

NORTH VALLEY SYMPHONY ORCHESTRA
Annual Report 2014-2015



BOARD MESSAGE

“To serve the greater Phoenix north valley by building community through musical performance and education, while enhancing music appreciation through artistically engaging concert experiences for audiences of all ages, and providing multi-generational musicians a place to enjoy the collective art of making music.” NVSO Mission Statement

The North Valley Symphony Orchestra Board has met annually in last spring to review both the previous years accomplishments and to establish goals for the upcoming concert year. This year’s strategy meeting was held on May 17, 2015.

These goals were established, based on one over-arching premise: **NVSO will never go into the “red” but will always have a balanced budget, and stay within our budget year to year.**

Accomplishments:

This past year North Valley Symphony Orchestra (NVSO) again saw a significant growth in the quality and reputation of our orchestra. Attendance increased over the previous year and the quality of the performances has continued to improve.

NVSO continued to provide outreach groups for various community events. Beyond creating a community presence, these groups also produced a significant amount of revenue for NVSO.

NVSO was able to produce an additional \$5,000 for the reserve fund, meeting a milestone in continuation of the 5 year goal of raising \$25,000 for said fund.

NVSO has maintained a strong relationship with the Paradise Valley School District and the North Phoenix Chamber of Commerce.

The Adult Orchestra has a membership of 74 and the Youth and Symphonettes has a membership of 42.

Board Membership:

At the beginning of the concert year the NVSO Board consisted of: Kevin Kozacek, Musical Director; Dennis Dorch, Board President; Chad Kurtzman, Vice President; Cindy Kozacek, Board Secretary; Steve Thomasson, Treasurer; and Kristel Donaldson, Lewis Davis and Gwen Jarick as Members-at-Large.

In the spring of 2015, there were board changes. Due to employment relocation Lewis Davis submitted his resignation. Chad Kurtzman requested that he be reassigned from Vice President to Member-at-Large. Steven Bergt was elected by the orchestra membership to replace Chad Kurtzman as Vice President.

Meeting last Year's Goals:

The Board met on June 15, 2013, to articulate goals for the upcoming years. These goals were established, based on one over-arching premise: **NVSO will never go into the "red" but will always have a balanced budget, and stay within our budget year to year.**

A good measure on the progress of the orchestra is to evaluate the accomplishments of the year against the goals set in 2014.

- Goal: 1 year operational budget in 'savings' = \$25,000 (5 year goal) – we will begin working to accomplish this goal by putting ½ of each year's 'ending profit' into a protected fund

The Board has been able to set aside another \$5,000 this year (\$15,000 for the first three years). We are meeting this goal. At this rate we will meet our 5 year goal.

- Goal: Own our own timpani, bass drum and tubular bells = \$20,000 (3 year goal). We will accomplish this goal with specific fund raising.

The Board has prioritized the purchase of a bass drum this year by allocating \$2,000 in the 2015/16 budget. The Board also stated that a goal of 2016/17 would be the purchase of a set of tympani.

- Goal: Staffing – Paid administrator (2 year goal)

Not yet accomplished. However, the Board will be seeking a grant writer this year who will work on commission. In addition, the Board will seek a volunteer to assist in project management.

- Goal: Grant Applications –(2-5 year goal)

NVSO submitted 1 grant application this past year. NVSO did apply for an Arizona Arts Commission grant and will be receiving \$1,000 this year. The Board also set a goal of submitting 4 grant applications this year.

- Goal: Average 750 audience members per concert (3 year goal)

Not yet accomplished, but good progress has been made.

- Goal: Reduce Adult Orch. Membership fee by ½ (3 year goal)

The Board has voted to reduce the adult membership fee this year by 20%. If revenues increase this year, the Board has indicated that the fee could be reduced an additional 20% next year. The Board hopes to completely eliminate fees by the 2019/2020 concert year.

