



Detroit Concert Choir

Strategic Plan 2019-2024



DCC at Sweetest Heart of Mary Church - Detroit 2018

STRATEGIC PLAN SUMMARY

Our 5-year Strategic Planning meeting occurred over a two-day board workshop in the summer of 2016. It has since been revised by the full board in March 2019 to ensure that our projects and activities are timely, realistic, and within the parameters of our vision, mission, and core values.

HISTORY

Detroit Performing Artists, Inc., a 501c3 tax-exempt arts organization doing business as Detroit Concert Choir (DCC), provides artistic opportunities for the amateur musician, performance and income opportunities for the professional musician, and educational opportunities for young people and adults. DCC is a 75 voice choral ensemble dedicated to promoting choral music of high artistic merit and cultural enrichment for our community. Celebrated for exceptional programming and distinctive performances, the choir is valued by singers and audiences alike for the exciting cultural offerings DCC provides to our metropolitan Detroit area.

The Choir was established in 1987 by its founding Artistic Director, Gordon Nelson, who led the award winning ensemble for 27 seasons. Under the artistic direction of Dr. Brandon Johnson since 2015, DCC has continued to encourage and expand choral arts opportunities for young people and adults throughout Metro Detroit. In June 2019, Dr. Michael Mitchell will step into the position as the new Artistic Director.

Throughout its three-decade history, the Choir has performed hundreds of concerts in our communities, presenting exciting performances to local audiences. Comprised of musicians of varying ages, backgrounds, and walks of life, singers gather from over 35 communities and perform in some of the Detroit area's most beautiful and historic churches and performing arts centers. Repertoire includes contemporary literature, *a cappella* compositions, American folk and gospel, and great classical works for chorus and orchestra.

In addition to the choir's own concert series, the ensemble enriches the cultural offerings of the city by singing for community events and by collaborating with fellow choruses and renowned orchestras. Most recently we joined in performances with the Michigan Sinfonietta, the Oakland Symphony Choir, and the Oakland University Symphony Chorus, while this season we look forward to performances with the Detroit Symphony Orchestra.

DCC has received eighteen national and international honors in esteemed music conventions and international competitions, and won the prestigious "Choir of the World" title at the Llangollen International Musical Eisteddfod in Wales. The choir also received the nationally acclaimed Margaret Hillis Award for Choral Excellence based on artistic excellence, strong organizational structure, and a commitment to outreach, educational, and culturally diverse activities. Highlights also include performances at National, Regional, and State American Choral Directors Association Conventions attended by top conductors and educators throughout the country.

DCC has appeared on local television and radio programs, sporting events, and as featured artists for community events. The DCC has produced six professional CDs that are aired on WRCJ, southeast Michigan's classical/jazz FM station.



25th Anniversary Concert

OUR VISION: To inspire and enrich lives through exceptional music.

OUR MISSION: To promote musical excellence by uniting artists through inspiring concert performances, education, and community engagement.

We aspire to be an exceptional choral ensemble, committed to musical diversity, evoking passion, and educating our members and audiences. We seek opportunities to present our music to audiences across the nation and around the world.

OUR CORE VALUES: To enhance the lives of others through music.

1. Promote and perform a wide range of choral music, while serving the metro Detroit area as an outstanding resource and representative.
2. Deliver quality musical experiences that leave lasting impressions through creativity, expressivity and collaboration.
3. Provide artistic and performance opportunities for volunteer and professional musicians and educational opportunities for young people and adults.
4. Convey passion for our vision and mission and with a community that shares our quest for excellence and helps move our organization forward.
5. Incorporate fun into our organization to provide a positive and engaging atmosphere that builds relationships and enriches lives.



DCC at Saints Peter & Paul Jesuit Church - Detroit 2018

OPERATING ENVIRONMENT

DCC operates with a small staff consisting of two part-time administrative employees and one part-time artistic employee. While the majority of the choir membership is volunteer, we contract and compensate services for 40-100 artists per season. We have office space at a Grosse Pointe church, and travel to rehearsals and concerts in schools, auditoriums, and churches around the metro Detroit area, including Grosse Pointe, Detroit, and Royal Oak/Beverly Hills.

