



WINTERGREEN MUSIC

STRATEGIC PLAN ADDENDUM

In 2019, Wintergreen Music created a strategic plan designed to cover institutional strategies and tactics through 2023. After careful staff review and in light of the historic disruptions beginning in 2020, it was determined that the vast majority of this Strategic Plan is relevant to our organization today. With a few small tweaks (listed below), this plan can appropriately stretch beyond the “end date” of 2023 and into 2024.

Vision

- Change “Be nationally recognized as a top-tier summer classical music Festival and teaching **Academy**;”
 - to “Be nationally recognized as a top-tier summer classical music **performing and teaching Festival**;”
- Change “Recruit passionate and high-quality students to benefit from the **Academy** and become long-term members and supporters of the WM community.”
 - to “Recruit passionate and high-quality students to benefit from the **Festival** and become long-term members and supporters of the WM community.”

Community Pillar

- Change “Community **Outreach**” to “Community **Engagement**”

**Approved & Adoped by Wintergreen Music Board of Directors
on January 26, 2023*