- Goal: Sponsors = 1 concert sponsor per concert @\$4,000 13-14 season; 2 concert sponsors per concert @\$6,000 14-15 season; 2 concert sponsors per concert @\$8,000 15-16 season.

There was one concert sponsor this past year. The Board's goal for this year is to secure 4 project sponsors at \$1,000 per sponsor.

- Goal: Fund-raising = \$2,000 per season (3 year goal)

This goal was achieved through the use of outreach performances. However, the Board has revised this goal to \$4,000 - \$2,000 from outreach and \$2,000 from active fundraising.

- Goal: Individual donor = \$7,500 13-14 season; \$10,000 14-15 season; \$12,500 15-16 season.

Although there were many individual donors this past year, NVSO has yet to attract the type of donors envisioned in this goal. However, the Board has elected to keep the \$12,500 goals this concert season, and to set a goals of \$15,000 for the 2016/17 concert season.

Goal: Repertoire Sponsor = \$100 per piece

This goal has not been achieved.

Performances:

October 18, 2014

Cool Tropical Nights

Youth Orchestra

Jazz Pizzicato

Jazz Legato

Anderson, ed. Applebaum

Anderson

Adult Orchestra

Espana

Latin-American Symphonette

1. Rhumba

2. Tango

3. Guaracha

4. Conga

Chabrier

Gould

A Night in the Tropics

1. Noche de los Tropicicos

2. Feste Criolla

Gottschalk

Symphonic Dances from West Side Story

Bernstein

Audience Attendance: 428

December 6, 2014

European Tapestry

Youth Orchestra

Contrapunctus

Masters in the Hall

Bach

Hart

Adult Orchestra

Russian Christmas Music

Trittico Bottecelliano

I. La Primavera (The Spring)

II. L'Adorazione dei Magi

III. La nascita di Venere

Reed

Respighi

Carol of the Bells

L'Arlesienne Suite #2

Hallelujah Chorus from Messiah

Leontovich

Bizet

Handel

Audience Attendance: 774

March 14, 2015

The Planets

Adult Orchestra

Prometheus: Symphonic Poem No. 5

Franz Liszt

Youth Orchestra
Equuleus
The Pleiades

Soon Hee Newbold
Sue Roberts

Adult Orchestra
The Planets

Gustav Holst

- I. Mars, the Bringer of War
- II. Venus, the Bringer of Peace
- III. Mercury, the Winged Messenger
- IV. Jupiter, the Bringer of Jollity
- V. Saturn, the Bringer of Old Age
- VI. Uranus, the Magician
- VII. Neptune, the Mustic

Audience Attendance: 873

May 2, 2015

Scenes of America

Adult Orchestra
American Fanfare
An Outdoor Overture
Appalachia Waltz

James Stephenson
Aaron Copland
Mark O'Connor

Youth Orchestra
Concerto in A minor

Antonio Vivaldi

Adult Orchestra
Symphony No. 9 in E Minor
I. Adagio – Allegro molto
II. Largo
III. Scherzo. Molto vivace
IV. Allegro con fuoco

Antonin Dvorak

Audience Attendance: 482

December 13, 2014, Youth Concert

Present of Christmas Music

Symphonettes
Hanukkah Habanera
A Kwanzaa Celebration
The Wexford Carol
Three Celtic Carols
A Latin Christmas

arr. Tim McCarrick
arr. John O'Reilly
arr. Anne McGinty
arr. Deborah Baker Monday
arr. Bob Phillis

Youth Orchestra

Sleigh Ride
Contrapunctus
Masters in the Hall
March of the Toys
A Mad Russian's Christmas
English Carol Collage

The Bells of Christmas
Troika

Anderson arr. Applebaum
Bach
Hart
Herbert arr. Lipton
Tchaikovsky, arr. Phillips
arr. Brian Holmes
Wingert Jones
arr. Moore
Prokofiev,
arr. Moore

