



Dunedin Music Society

*Connecting Local Communities With Live Music*

## Vision

To see residents, businesses and visitors to Tampa Bay participate in live music as performers and audiences, sharing concert attendance as one of a number of 'things to do' any day of the week, any time of year, alongside dinner, movies, sports, the beach, etc.

## Mission

Connecting local communities with live music.

## Values

We value:

- Bold integrity;
- Quality before quantity;
- Doing the scary thing, especially when it is opposite to what is popular;
- Momentary, undoctored, natural expression of emotions using music.
- Our members, and the people who amaze them.
- Contributing to something greater. Bigger. No, even bigger than that.

## Goals

1. To operate the Dunedin Concert Band with efficiency and effectiveness, increasing concert attendance to 500 individuals, and individual concert income to \$2,000 by December 31, 2018.
2. To enroll 250 individual members by December 31, 2019.
3. To issue 150 Music Theory certifications by December 31, 2019
4. To produce three festival-like events with at least 1,000 in attendance by December 31, 2020.
5. To engage five full-time chamber music ensembles to perform and teach around Pinellas County by December 31, 2020, promoting the DMS and live [acoustic/ classical/ unplugged] music.

## Demeanor

We expect our staff, volunteers and Performers to:

- Smile a lot;
- Be nice to each other, our members, our audiences, and anyone they ever speak to (you are *always* representing the DMS even when not on DMS time!);
- Always be honest, understanding, loyal, willing, and grateful, and to own up and ask questions;
- Always arrive early and be willing to setup and clear up;
- Did we say smile a lot? We meant genuinely smile, not fake smile;
- Help others achieve their goals in sharing live music with their communities.

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