



# 2020 ANNUAL REPORT +

COVID  
ADAPTATION  
REPORT

TRAVERSE  
SYMPHONY  
ORCHESTRA

70 Years Serving the  
Northern Michigan  
Community





## THE 2019-2020 SEASON ...before the pandemic

The 2019-2020 Season began with a stunning concert led by Maestro Rhodes and featured World Class Soprano OTHALIE GRAHAM.

The Season continued by featuring TSO Principal Flutist, NANCY STAGNITTA, performing David Amram's *Giants of the Night*, a jazz inspired tribute to Charlie Parker, Jack Kerouac and Dizzy Gillespie.



4,563 In-Person Concert Tickets  
Sold in 2019-2020 ... pre-COVID





January's concert saw the return of outstanding young professionals, and TSO Civic ensemble alumni, Ivan Suminski, Kyle Stachnik and Joe Skerik, the VIRIDIAN STRINGS.

Featuring indie rock band THE ACCIDENTALS, 2019's *Home for the Holidays* was a hit, attracting hundreds of new audience members to the TSO, and delighting a new generation of fans.



In early 2020, the COVID-19 pandemic forced the cancellation of much of the rest of the Season including our planned APRIL VIENNA FIREWORKS CONCERT fundraiser and MAY SEASON FINALE.

We were also forced to cancel our summer of 2020 FUNDRAISING EVENT and our 2020-2021 SEASON TICKET CAMPAIGN, just weeks after announcing.





# Reinventing the TSO Season

In March of 2020, the TSO began the process of radically reinventing and creatively reimagining outreach to safely engage and entertain our community. After much consultation with community focus groups and arts leaders, we instituted a three-pronged approach to realizing our mission: safe and distanced live performance, online educational outreach, and virtual concerts.

## LIVE PERFORMANCES

providing Pop-up Concerts  
in unexpected spaces  
throughout the region



Over 45,000 points of digital engagement since March 2020

## VIRTUAL ENGAGEMENTS

entertaining audiences in  
the safety of their homes

“In the last few months, I have worked with the staff and board of TSO as a part of a community-wide focus group, convened to generate ideas and strategies for their response to COVID-19 and a reinvention of the TSO. The TSO is one of the brightest gems [in our region].”

PAUL LAPORTE, TSO Member



# EDUCATION

learning opportunities for all ages



Each of these adaptations was focused on safety for both our musicians and audience, community engagement with outreach to new audiences and providing a consistent and meaningful educational experience through our Civic Programs.

Increased virtual engagement on multiple online platforms provided access to thousands of new listeners, expanding the reach of TSO's performances, while continuing to connect with existing patrons and supporters.

"The TSO Civic program is unique in our community and has made available a vibrant, multi-age performing string orchestra program for amateur musicians since 2004. Re-inventing the live orchestra experience in a virtual setting is the biggest challenge the Civic program has faced.

Many of our adult Civic participants are retired and isolated in their homes during the pandemic. They are thrilled to have an outlet for playing music \*together\* virtually while staying safe."