Audience Attendance: 76

May 9, 2014, Youth Concert

American Sampler

Symphonettes

Country Jam
The Magnificent Seven

Rocky Top

Fun, Fun, Fun

Mariachi!
Tying Knots in the Devil's Tail
Bass-ically Bluegrass
Fiddlers' Contest

John Higgins
Elmer Bernstein
arr. Bob Cerulli
Bryant and Bryant
arr. Bruce Chase
Wilson and Love
arr. Bob Cerulli
John O'Neill
arr. Peter Rolland
Bob Phillips
Shelley Hanson

Youth Orchestra

Hoedown from "Rodeo"
L'estro Armonico
Violin Concerto in A minor
First Movement
Lonestar Variations
An American Folk Symphony

Aaron Copland
Antonio Vivaldi

Richard Meyer
Jeffrey Bishop

Audience Attendance: 126

Music Director Report:

The 2014-15 North Valley Symphony Orchestra concert season was artistically a resounding success. The repertoire that was included in our concerts was challenging, bold, and met with great approval by the attending audiences.

The first concert was titled "Cool Tropical Nights," which included Gottschalk's *A Night in the Tropics*, Bernstein's *Symphonic Dances from West Side Story*, and Gould's *Latin-American Symphonette*. The difficulty of the pieces performed was a challenge for the first concert of the season, but the orchestra responded well, and the audience was delighted with the result. Due to some very late illnesses and conflicts, three ASU graduate students were hired to assist the first violin section. NVSO Youth Orchestra opened the concert with two Leroy Anderson pieces, *Jazz Pizzicato* and *Jazz Legato*. The inclusion of NVSO Youth Orchestra at every concert has become somewhat of tradition for our concert programming, and the audience responds well to their participation.

The second concert was titled "European Tapestry," which was centered on Respighi's beautiful composition *Trittico Bottecchiano*. The second movement of the three movement piece is titled *The Adoration of the Magi*, and the haunting rendition of the "O Come Emmanuel" chant motif was the highlight of the concert. Other pieces included Reed's *Russian Christmas Music*, Bizet's *L'Arlesienne Suite #2*, and Handel's *Halleluja Chorus from Messiah* in collaboration with Sounds of the Southwest Singers under the direction of Matt Deller. NVSO Youth Orchestra performed Bach's *Contrapunctus*, and Hart's arrangement of *Masters in this Hall*. NVSO Symphonettes performed in the lobby during intermission.

The third concert was the most challenging, and by far the best crowd pleaser of the season. Holst's *The Planets* was performed to a record NVSO audience, and the partnership with the Challenger Space Center to bring their inflatable planets for a lobby exhibit drew numerous young attendees. A video display of NASA photos of each of the planets was created, and projected above the orchestra during each movement. Additionally, the orchestra opened the concert with Liszt's symphonic poem *Prometheus*. As the Music Director, I was most pleased with this concert by NVSO. With this performance we achieved a level of artistic performance that endeared our organization to the Phoenix north central valley. NVSO again had the opportunity to collaborate with the women from Sounds of the Southwest Singers singing the women's chorus part for *Neptune*. NVSO Youth Orchestra performed Newbold's *Equuleus* and Roberts' *The Pleiades*, pieces that also stretched their artistic abilities.

The final concert titled "Scenes of America" rounded out the concert season. The repertoire included Stephenson's *American Fanfare*, Copland's *Outdoor Overture*, and Dvorak's *Symphony No. 9, "New World."* The orchestra enjoys presenting a patriotic themed event every spring, and the audience is becoming very appreciative of the theme gesture. NVSO Symphonettes also performed for this concert, and we moved their performance into the pod of the auditorium, providing better acoustics and more room for audience enjoyment during intermission.

