The Gilmore Strategic Map: 2019-2023

Enhance Excellence, Expand Engagement and Increase Support

A  
Maintain, Expand and Diversify the Audience
  1. Expand the Reach of the Gilmore Brand Globally
  2. Deepen Engagement with the Festival Experience
  3. Develop Innovative Programs/Venues to Attract New Audiences
  4. Create a Global Online Community
  5. Use Technology to Attract New/Younger Audiences
  6. Expand Community Engagement
  7. Retain New Online Audiences

B  
Enhance Artist Awards and Commissions
  Increase Global Awareness of GA and GYA Awards
  Strengthen Mentorship and Development for Young Artists
  Broaden Awareness and Impact of Commissions

C  
Expand Keyboard Education
  Strengthen Audience Education Using Creative Approaches
  Explore Innovative Uses of Technology to Deliver Education
  Position The Gilmore as a Community Music Education Resource

D  
Increase and Diversify Financial Support
  Expand Awareness of The Gilmore’s Community Impact
  Deepen Relationships with Current Sponsors and Donors
  Expand Donor/Sponsor Base
  Grow the Endowment

E  
Strengthen Organizational Effectiveness
  Expand Opportunities for Staff Development
  Build a Culture of Diversity, Equity and Inclusion
  Implement Systems to Preserve Institutional Knowledge

F  
Promote Collaborations and Partnerships

G  
Enhance Reach and Influence Locally, Regionally, Nationally and Internationally

H  
Optimize the use of technology

Priorities
Year Two
11/18/2020