

SERAPHIC FIRE SETS THE STAGE FOR A DECADE OF GROWTH

A new strategic plan will guide the organization's path forward, setting the stage for broader impact within the choral community.

From nationwide performances and collaborations to educational endeavors and an endowment, the last 18 years have seen significant growth for Seraphic Fire. But as the organization enters the next decade, it is at a critical juncture – one that comes with an opportunity to capitalize on the momentum it has built to move into the future in a resounding way.

That is why Seraphic Fire is approaching the next 10 years with renewed enthusiasm and energy as it works to set standards for choral music. Guided by the creation of a first-ever strategic plan, efforts will focus specifically on transformations within four areas: musical experiences, engagement through education, recording and documentation, and artist and organizational development.

“We’ve taken a step back to look at the organization holistically and to determine how we can continue to elevate not only Seraphic Fire as a professional ensemble, but the choral industry as a whole,” said Dr. Thomas C. Boyd, Board Chair. “The result is a plan that will enable us to achieve our vision to become the exemplar of quality for, and contribution to, professional choral art in North America.”

“Looking back at Seraphic Fire’s journey, there is a lot to celebrate.”

MUSICAL EXPERIENCES – Present concerts that position Seraphic Fire as the preeminent advocate for professional choral performance.

Starting next season, the concert experience will begin to be reshaped to allow for stronger, more dynamic performances, impacting everything from the venue setup to the technology used before, during, and after. A more thoughtful season cadence also will ensure Seraphic Fire is able to harness the power of additional core artists and the best possible talent for each program.

“We are intentionally shifting the way we approach each concert to elevate the quality and vitality of our music,” said Patrick Dupré Quigley, Artistic Director. “From an artistic standpoint, we will have greater flexibility to bring more voices together to honor and reflect the nature of each piece we perform in settings that also enrich the occasion for our audiences.”

ENGAGEMENT THROUGH EDUCATION – Provide additional opportunities for children and adults to connect with Seraphic Fire through educational programming.

As the organization continues to seek new opportunities to broaden the positive impact Seraphic Fire has on neighboring communities, efforts will also focus on expanding existing educational programs. Locally, Seraphic Fire will work to engage more South Florida schools and universities through workshops, masterclasses, and residencies. Nationally, the Professional Choral Institute at Aspen Music Festival and School will expand to allow for additional paths of study for a more diverse pool of participants. Both initiatives will create greater awareness of Seraphic Fire among future leaders in the choral field.

RECORDING & DOCUMENTATION – Create a body of work that defines and advances professional choral music.

Developing and executing a process for the recording and documentation of Seraphic Fire’s music will help expand not only the life of its performances, but also their reach. Through annual and archival recording projects, the organization will be able to increase its audience base, gain radio play, and ultimately generate more awareness across the country.

ARTIST & ORGANIZATIONAL DEVELOPMENT – Offer opportunities for Seraphic Fire artists and administrators to advance their expertise.

Seraphic Fire’s artists and staff are at the center of everything the organization has accomplished. Providing more professional advancement opportunities – including mentoring and subsidizing educational activities – is critical to ensuring the organization is as successful as possible.

“Looking back at Seraphic Fire’s journey, there is a lot to celebrate. We are here today thanks to the generous and devoted support of our audiences,” said Rhett M. Del Campo, Executive Director. “We have an opportunity to continue growing, expanding, and improving upon our craft, and hope that anyone as passionate as we are about choral music will join us in our efforts to build an even stronger foundation moving forward. As we implement these changes, we are eager to hear your thoughts. Feel free to email me at Rhett@SeraphicFire.org to share any feedback and look out for our audience surveys later this Spring.”

SERAPHIC FIRE: KEY ACCOMPLISHMENTS

2005: *First album released*

2006: *First commission*

2010: *Recording debut on Billboard Charts*

2012: *2 GRAMMY® nominations*

2015: *Seraphic Fire Youth Initiative launches to bring music education to Miami-Dade County elementary students*

2015: *Started an endowment fund at the Coral Gables Community Foundation*

2015: *3 national tours to New York, Philadelphia, and Washington D.C.*

2016: *Premiered 7 new works by emerging and established American composers*

2017: *Collaborations with The Cleveland Orchestra in Miami and Cleveland*

2018: *Professional Choral Institute debuts at Aspen Music Festival and School*

2019: *Featured ensemble performance at ACDA National Conference, Kansas City*

2020: *Host of Chorus America National Conference, Miami*



PURSuing EXCELLENCE IN 2020 AND BEYOND

Seraphic Fire presents the **highest quality performances of historically significant and under-performed music**, and advances art through the professional development, refinement, and documentation of our musicians' talents while promoting community connectivity through educational programs.

MUSICAL EXPERIENCES

Present concert experiences that position Seraphic Fire as the preeminent advocate for professional choral performance.

Intentional concert season cadence
Stronger, more well-rounded performances
More voices and more core artists

RECORDINGS & DOCUMENTATION

Create a body of work that defines and advances professional choral music.

Annual recording projects
Archival live concert recording

VISION

WE STRIVE TO BE THE EXEMPLAR FOR QUALITY CONTRIBUTIONS TO PROFESSIONAL ENSEMBLE SINGING IN NORTH AMERICA.

ARTIST & ORGANIZATIONAL DEVELOPMENT

Offer opportunities for Seraphic Fire artists and administrators to advance their expertise.

