



St. Louis Housing Authority
Renaissance Place
Thursday, May 29, 2008

Saint Louis Symphony Orchestra

Core Purposes:

- Perform great music in a live environment that inspires and delights audiences
- Enhance the cultural vitality of the community.



Recent History

- Previous Music Director Early Resignation
- Work stoppage (2005)
- Ticket sale declines in 2005/6, 2006/7 and 2007/08
- Endowment Campaign
- Annual giving flat
 - Individual up
 - Corporate down

Symphony Economics “101”

	<u>Major Symphony</u>		<u>Private Colleges</u>
Earned Revenue	35%	Tuition & Fees	25-60%
Annual Giving	25%	Annual Gifts & Grants	5-30%
Endowment	30%	Endowment	15-40%
Other	10%	Other	5-15%

1 in 3 people hear the Symphony outside of Powell Hall

40% of the people hear the Symphony for free

National model for Education and Community
Engagement



TRIVERS

The Community Partnership Program



Education

Awareness

Access

Goals



- Make Excellent Music available to everyone
- Present more than 250 free concerts and classes every year
- Partner with schools, churches, community centers, parks, senior centers, museums, universities and more

Why Do We Need CP?



- **Develop new Audiences**
- **Expose/Educate Youth and Adults**
- **Involve SLSO Musicians in the Community**

Changing Community Perceptions

- Retirement Communities
- Free Concerts in Neighborhood Venues
- On Stage at Powell
- Receptions with Musicians
- Adult Education
- New Ethnic Communities



Musicians



- Voluntary Participation
- Enjoy knowing and talking with the audience
- Personal Connections
- Mutual benefits

IN UNISON® Church Program



- Founded in 1992
- Partnering with 40 St. Louis African-American churches
 - Morning Worship
 - Stained Glass Concerts
 - In Unison Chorus

Neighborhood Focus

■ Renaissance Place

- Retirement Center
- Carver Elementary School
- Community Center
- Dunbar Elementary School



Education Concerts at Powell Symphony Hall



- 30,000 K-12 students attend age-appropriate concerts annually
- 1000 schools from 100 mile radius
- Educational partnerships with Science Center and History Museum

In-school Programs

- Adopt-A-School Program
Started in Carver
Elementary School
- E. Desmond Lee Fine
Arts Education
Collaborative
- Supported by
professional
development and
evaluation



Why?

- **Students with band and orchestra experience attend college at a rate twice the national average.** *Bands Across the USA*
- **Businesses believe that the arts are an important component in building a well-educated workforce.** *National Survey: Business Support of the Arts*
- **89% of respondents believe music helps a child's overall development, and 93% believe that music is part of a well-rounded education.** *Gallup*

Funding

- Endowment Draw
 - Gifts/Grants
 - Annual Fund
- Shared Costs with Community Partners
 - Free Media/Marketing/Partners

Sustainability

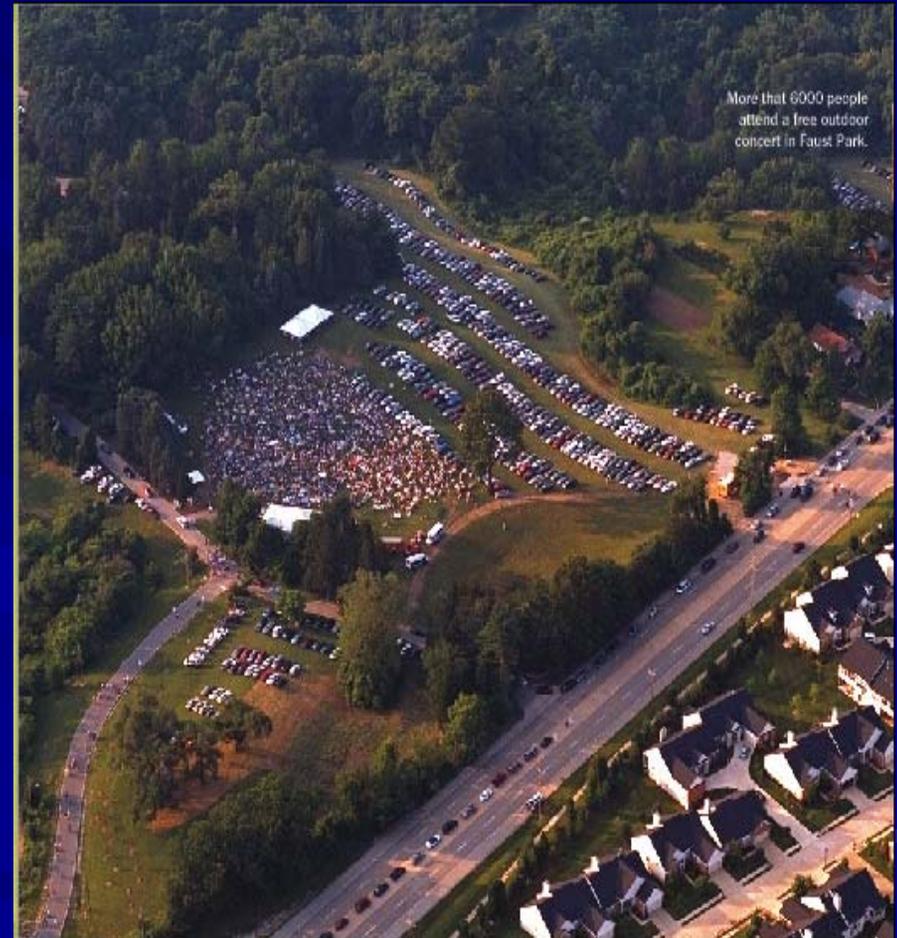
- Permanent Funding
 - Endowment
 - 5% Annual Draw
- Grants for Current or New Programs
 - Replace Current Programs?
 - New Staff? Temporary?
 - Growth and Development?
 - Evaluation?
- Development Staff
 - Grant Writing/Reporting/Research
 - Maintaining Relationships with Funders

Success

- Clearly Defined Goals
- Mission Statement
- Independent Evaluation, Neutral
- Advisory Board

Award-Winning

- **2002 MetLife Award for Excellence**
- **2004 Focus St. Louis What's Right with the Region Award**



What can you do to help?

- **Call and Write to your School Board Members – “Support Arts Education”**
- **Call and Write to your Legislators
“Support the NEA, State Arts Councils”**
- **Emails (Good)
Calls and Letters (Better)**



SAINT LOUIS

Symphony

ORCHESTRA