LYNNE TOBIN

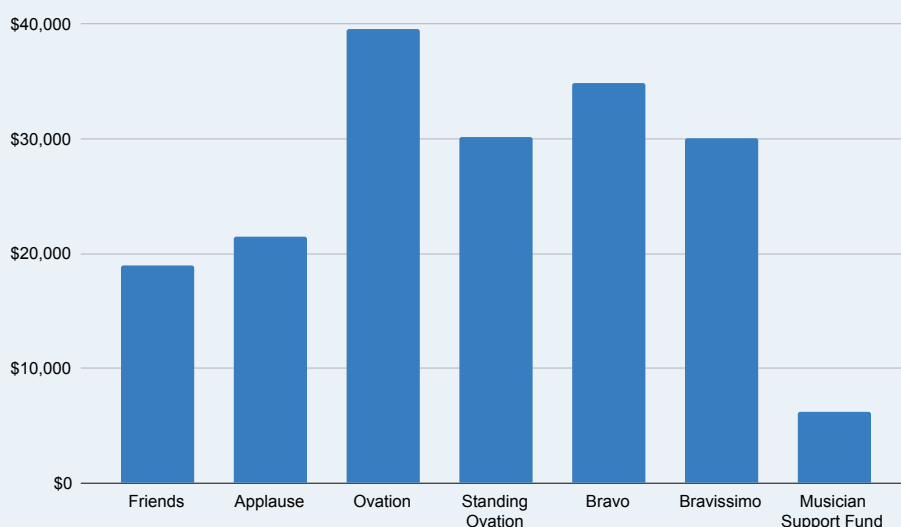
TSO Civic Ensembles Program Director



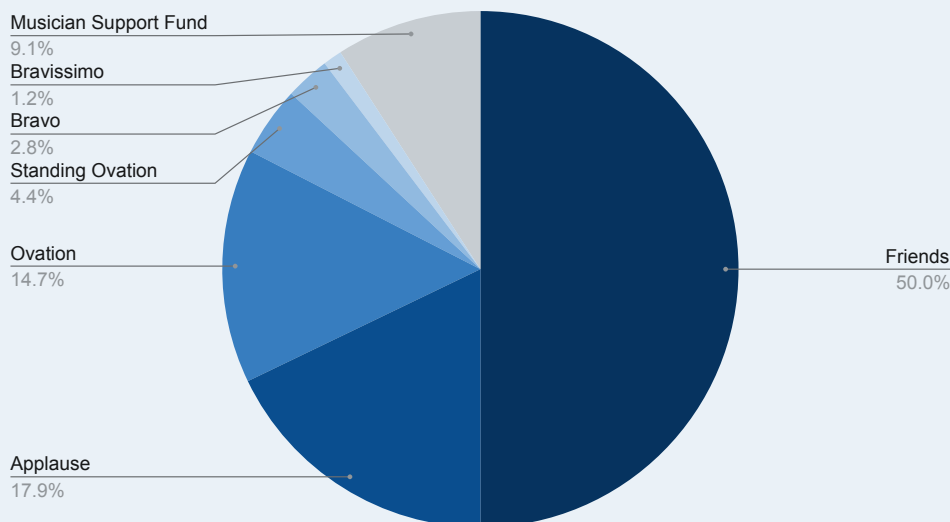
*Play a part...*



The quickly changing public health landscape required the TSO to adopt an innovative new approach to sustainability. Our exciting new “Play a Part” MEMBERSHIP MODEL combined the dedication of our season ticket holders with the strength of our annual donor campaign. Propelled by an \$80,000 matching grant from an anonymous benefactor, and support from our new members, the TSO was able to continue to provide vibrant arts and education programs to our community during the global pandemic shutdown.



Membership campaign raised \$181,275 through December 31, 2020



252 TSO patrons joined as new members through December 31, 2020

# TSO Membership Levels

## FRIEND \$100 – 419/year

Recognition in our programs and a 10% discount on TSO merchandise.

## APPLAUSE \$35/monthly subscription (\$420/yr)

Equivalent to our former average household season ticket price, donations at this level provide a steady stream of support for our year long education programs, and support the ongoing operations of the Symphony. In addition to the benefits of the previous level, patrons at this level will receive access to online chamber concerts and other premium digital content.

## OVATION \$1,000 – \$2,499/year

Provides funding for hiring one TSO musician for one concert weekend, and in addition to the benefits of the previous level will provide the donor with early access to concert tickets for our Pops concerts.

## STANDING OVATION \$2,500 – \$4,999/year

A gift at this level will fund one of the new small chamber or pop-up concerts this season, and in addition to the benefits of the previous level will provide the donor with reserved seating at our live chamber concerts.

## BRAVO \$5,000 – \$9,999/year

A gift at this level will fund the location for one Symphony Pops concert, or support the season salary of one of our principal musicians. In addition to the benefits of the previous level, Bravo members will be invited to an exclusive live VIP event featuring Maestro Kevin Rhodes.































## BRAVISSIMO \$10,000+/year

A gift of \$10,000 or more would join a legacy of extraordinary support that has built this orchestra into one of the cultural jewels of this region. Not only does this gift support the orchestra, but through that generosity lifts all of Northern Michigan as a cultural destination, ensuring its vibrancy and growing momentum as one of the great places to live in the U.S.

