



SERVICES OVERVIEW

The Challenges

Performing artists and arts organizations face a unique set of challenges. Despite the more than 20 million Americans who consider themselves arts supporters, many organizations and individual artists struggle to make ends meet. Some of the reasons include:

- Rising operating and performance costs that dwarf ticket revenue
- A saturated artistic marketplace, with more competition than ever before
- Seemingly limited demand for traditional classical concerts
- Difficulty articulating and monetizing the value of the performing arts

Services We Offer

We provide consulting services that help you meet these challenges by finding additional ways to convert you or your organization's artistic value into tangible results. Our goal is to provide sustainable strategies to help you or your organization weather the next century of creating art. Our consulting services include:

- **New venture planning** – early-stage business planning and analysis
- **Audience research** – collecting and interpreting consumer data to help design new artistic initiatives, find new audiences, and reach existing audiences in new ways
- **Marketing strategy** – development, implementation, and analysis
- **Organizational assessment** – evaluation of organizational structure and practices
- **Project-specific** consulting and implementation services, including partnering with organizations and vendors to create new products and services

How Can We Help You?

Contact us to discuss how we can help you:

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