



St. Louis Civic Orchestra Annual Report 2024

Mission Statement:

The St. Louis Civic Orchestra is dedicated to promoting and preserving the world's greatest musical creations through live performances by exceptional musicians in the community. We aim to deliver high-quality symphonic music across diverse styles and genres, catering to a broad spectrum of audience constituencies. Our commitment to diversity, equity, and inclusion drives our efforts to break down barriers and make symphonic music accessible to historically underserved communities.

About St. Louis Civic Orchestra:

The St. Louis Civic Orchestra is a true civic orchestra of 65 amateur and professional musicians devoted to their musical avocation, and the performance of traditional, holiday, and pop orchestral music. Its mission is to promote and preserve the world's greatest musical creations through live performances by exceptional musicians in the community. Led by Artistic Director and Conductor, Dr. Barry Ford, the St. Louis Civic Orchestra begins its 75th season in Fall 2024. The orchestra does not and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

Link to Sample Concert Recordings:

- October 2023: <https://youtube.com/playlist?list=PLrgpAeKf0YQey-GEIGNvYUliTuX3pV5Fw&si=QJuTUAaAgN-XNVMq>
- December 2023: https://youtube.com/playlist?list=PLrgpAeKf0YQfJuDI2N3O9cVHz5rTLPxf&si=nUS4nL1oKdSCGu_B

Summary of Accomplishments:

In the past year, the St. Louis Civic Orchestra has achieved significant milestones in fulfilling our mission. Despite the challenges posed by the COVID-19 pandemic, we have adapted our operations to continue delivering outstanding musical performances to our community. Highlights of our accomplishments include:

- Successful execution of our concert season, featuring diverse repertoire and collaborations with various arts organizations.
- Continued partnership with the Parkway School District through the "Partners in Parkway" initiative, fostering connections with educational institutions and enriching the cultural impact on the community.
- Implementation of the Florence Frager Young Artist Concerto Competition, providing young musicians with opportunities to showcase their talents.
- Development and adoption of a newly developed strategic plan and annual planning session, guiding our organization's future direction and growth.
- Expansion of our fundraising efforts to diversify funding sources, including individual and corporate giving, to ensure financial sustainability.
- Introduction of a concert evaluation program to collect audience feedback and demographic information, informing our efforts to increase audience volume across the region.



Officers and Board Members:

Executive Committee: (years on board)

Colin Lovett (4)	President
Andrea Clark (3)	Vice President
Linda Rhoades (8)	Treasurer-outgoing
Denzel Woodall (1)	Treasurer-incoming
Jakob Mueller (2)	Secretary

General Directors:

Ray Randall (13+)	Director
Robert Herman (23)	Director
Rebecca Largent (10)	Director
Kathryn Muskopf (4)	Director

Community Non-Performing Directors:

Bernard Long (5)	Director
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Non-Voting Directors:

Dr. Barry Ford	Artistic (1)	Director
Graham Woodland (2)	Concertmaster	

Non-Board Committees:

Andrea Clark (6+)	Music Lead
Daniel Shavers (6+)	Music Lead
Jennifer Meyer (2)	Administrator



Financial Information:

A Statement of Activity and Statement of Financial Position for FY 2022-2023 is attached in the appendix.

2024-2025 Budget

Total Budgeted Income: \$52,548

Total Budgeted Expenses: \$52,548

- Salaries and Contract Services Expenses: \$28,850
- Occupancy (Rent, Utilities, Maintenance): \$7,600
- Equipment Rental & Artistic Supplies: \$3,000
- Business Overhead Expenses: \$13,098



Programs:

Standard Concert Season: Our concert season features a diverse range of repertoire, showcasing the talents of our orchestra members and engaging audiences across the St. Louis region. Our concert programs offer audiences an additional educational experience, featuring insightful program notes and educational content that enhances their appreciation for symphonic music.

The 2023-2024 concert season showcased the St. Louis Civic Orchestra's commitment to delivering exceptional symphonic performances across diverse musical genres. Held at prominent venues across the St. Louis Metro Area, each concert featured a curated program designed to engage and inspire audiences of all backgrounds.

The season kicked off with a captivating performance at Kirkwood First Presbyterian Church, featuring works by Berlioz, Prokofiev, and Tchaikovsky. This was followed by a festive holiday concert at Ritenour High School, featuring compositions by Corelli, Ravel, Prokofiev, and Mozart, alongside beloved Christmas favorites.

In February, the orchestra performed at Harris-Stowe State University, presenting a program celebrating the works of Barber, Read Thomas, Coleridge-Taylor, and Still. The concert showcased the orchestra's versatility and artistic excellence, captivating audiences with a rich tapestry of musical expression.

The season concluded with a spectacular performance at Kirkwood First Presbyterian Church, featuring Mendelssohn's "Overture to the Hebrides," Saint-Saëns' monumental "Organ Symphony," and concerto performances by the winners of the Florence Frager Young Artist Competition.

2024-2025 Season Preview:

As the St. Louis Civic Orchestra enters its 75th year of performance, the upcoming 2024-2025 concert season promises to be a blockbuster celebration of symphonic music. With a lineup of five concerts scheduled at various locations throughout the St. Louis Metro Area, the orchestra aims to showcase its artistic prowess and attract new audiences and patrons.

The proposed season includes an eclectic mix of repertoire, ranging from classical masterpieces by Saint-Saëns and Grieg to contemporary works by Missouri composers such as Don Gillis and Emma Lou Diemer. Highlights of the season also include an Americana concert featuring Copland's "Tender Land Suite" and a return of the annual pops concert, featuring iconic selections from Tchaikovsky, Bernstein, Morricone, and more.