The highlight of the final concert was the third annual Summerford Violin Concerto Competition, featuring this year's winner playing Vivaldi's *Violin Concerto in A Minor, Op. 3, No. 6*. Local luthier Jody Summerford again recognized the great value of our youth programs by donating a \$5000 handmade violin as a competition prize, in order to provide

additional incentive to the members of our youth program. This generous donation has become an annual event, and nine members of the NVSO youth programs competed in April for this amazing prize. Our 17-year-old NVSO Youth Orchestra concertmistress, Sydney Cooney, was the deserving recipient of the violin.

NVSO Symphonettes and Youth Orchestra performed dedicated concerts at the end of each semester. Though mainly attended by parents and friends, the concerts are well received by the audience that does attend. The youth program also provided two outreach concerts on two separate Saturdays in November and April. The concerts were held at malls and church festivals, and the exposure has proven to provide more interest in the NVSO youth program. Membership has grown under the volunteer leadership of the youth programs by Sujoy Spencer, Marjorie Sherman, Anne Phalen and Murilou Chilman. Though Murilou Chilman has now retired and moved on, we look forward to having the rest of the staff provide leadership in the future.

NVSO outreach groups, which included adult string and woodwind groups, as well as a youth octet from NVSO Youth Orchestra, provided music for over 12 outreach events and the annual NVSO donor recognition dinner. Their efforts enhanced NVSO visibility, and raised a significant amount of revenue through donations and contracted payments.

I cannot adequately convey my exhilaration with the success of NVSO's 2014-15 concert season. Our community musicians, volunteer staff, and dedicated audience members continue to build the organization into a regional community orchestra that will serve the Phoenix north valley for years to come.

Kevin Kozacek
Music Director, NVSO

Financial Report:

A complete financial report is attached as an appendix. However a short synopsis is as follows:

	July-2014	July-2015
General Checking	7,213	13,506
LEMM Checking	421	658
Restricted Fund	10,102	15,255

All of the NVSO fund balances continue to improve year over year.

North Valley Symphony Orchestra, Inc.
Profit & Loss Budget vs. Actual
July 2014 through June 2015

	TOTAL		
	Jul '14 - Jun 15	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Direct Public Grants			
Foundation and Trust Grants	0.00	4,000.00	-4,000.00
Direct Public Grants - Other	0.00	0.00	0.00
Total Direct Public Grants	<u>0.00</u>	<u>4,000.00</u>	<u>-4,000.00</u>
Direct Public Support/Donations			
Board Donation	1,124.48	0.00	1,124.48
Corporate Contributions			
Donations	11,075.04	10,000.00	1,075.04
Fundraising			
Donor Appreciation Dinner Tick	1,600.00		
Fundraising - Other	2,816.68	2,000.00	816.68
Total Fundraising	<u>4,416.68</u>	<u>2,000.00</u>	<u>2,416.68</u>
LEMM Contributions - Restricted	28.00	1,000.00	-972.00
Outreach	984.50	0.00	984.50
Repertoire Sponsor	0.00	400.00	-400.00
Sponsor	1,000.00	4,000.00	-3,000.00
Direct Public Support/Donations - Other	0.00	0.00	0.00
Total Direct Public Support/Donations	<u>18,628.70</u>	<u>17,400.00</u>	<u>1,228.70</u>
Government Grants	0.00	0.00	0.00
Other Types of Income			
Advertising Sales	2,418.00	2,400.00	18.00
Program Income			
Concert Ticket Sales	13,309.00	12,000.00	1,309.00
Concession Sales	1,308.50	200.00	1,108.50
Membership Dues - Adult	7,200.67	7,000.00	200.67
Membership Dues - Symphonettes	1,805.00	1,500.00	305.00
Membership Dues - Youth	2,430.00	2,500.00	-70.00
Program Income - Other	-69.31		
Total Program Income	<u>25,983.86</u>	<u>23,200.00</u>	<u>2,783.86</u>
Total Income	<u>47,483.82</u>	<u>47,000.12</u>	<u>483.70</u>
Gross Profit	47,483.82	47,000.12	483.70
Expense			
Artistic Expenses			
Music Purchase - Adult	2,651.15	2,800.00	-148.85