*Gifts at any level are fully tax deductible. All pledges can be billed monthly.*

## MUSICIAN SUPPORT FUND

As part of our commitment to our musicians, we created a permanent MUSICIAN SUPPORT FUND. This new fund, in partnership with our TSO Players' Committee, will be used to provide mini-grants directly to our hardest hit musicians, and will become a permanent part of our commitment to our players long after we emerge from this pandemic.

	FRIEND \$100	APPLAUSE \$35/month	OVATION \$1,000	STANDING OVATION \$2500	BRAVO \$5,000	BRAVISSIMO \$10,000
Name in Program and Online						
10% Discount on TSO Merchandise						
Access to Online Chamber Concerts						
Early Access to Ticketed Concerts						
Reserved Seating at Free Chamber Series Concerts						
Intivation to Dress Rehearsal						
Invitation to Musical VIP Thank-You Event featuring Kevin Rhodes						
Private VIP Salon Concert with Kevin Rhodes and Orchestra Soloist						

# Financials

Fiscal Year 2020, ending August 31, 2020

## Statement of Activities

### REVENUES, GAINS AND SUPPORT

#### Support

	Without Donor Restrictions	With Donor Restrictions	Total
Annual Fund	\$248,476		\$248,476
Endowments and Grants	\$82,555	\$56,260	\$138,815
Sponsorship	\$52,107		\$52,107
Performances	\$163,909		\$163,909
Advertising, tuition, contracted services	\$27,702		\$27,702
Interest, dividends, realized & unrealized gains	\$8,418	\$32,751	\$41,169
Assets released from restrictions	\$3,513	-\$3,513	0

#### Total revenue, gains and support

**\$586,680      \$85,498      \$672,178**

### EXPENSES

Program services	\$424,324		\$424,324
Management and general	\$159,941		\$159,941
Fundraising	\$67,656		\$67,656
Total expenses	\$651,939		\$651,939

#### Change in Net Assets

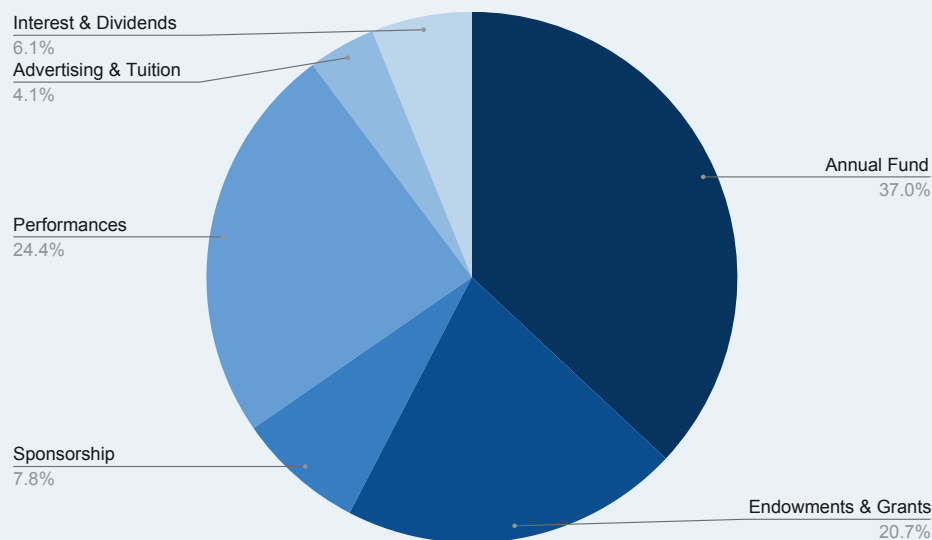
**-\$65,259      \$85,498      \$20,239**