Key Objectives:

- Increase efforts to be involved, build relationships, and do collaborative activities with venues, organizations, and people within the city of Detroit.
- Adapt and learn from a shifting environment with a new Artistic Director.
- Capitalize on strengths and dedication to our mission, while thoughtfully re-aligning goals and priorities for the future.

STRATEGIC AMBITIONS

- ARTISTIC EXCELLENCE
- EDUCATION
- COMMUNITY
- ACROSS OUR BORDERS

ARTISTIC EXCELLENCE

We aspire to choral excellence and seek to provide vibrant and engaging concerts that unite people and serve as shining examples of artistic achievement.

Goals

1. Advance the unique position of DCC as a premier adult performing ensemble by providing compelling concert experiences that reach a diverse choral audience.
2. Build upon the tradition for exceptional collaborative performances within the Detroit Metro area.

Actions

1. Attract and retain skilled amateur and professional singers from our region.
2. Offer diverse choral programs that contain literature of the highest artistic merit.
3. Seek “outside the box” performance opportunities that embrace collaboration and create memorable experiences for our audiences.
4. Apply for adjudicated performances opportunities outside our region.

Outcomes

1. More concerts that exceed 350 audience members.
2. Two collaborative concerts each season.
3. National and international invitations that will provide positive representation of our city, state, and country.



DCC performs with children's choirs - Detroit 2017

EDUCATION

Educate ensemble members and audiences alike to deepen musical understanding and broaden perspectives to build a community with great appreciation for the choral art. In addition, we seek to provide educational activities for people of all ages and backgrounds to join in our mission.



Musicianship and conducting workshops



Goals

1. Offer educational opportunities for our singers to grow and develop in their passion for singing and choral music.
2. Be a community contributor in educational opportunities for people of all ages to appreciate the art of choral singing, especially those in underserved populations.
3. Offer pre-concert lectures and other opportunities to educate our general audience members on choral artistry.

Actions

1. Develop workshop opportunities for college/university students to work with DCC. Music reading sessions, conducting master-classes, and guest conductors and lecturers will become a regular part of our concert season.
2. Develop a systematic process by which our selected singers can grow and strengthen their musicianship.
3. Reach out to students and schools that do not have a choral program.

Outcome

DCC will be widely known as an organization that incorporates choral art with all, regardless of age, background, and experience.

COMMUNITY

We seek to serve our community by growing and cultivating a diverse and engaged audience that is increasingly dedicated to the organization's mission. We are a community resource for artists, students, educators and patrons to learn about, contribute to and connect through quality choral music. We seek to increase diversity among our singers, becoming more aligned with the demographics of metro Detroit.

Goals

1. Join arts organizations for community partnerships.
2. Grow and connect to a diverse audience and strengthen the connection to the DCC.
3. Be a resource for artists, students, educators and patrons of the choral art.
4. Be a partner in keeping Detroit's finest singers performing in our community.

Actions

1. Actively seek new audiences in different, interesting locations.
2. Collaborate with other not-for-profit partners to expand and enliven the bridge between music and these other organizations in our community.
3. Connect to area universities and colleges to engage local aspiring musicians.

Outcomes

1. DCC becomes highly recognized in the area of community engagement.
2. Mutually beneficial partnerships will develop and be strengthened among DCC and other community organizations.
3. DCC becomes a regularly coveted contributor to major celebrations in our community.



Gala Event at the Edsel & Eleanor Ford House

ACROSS OUR BORDERS

We aspire to be a positive representative of our city, state and country. We seek opportunities to perform at conventions, festivals and competitions nationally and internationally.



DCC collaborates with many artists and cultural groups, including this Polish ensemble

Goals

1. We seek to represent our community with excellence and musical distinction.
2. We seek to provide our singers with unparalleled opportunities to share music making across the world.
3. We seek to be held in high esteem nationally as a leader in our area within choral music.

Actions

1. We will make multiple applications for our ensemble to perform across the world at festivals, contests and conventions.
2. We will present our singers with a model for successful financial travel options.
3. When the opportunities present themselves we will make strategic branding and public relations investments to let Detroit know the ways in which we are representing them.

Outcomes

1. DCC will become the place for choral musicians who also like to see the world.
2. DCC will become known in our community as musical ambassadors for our city.