

Toronto Beach Chorale
Team objectives and roles
2011/2012

Chorister Recruitment & Development Team

Objective: Maintain the chorus at a sustainable size and with an appropriate skill base. Recruit and foster the choir and provide opportunities to improve their singing skills.

Develop a recruiting strategy

Provide communications to singers

Assist with singer development

Community Outreach Team

Objective: Be the public “face” of the Choir. Develop and foster a sense of community and fun, for both choristers and the Beach community. Discover additional opportunities for choristers to sing and develop.

Liaison voice with the local community and develop external relationships with businesses & and non-profit organizations

Discover additional possible funding opportunities and deepen the relationships with current supporters and foster relationships with other choirs

Choir social events

Financial Sustainability

Objective: To develop financial strategies which support long term sustainability for the choir and seek support through TBC singers, community, funding groups, and donors:

Develop planning cycle for singers fees and investigate alternative funding sources

Develop & submit grant applications

Develop a ticketing strategy for concerts and a donor strategy

Develop an inclusive alumni strategy designed to build the TBC community

Providing information to meet financial reporting requirements for tax and grant bodies

Work with promotion & publicity to seek and develop sponsors

Promotion & Publicity Team

Objective: to provide promotion and publicity for the TBC concert productions locally and across Toronto;

Define the TBC brand and ensure its consistent application

Develop a promotion strategy and advertising strategy for the concert season

Design & develop hard copy print material for concerts and promote and administer ticket sales

Work with Financial Sustainability Team to seek and develop sponsors

Production Coordination Team

Objective: Coordinate production requirements for the TBC concert season:

Rehearsal space, music, concert venues and special concert requirements

Concert management, front of house, decorations, special concert events

Governance Team

Objective: Providing formal governance as mandated by the choirs legal structure and would include all elected executive members