#### Net Assets, beginning of year

**\$8,178      \$358,776      \$350,598**

#### Net Assets, end of year

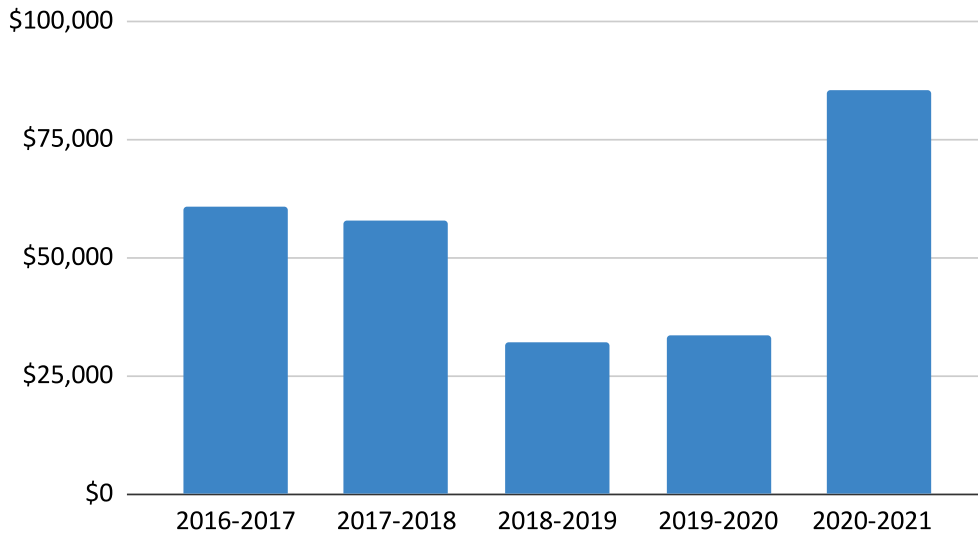
**-\$73,437      \$444,274      \$370,837**



Total Revenue \$672,178



# Grants

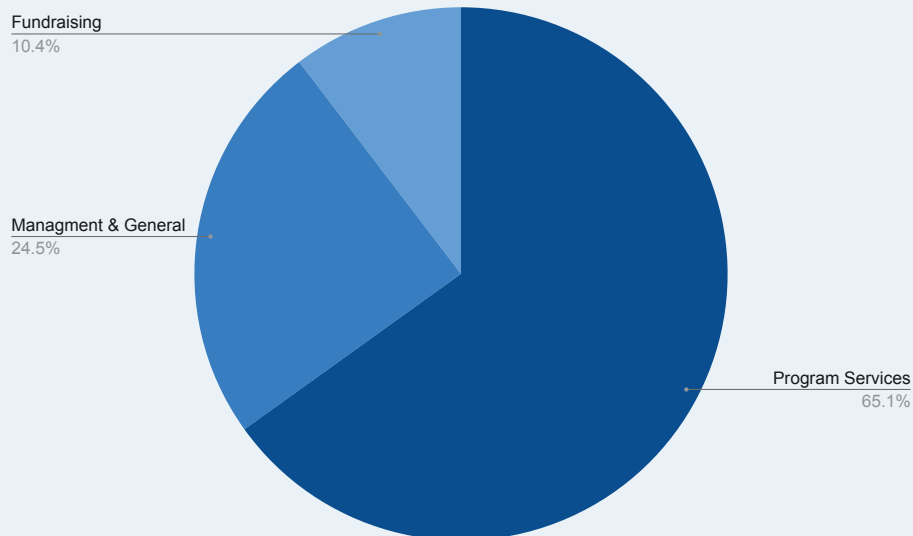


## Grants for the Last Five Seasons

As of December 31, 2020

Not included in the 2019-2020 total: an additional \$43,434 in COVID relief funds were made available by the Small Business Administration

Support for the Traverse Symphony is provided in part by Edmund F. and Virginia B. Ball Foundation, Biederman Family Foundation, Alden and Vada Dow Family Foundation, Kettering Family Foundation, Michigan Council for Arts and Cultural Affairs, National Endowment for the Arts, Networks Northwest, and Rotary Charities. Funds received allowed for continued operations support, education program support and expansion, community engagement expansion, and COVID adaptations.



Total Expenses \$651,939

# Thank You!

We applaud the generosity of our financial supporters who make what we do at the Traverse Symphony Orchestra possible.

**Individuals listed in bold are recognized as SUSTAINING DONORS**

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Despite this year of uncertainty, there is much to be thankful for.  
On behalf of the musicians, leadership and Board of Directors of the  
Traverse Symphony Orchestra we are thankful for you, our committed  
members, patrons and friends for your continued support.

Susan Cogswell, President | Kedrik Merwin, Executive Director | Kevin Rhodes, Music Director

2020-2021

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2020-2021

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