North Valley Symphony Orchestra, Inc.
Profit & Loss Budget vs. Actual
July 2014 through June 2015

	TOTAL		
	Jul '14 - Jun 15	Budget	\$ Over Budget
Music Purchase - Youth	708.69	1,700.00	-991.31
Music Rental - Adult	884.38	600.00	284.38
Musicians - Contractor	2,740.00	2,000.00	740.00
Soloists	0.00	200.00	-200.00
Total Artistic Expenses	<u>6,989.22</u>	<u>7,700.00</u>	<u>-710.78</u>
Development			
Donor Recognition	1,981.98	400.00	1,581.98
Donor Recruitment	254.49	600.00	-345.51
Total Development	<u>2,236.47</u>	<u>1,000.00</u>	<u>1,236.47</u>
Facilities and Equipment			
Equip Maintenance	15.00	500.00	-485.00
Equip Purchase	628.82	1,600.00	-971.18
Equip Rental	1,554.32	1,700.00	-145.68
Rent for Auditions	0.00	75.00	-75.00
Rent for Concerts - Adult	6,731.00	5,332.00	1,399.00
Rent for Concerts - Youth	3,722.50	2,868.00	854.50
Rent for Rehearsals - Adult	4,772.01	6,700.00	-1,927.99
Rent for Rehearsals - Youth	1,409.99	3,300.00	-1,890.01
Storage Facility	174.27	0.00	174.27
Total Facilities and Equipment	<u>19,007.91</u>	<u>22,075.00</u>	<u>-3,067.09</u>
Marketing			
Advertising - Adult	582.40	268.00	314.40
Advertising - Youth	617.61	132.00	485.61
Concert Tickets	276.42	0.00	276.42
Education	22.98	0.00	22.98
Misc Marketing Expense	1,017.25	0.00	1,017.25
Printing Programs - Adult	1,117.77	1,133.32	-15.55
Printing Programs - Youth	312.80	566.68	-253.88
Total Marketing	<u>4,147.23</u>	<u>2,100.00</u>	<u>2,047.23</u>
Meals and Entertainment	518.92	360.00	158.92
Operations			
Concessions Expenses	100.00	44.00	56.00
Memberships, Dues	1,040.00	846.00	194.00
Miscellaneous	257.95	52.00	205.95
Office Supplies	55.83	330.00	-274.17
PO Box	56.00	52.00	4.00
Postage, Mailing Service	126.22	150.00	-23.78
Printing and Copying	688.47	300.00	388.47
Processing fees - Paypal	115.53	40.00	75.53
Telephone, Telecommunications	278.40	281.22	-2.82
Website and Internet - Adult	132.54	111.00	21.54
Website and Internet - Youth	61.27	0.00	61.27

North Valley Symphony Orchestra, Inc.
Profit & Loss Budget vs. Actual
 July 2014 through June 2015

	<u>TOTAL</u>		
	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Total Operations	3,517.40	2,331.22	1,186.18
Other Types of Expenses			
Insurance (Liability) - Adult	157.33	190.00	-32.67
Insurance (Liability) - Youth	78.67	95.00	-16.33
Use Tax	0.00	75.00	-75.00
Total Other Types of Expenses	<u>236.00</u>	<u>360.00</u>	<u>-124.00</u>
Total Expense	<u>37,781.38</u>	<u>37,586.22</u>	<u>195.16</u>
Net Ordinary Income	<u>9,702.44</u>	<u>9,413.90</u>	<u>288.54</u>
Net Income	<u><u>9,702.44</u></u>	<u><u>9,413.90</u></u>	<u><u>288.54</u></u>

North Valley Symphony Orchestra, Inc.
Profit & Loss Budget vs. Actual
 July 2015 through June 2016

