



HoustonGrandOpera

Anthony Freud, General Director

Patrick Summers, Music Director

VISION

An opera company, which is recognized nationally and internationally for:

- World-beating artistic excellence and innovation
- Breaking down social, ethnic and economic barriers
- A motivated and efficient company of people
- Financial stability and sustainability

and which enjoys dynamic, proactive and deepening relationships with the stakeholders, constituencies and communities which it serves.

MISSION - *Why we exist*

Houston Grand Opera exists to contribute to the cultural enrichment of the city of Houston and the nation by:

- Producing and performing world-class opera
- Creating a diverse, innovative and balanced program of performances, events, community and education projects which reaches the widest possible public

CORE VALUES - *What we stand for*

Artistic	Public	Finance	Operation
<u>Artistic Excellence</u> <ul style="list-style-type: none"> • World-class standards • Opera as music theater <u>Innovative and Balanced Programming</u> <ul style="list-style-type: none"> • Presenting both core and rare repertoire, including new work 	<u>Accessible</u> <ul style="list-style-type: none"> • Through attitude, geography, price and participation • Working to break down social, economic and ethnic barriers 	<u>Financially Responsible</u> <ul style="list-style-type: none"> • Maximizing income and controlling costs to optimize the value of the cultural services which HGO provides 	<u>Participative Culture</u> (Internal and External) <ul style="list-style-type: none"> • Listen to ideas, and develop regular and effective communication and collaboration • Provide opportunities for stimulation, development and fulfillment <u>Flexible Working Culture</u> <ul style="list-style-type: none"> • Recognize talent, hard work and loyalty

STRATEGIC PRINCIPLES - *Guiding principles for what we do*

Artistic	Public	Finance	Operation
<ul style="list-style-type: none"> • Excellence – musical and theatrical • Opera as music theater • Balanced programming • New work 	<ul style="list-style-type: none"> • Reaching more people • Developing audiences • Stimulating and capturing loyalty • Developing the brand • Building the reputation 	<ul style="list-style-type: none"> • Generating income (earned & contributed) • Creative partnerships • Sustaining the business through robust and rigorous processes for budgeting, monitoring and measuring the business performance of the company 	<ul style="list-style-type: none"> • Operating efficiently and collaboratively • Motivating, empowering and developing staff