

A photograph of three women smiling and standing in front of a stone wall. The image is overlaid with a semi-transparent green filter. The text "MOMENTUM CHOIR" is superimposed in large, white, sans-serif capital letters across the center of the image.

MOMENTUM CHOIR

PROJECT OVERVIEW

Leadership Niagara collaborated with Momentum Choir to build the voice of the choir to reach new audiences, increase stakeholder engagement, and expand community awareness. The project team analyzed current data, developed and employed social media and marketing strategies, and projected their spring performance ticket sales at 90%. 'I've Got the Music in Me' was 'SOLD OUT' at the PAC, May 5, 2019!