

# CELEBRATING OUR 60TH ANNIVERSARY AND VISION FOR TOMORROW

*A BOARD APPROVED STRATEGIC PLAN BEGINNING NOW THROUGH 2028*

Pacific Chorale, a GRAMMY® Award-winning ensemble and one of the nation's premier professional choruses, is embarking on a strategic transformation to secure its future and deepen its impact on the Orange County community. For nearly 60 years, Pacific Chorale has enriched Orange County through world-class music, nurturing young talent, and promoting diverse cultural expression. Our music has the power to comfort, unite, and inspire, with studies demonstrating that choral singing enhances well-being, reduces loneliness, and increases civic engagement.

**As Pacific Chorale nears its 60th Anniversary in 2028, we're stepping forward with renewed clarity — anchored by a new Mission, Vision, and Pillars that will guide our work in the years ahead.**

## MISSION

Pacific Chorale uplifts the human spirit through exceptional choral artistry, fosters unity across the Southern California community, and cultivates learning through artistic expression at every stage of life.

## VISION

Pacific Chorale seeks to create a lasting resonance across generations — establishing itself as a defining voice in the choral world, where singers, audiences, and supporters experience the transformative power of choral music.

**Create a lasting resonance across generations.**

Our vision centers on transformative choral experiences for singers, audiences, and supporters — today and for the future.





**13 INTERNATIONAL  
TOURS IN  
19 COUNTRIES**

**41 WORLD, U.S.,  
& WEST-COAST  
PREMIERES**

**2022 GRAMMY AWARD  
FOR BEST CHORAL  
PERFORMANCE**

## OUR PILLARS

### **EXCEPTIONAL CHORAL ARTISTRY**

Pacific Chorale embodies the highest standards of musical excellence, presenting performances that inspire, challenge, and connect. Through a balance of timeless masterworks and bold new creations, we celebrate the choral tradition as both an enduring and evolving art form. Our commitment to innovation, collaboration, and expressive storytelling ensures that choral music continues to reflect and elevate the human experience.

### **LEARNING & ENGAGEMENT**

Education and discovery are central to Pacific Chorale’s mission. We create pathways for people of all ages to experience the joy and discipline of choral music – whether in classrooms, in rehearsal halls, or on community stages. Our programs cultivate creativity, confidence, and a sense of belonging, empowering participants to find their voice and contribute to a vibrant future.

### **COMMUNITY CONNECTIVITY & INTERSECTION**

Pacific Chorale believes in the power of shared music to strengthen communities. We build bridges between artists and audiences, fostering inclusivity, accessibility, and dialogue through song. By engaging with the diverse cultural landscape of our region, we create spaces where art and humanity meet – where every voice can resonate and every person can feel part of something larger than themselves.