	<u>Budget</u>
Ordinary Income/Expense	
Income	
Direct Public Grants	5,000.00
Direct Public Support/Donations	
Board Donation	400.00
Corporate Contributions	1,200.00
Donataions	12,500.00
Fundraising	
Donor Appreciation Dinner Tick	1,600.00
Fundraising - Other	2,000.00
Total Fundraising	<u>3,600.00</u>
LEMM Contributions - Restricted	500.00
Outreach	2,000.00
Sponsor	4,000.00
Direct Public Support/Donations - Other	4,000.00
Total Direct Public Support/Donations	<u>28,200.00</u>
Government Grants	0.00
Investments	
Interest-Savings, Short-term CD	2.52
Total Investments	<u>2.52</u>
Other Types of Income	
Advertising Sales	2,400.00
Miscellaneous Revenue	
Technique Book	
Uniform	
Total Other Types of Income	<u>2,400.00</u>
Program Income	
Concert Ticket Sales	12,000.00
Concession Sales	351.00
Membership Dues - Adult	7,200.00
Membership Dues - Symphonettes	1,600.00
Membership Dues - Youth	2,600.00
Total Program Income	<u>23,751.00</u>
Total Income	<u>59,353.52</u>
Gross Profit	59,353.52
Expense	
Artistic Expenses	
Music Purchase - Adult	1,710.00

North Valley Symphony Orchestra, Inc.
Profit & Loss Budget vs. Actual
July 2015 through June 2016

	<u>Budget</u>
Music Purchase - Youth	1,600.00
Music Rental - Adult	3,600.00
Music Rental - Youth	
Musicians - Contractor	2,400.00
Soloists	500.00
Total Artistic Expenses	<u>9,810.00</u>
 Business Expenses	
Business Registration Fees	10.00
Total Business Expenses	<u>10.00</u>
 Contract Services	
Photography Fees	150.00
Total Contract Services	<u>150.00</u>
 Development	
Donor Recognition	2,000.00
Donor Recruitment	200.00
Total Development	<u>2,200.00</u>
 Facilities and Equipment	
Equip Maintenance	0.00
Equip Purchase	3,300.00
Equip Rental	240.00
Rent for Auditions	450.00
Rent for Concerts - Adult	8,000.00
Rent for Concerts - Youth	3,000.00
Rent for Rehearsals - Adult	5,000.00
Rent for Rehearsals - Youth	2,000.00
Storage Facility	780.00
Total Facilities and Equipment	<u>22,770.00</u>
 Financial Assist. Disbursement	75.00
Gifts	55.60
Marketing	
Advertising - Adult	1,200.00
Advertising - Youth	150.00
Concert Tickets	360.00
Education	100.00
Misc Marketing Expense	400.00
Printing Programs - Adult	1,200.00
Printing Programs - Youth	300.00
Total Marketing	<u>3,710.00</u>
 Meals and Entertainment	480.00

North Valley Symphony Orchestra, Inc.
Profit & Loss Budget vs. Actual
July 2015 through June 2016

	<u>Budget</u>
Operations	
Bank Fees	0.00
Concessions Expenses	11.20
Memberships, Dues	1,050.00
Miscellaneous	43.25
Office Supplies	46.28
PO Box	54.00
Postage, Mailing Service	26.42
Printing and Copying	800.00
Processing fees - Paypal	49.91
Telephone, Telecommunications	300.78
Website and Internet - Adult	100.00
Website and Internet - Youth	50.00
Total Operations	<u>2,531.84</u>
Other Types of Expenses	
Insurance - Property	
Insurance (Liability) - Adult	190.00
Insurance (Liability) - Youth	78.67
Use Tax	94.18
Total Other Types of Expenses	<u>362.85</u>
Reconciliation Discrepancies	5.00
Total Expense	<u>42,160.29</u>
Net Ordinary Income	<u>17,193.23</u>
Net Income	<u><u>17,193.23</u></u>