

**PRESS RELEASE**

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**PACIFIC CHORALE ANNOUNCES  
BOARD-APPROVED STRATEGIC PLAN  
THROUGH 2028**

**Refreshed mission and vision guide the  
organization's next era as the Chorale approaches  
its 60th Anniversary Season**

**COSTA MESA, CA (March 30, 2026)** — Pacific Chorale today released its Board-approved Strategic Plan beginning now through 2028, outlining priorities for artistic excellence, learning and engagement, and community connection as the organization approaches its 60<sup>th</sup> Anniversary Season. Anchored by a refreshed mission and vision, the plan will guide the GRAMMY® Award-winning organization's future as it deepens artistry, expands learning opportunities, and strengthens belonging through choral music across Southern California.

**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.*

“The mission affirms why we exist, and the vision clarifies the future we are building,” said **Rhett M. Del Campo, Pacific Chorale President & CEO**. “They reflect our commitment to extraordinary choral artistry, to learning at every stage of life, and to the power of music to create connection across our community. This revived direction is aligned with our Board-approved Strategic Plan beginning now through 2028, as Pacific Chorale approaches its 60th Anniversary Season in 2027-28.”

“Choral music possesses a singular capacity to embrace complexity, invite deep reflection, and draw individuals into a profoundly shared human experience,” said **Robert Istad, Artistic Director**. “Over the past decade with Pacific Chorale, I’ve seen how artistry and community deepen one another. This refined vision captures that momentum and reinforces our dedication to raising the artistic bar while creating meaningful ways for singers and audiences to be part of a living tradition.”

## **A Board-approved Strategic Plan through 2028**

Pacific Chorale's updated mission and vision are part of a Board-approved Strategic Plan beginning now through 2028, designed to secure the organization's future and enhance 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.

### **Guided by core values and strategic focus**

The updated mission and vision build on Pacific Chorale's core values — Artistry, Commitment, Inspiring Curiosity, Innovation, and Community — providing a clear framework for future planning and impact.

### **Foundational support: the PC@60 Sustainability Plan**

As a core component of this strategic work, Pacific Chorale is implementing its PC@60 Sustainability Plan as foundational support — a comprehensive approach to strengthen long-term financial stability and modernize operations while sustaining and growing Pacific Chorale's artistic and educational work. The Sustainability Plan includes a goal of \$1.2 million in special philanthropic support over three years. Nearly half of that goal is already pledged through above and beyond commitments by Pacific Chorale's Board of Directors, providing strategic growth funding while key revenue strategies and operational improvements take full effect.

To learn more about Pacific Chorale's refreshed mission and vision, visit

<https://www.pacificchorale.org/about-us>

To learn more about Pacific Chorale's Strategic Plan and PC@60 Sustainability Plan, visit

<https://www.pacificchorale.org/strategic-plan>

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### **About Pacific Chorale**

The mission of Pacific Chorale is to inspire our community through artistry and innovation in choral music performances and education programs. Located in Costa Mesa, California, the GRAMMY® Award-winning Pacific Chorale has delighted national and international audiences with concerts of great choral music performed at the highest musical standards since 1968. Under the artistic leadership of Robert Istad, the organization produces a series of concerts each year at Segerstrom Center for the Arts, where it serves as the resident choir. Pacific Chorale is recognized for exceptional artistic expression, preserving

and performing classical choral music as well as presenting stimulating American-focused programming. In addition to its own substantial performance season and long-standing partnership with Pacific Symphony, the Chorale is sought regularly to perform with the nation's leading symphonies, having performed with such renowned American ensembles as the Los Angeles Philharmonic, the Boston Symphony, the National Symphony, San Diego Symphony, Los Angeles Chamber Orchestra, Philharmonia Baroque Orchestra, Bach Collegium San Diego, and Musica Angelica. [pacificchorale.org](http://pacificchorale.org)