Mentoring initiatives
Developmental opportunities
Educational activities

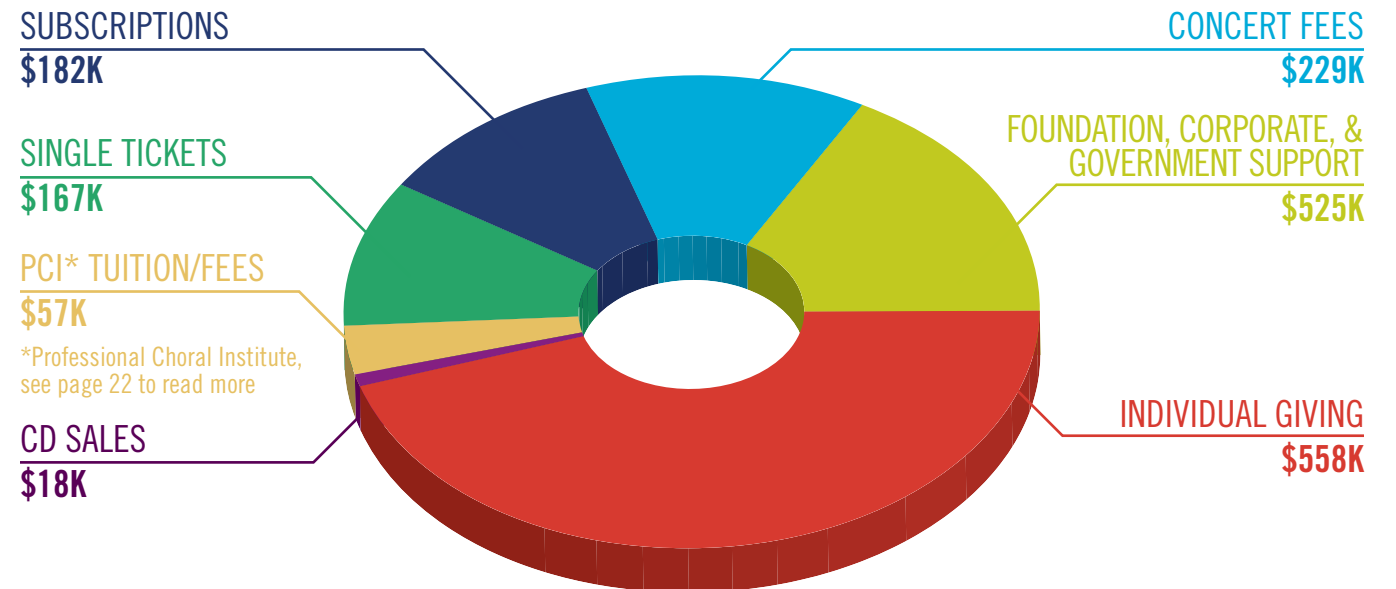
ENGAGEMENT THROUGH EDUCATION

Provide more opportunities for children and adults to connect with Seraphic Fire through educational programming.

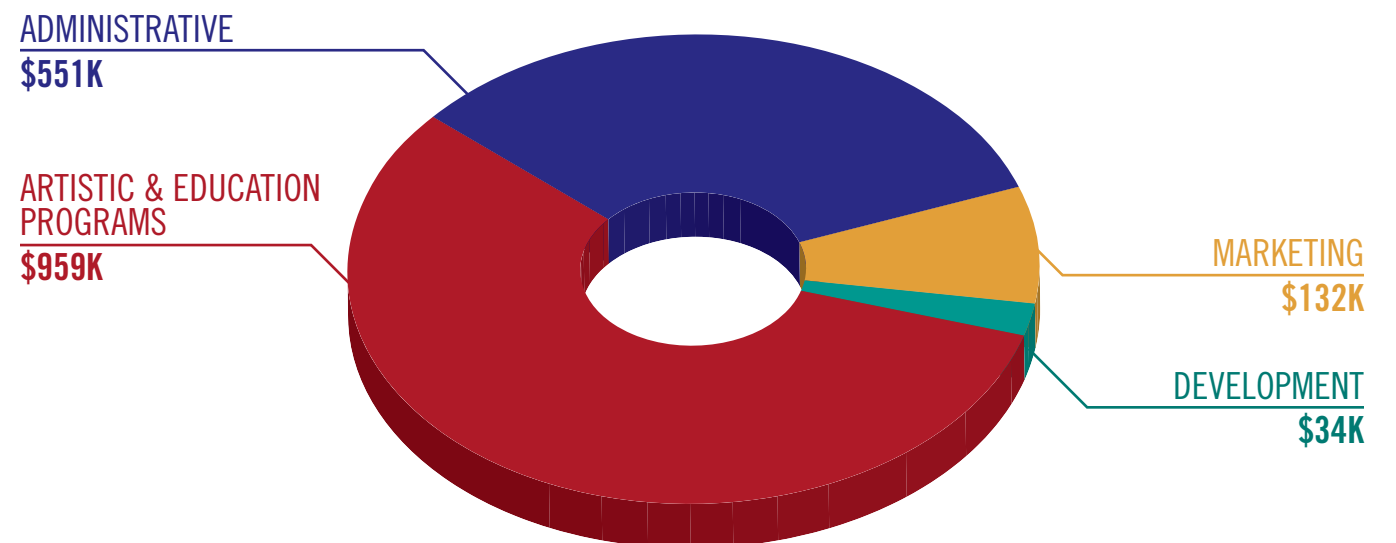
Reach more elementary students and schools
Enhanced PCI program at Aspen Music Festival & School
Increased local university engagement

2018-2019 FINANCIALS

REVENUES \$1,687K



EXPENSES \$1,676K



Audited Financial Statements and Form 990 are available at SeraphicFire.org/Reports