: Ferris School African Drumming Program **IN PLANNING STAGE**  
Wilmington Outdoor Pops Concert **DEFERRED TO '17-18 (FACILITY NOT READY) REPLACED BY LONGWOOD GARDENS JUNE 25, 2017**  
Marketing: Audit and Recommendations Implementation **SUMMER, 2016 AND ONGOING**  
Marketing: New Website **LAUNCH TARGETED FOR MAY, 2017**  
Marketing: new dedicated FT staff position **CREATED AND FILLED JANUARY, 2017**  
Development and Administration: staffing restructuring and investments **IN PROCESS**

### Year II: 2017-2018

Chamber Series Concert Downstate Run-out **DOVER DECEMBER 14, 2017**  
Classics Series Concert Downstate Run-out **LEWES SEPTEMBER 17, 2017**  
Wilmington Family Concerts **NOVEMBER 19, 2017**  
Downstate Family Concerts Run-out **MILFORD NOVEMBER 20, 2017**  
Educational Outreach: Explorer Concerts Downstate Run-out **DOVER MAY 24, 2018**  
Educational Outreach: Chamber Ensembles **ESTABLISHING ENSEMBLES—LAUNCH IN '18-19**  
Educational Outreach: Ferris School African Drumming Therapy Program **EQUIPMENT FUNDING SECURED, SEEKING TEACHING ARTIST FUNDING FOR LAUNCH IN '18-19**  
Wilmington Outdoor Pops Concert **(FACILITY NOT READY), SEE 2018-2019 BELOW**  
Outdoor Pops Concert Downstate Run-out **DEFERRED TO '18-19**  
Marketing: Audit Recommendations Implementation **ONGOING THROUGH JUNE, 2018**  
Marketing: Website enhancements **ONGOING FOLLOWING MAY, 2017, LAUNCH**  
Marketing: dedicated FT staff position **ONGOING**  
Development and Administration: staffing restructuring and investments **ONGOING**

### Year III: 2018-2019

Chamber Series Concert Downstate Run-out **KENT COUNTY CONCERT PLANNED**  
Two Classics Series Concerts Run-out to Downstate **SEPTEMBER 30, 2018, AND MARCH 24, 2019, LEWES**  
Family Concerts in Wilmington **DECEMBER 16, 2018**  
Family Concerts Downstate Run-out **CURRENTLY UNPLANNED DURING 2018-2019**  
Educational Outreach: Explorer Concerts Downstate Run-out **DOVER MAY 22, 2019**  
Educational Outreach: Chamber Ensembles **TO BE LAUNCHED THIS SEASON**  
Educational Outreach: Ferris School African Drumming Therapy Program **LAUNCH IN 2019**  
Wilmington Outdoor Pops Concert **JULY 4, 2018 AND JULY 8, 2018 AT LONGWOOD GARDENS**  
Two Outdoor Pops Concerts Downstate Run-outs **TBA**  
Marketing: Audit Recommendations Implementation **ONGOING**  
Marketing: Website enhancements **ONGOING**  
Marketing: dedicated FT staff position **ONGOING**  
Development and Administration: staffing restructuring and investments **ONGOING**

July 18, 2018: ADJ