



Lyrical Opera Theater (LOT) Strategic Plan 2025 – 2030

Mission Statement

To enrich Utah communities by providing innovative professional family operas and classical concerts ensuring arts education and performance excellence.

Vision Statement

By 2030, LOT aims to be one of the best community opera companies in the U.S., known for artistic excellence, impactful educational outreach, and strong community engagement, while maintaining financial sustainability and professional growth.

1. Opera Productions

Goal: Continue producing two high-quality operas per year while expanding audience size and performance capabilities.

- Objective 1.1: Increase Audience Size
 - Target: Grow the audience to 400 attendees per show by 2028.
 - Actions:
 - Strengthen marketing strategies with targeted outreach to young professionals, families, and senior communities.
 - Establish partnerships with local arts and educational organizations to promote events.
 - Develop subscription models and group ticket discounts.
- Objective 1.2: Expand the Male Chorus
 - Target: Grow the male chorus to 10 members per show by 2026.
 - Actions:
 - Launch recruitment campaigns through local universities, community choirs, and theater groups.
- Objective 1.3: Maintain Female Chorus Participation
 - Target: Maintain 10 female chorus members per show.
 - Actions:
 - Continue fostering relationships with female vocalists through local music schools and community outreach.
 - Create a supportive, inclusive environment to retain talent.
- Objective 1.4: Enhance Supertitle Capabilities
 - Target: Implement the use of two projectors for supertitles and develop a supertitle projection screen by 2025.
 - Actions:

- Invest in training for technical staff on managing two projectors simultaneously.
 - Research and adopt the Pandora software to run dual-projector systems efficiently.
 - Design and install a professional-grade supertitle screen for all productions.
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2. Educational Outreach

Goal: Expand LOT's impact on the community by increasing the number of educational outreach assemblies.

- Objective 2.1: Increase Educational Outreach
 - Target: Grow the elementary school outreach assemblies to 20 per school year by 2027.
 - Actions:
 - Partner with local school districts to identify potential schools.
 - Apply for educational grants and corporate sponsorships to fund outreach.
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3. Classy Concerts

Goal: Broaden the reach of Classy Concerts by performing in more venues and at key local events.

- Objective 3.1: Perform at Senior Living Centers
 - Target: Perform at 10 senior living centers per year by 2026.
 - Actions:
 - Build partnerships with senior care facilities and retirement communities.
 - Offer specially curated concert programs tailored to the interests of older adults.
 - Objective 3.2: Increase Concerts at Mid-Valley PAC
 - Target: Perform 8 Classy Concerts at Mid-Valley Performing Arts Center before each opera.
 - Actions:
 - Coordinate concert dates to complement opera productions and engage opera audiences.
 - Promote these concerts through local arts publications.
 - Objective 3.3: Join West Jordan City's Free Concert Series
 - Target: Become part of the West Jordan City concert series by 2025.
 - Actions:
 - Engage with city officials and arts coordinators to secure LOT's place in the lineup.
 - Offer family-friendly performances that highlight the accessibility of opera music.
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4. Financial Growth and Stability

Goal: Strengthen LOT's financial foundation to support long-term sustainability and operational growth.

- Objective 4.1: Increase the Annual Budget
 - Target: Grow LOT's annual budget to \$100,000 by 2028.

- Actions:
 - Launch a robust annual fundraising campaign (see Fundraising section).
 - Apply for arts grants and pursue corporate sponsorships.
 - Increase earned revenue from ticket sales and education programs.
 - Objective 4.2: Establish Independent Website Hosting
 - Target: Transition LOT's website to its own hosting platform by 2025.
 - Actions:
 - Hire a web developer to transfer the site to an independent hosting platform.
 - Ensure that the website supports online donations, ticket sales, and an interactive calendar.
 - Objective 4.3: Professionalize Financial Management
 - Target: Pay accountants to manage quarterly financial reporting by 2026.
 - Actions:
 - Ensure full financial compliance and transparency.
 - Objective 4.4: Fully Fund Equipment, Costumes, and Props
 - Target: Allocate sufficient funds to pay for all necessary performance materials.
 - Actions:
 - Budget for equipment and production needs annually.
 - Seek grants and donations specifically for production expenses.
 - Objective 4.5: Staff Expansion
 - Target: Hire key staff members, including a Fundraiser, Executive Director, HR Manager, and Communications Specialist by 2028.
 - Actions:
 - Identify funding streams to support salaries (fundraising, grants, donor cultivation).
 - Develop clear job descriptions and recruit qualified individuals.
 - Prioritize filling the Fundraiser and Executive Director positions by 2026 to ensure operational growth.
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5. Fundraising

Goal: Create a sustainable fundraising model to ensure LOT's financial success.

- Objective 5.1: Launch Annual Fundraising Campaign
 - Target: Establish an annual campaign beginning in 2025.
 - Actions:
 - Develop a themed campaign that ties into LOT's mission and upcoming productions.
 - Use direct mail, social media, and in-person events to solicit donations.
- Objective 5.2: Set Individual Donor Goals
 - Target: Set annual donor targets and retention strategies.
 - Actions:
 - Cultivate relationships with major donors, offering VIP experiences and backstage tours.
 - Develop a donor appreciation program with special recognition, gifts, and exclusive events.

- Implement a donor retention strategy through consistent communication and impact reports.
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6. Succession Planning

Goal: Ensure LOT's continued success through leadership transitions.

- Objective 6.1: Create a Succession Strategy
 - Target: Implement a detailed succession plan by 2027.
 - Actions:
 - Develop a comprehensive plan outlining the transfer of leadership roles.
 - Identify and train potential successors for key positions, particularly in leadership and artistic roles.
 - Regularly review and update the succession plan to address organizational needs.
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Conclusion

By following this strategic plan, Lyrical Opera Theater will continue to provide outstanding opera and concert experiences while fostering community engagement, financial stability, and organizational growth. With a focus on expanding educational outreach, improving operational capacity, and building a sustainable fundraising model, LOT will thrive as a vital part of the local cultural landscape.