By partnering with venues such as Harris-Stowe State University, the Washington University 560 Music Center, and Kirkwood First Presbyterian Church, the orchestra aims to reach diverse communities across the region and make symphonic music accessible to all. With a strategic focus on collaboration and partnership, the St. Louis Civic Orchestra is poised to continue its legacy of artistic excellence and community engagement in its 75th year and beyond.

In conclusion, the St. Louis Civic Orchestra remains committed to advancing our mission and serving our community through the power of music. We look forward to continued growth and success in the years to come.

Florence Frager Young Artist Concerto Competition: Our annual competition provides young artists with a platform to showcase their musical talents and receive recognition for their achievements. The Florence Frager Young Artist Competition, established in the mid-1970s and named after a member's mother in 1993, has been a cornerstone of the St. Louis Civic Orchestra's commitment to nurturing young talent in the community for over 40



years. The competition provides a platform for senior high school instrumentalists (grades 9-12) within a 150-mile radius of St. Louis to showcase their abilities with a full symphonic orchestra.

For the 2023-2024 season, auditions are scheduled for Sunday evening, November 19, 2023, at St. Paul's Evangelical Church. Applicants must perform a movement from an advanced concert repertoire piece with orchestral accompaniment, memorized, within a ten-minute audition window. Winners, selected by judges, will have the opportunity to perform as soloists with the St. Louis Civic Orchestra at its scholarship concert on Saturday, April 27, 2024, at the First Presbyterian Church in Kirkwood, MO.

The competition not only provides young musicians with valuable performance experience but also offers them the chance to collaborate with seasoned musicians in a professional setting. Through this program, the St. Louis Civic Orchestra continues its tradition of supporting and fostering emerging talent in the community.

Partners in Parkway: Through this initiative, we collaborate with the Parkway School District to enrich the educational and cultural experiences of students and families in the community.

The Partners in Parkway program underscores the collaborative relationship between the St. Louis Civic Orchestra (STLCO) and the Parkway School District (PSD), aiming to enrich the musical education experience for Parkway students. Through this partnership, STLCO utilizes Parkway South High School (PHS) as its primary rehearsal venue, fostering a close connection with the school community. This not only provides the orchestra with a convenient rehearsal space but also offers students firsthand exposure to professional musicians and the workings of a symphony orchestra.

In addition to rehearsals, STLCO offers Parkway students workshops, masterclasses, and presentations throughout the school year. These sessions provide invaluable opportunities for students to engage with experienced musicians, learn new techniques, and gain insights into various aspects of orchestral performance and music appreciation. By collaborating with STLCO, Parkway students have the chance to broaden their musical horizons, develop their skills, and cultivate a deeper appreciation for symphonic music.

The partnership between STLCO and PSD is mutually beneficial, with both parties committed to fostering a vibrant musical community and providing students with enriching educational experiences. Through the Partners in Parkway program, STLCO not only supports the musical development of Parkway students but also cultivates a lasting connection with the local community, reinforcing the importance of music as a vehicle for education, collaboration, and cultural enrichment.



St. Louis Civic Orchestra Diversity, Equity, and Inclusion Statement:

The St. Louis Civic Orchestra is dedicated to advancing diversity, equity, and inclusion (DEI) within the orchestral community. We recognize that DEI efforts must extend beyond the stage and audience to encompass the internal workings of our organization, including our executive board.

Diversity: We believe that a diverse orchestra enriches our musical performances and fosters innovation. By embracing musicians from different backgrounds, we cultivate a dynamic and vibrant artistic environment that resonates with a wide range of audiences.

Equity: Our commitment to equity means ensuring fair treatment and access to opportunities for all members of our community, regardless of race, ethnicity, gender, socioeconomic status, age, or ability. We strive to create a level playing field where everyone has the chance to participate fully in our musical endeavors.

Inclusion: We are dedicated to creating a culture of inclusion where individuals across diverse identities feel welcomed, valued, and respected. By fostering an environment where everyone feels they belong, we empower our musicians to contribute their unique perspectives and talents to our collective artistic vision.

The St. Louis Civic Orchestra understands that DEI work is an ongoing process that requires continuous learning, listening, and responsiveness to the needs of all communities. We are committed to increasing our diversity, building relationships with underrepresented groups in the St. Louis area, and collaborating with organizations that share our values of inclusivity and accessibility.

Through intentional efforts to diversify our executive board, engage in vulnerable conversations about diversity, and forge meaningful collaborations with diverse communities, we are striving to create a more equitable and inclusive orchestra that reflects the rich tapestry of our society. We believe that by embracing diversity and fostering a culture of inclusion, we can create transformative musical experiences that resonate with audiences of all backgrounds.



Marketing Plan:

Goals/Objectives:

1. Promote awareness of the orchestra as both a community and musician resource
2. Build public awareness of the orchestra's activities, most notably performances of the entire ensemble and its component chamber group.
3. Utilize awareness building to maximize audience development for concerts
4. Standardize our image and messaging in all activities and forums

Success Metrics: Impressions, Engagement (likes, shares), Press

Internal Marketing:

Digital Assets for a Season:

- Poster with all dates
- Poster for each concert

Website:

- Work with Orchestra Admin to keep website updated
- Be cautious about updating plugins; it could crash the site

Email Marketing:

- Constant Contact email blasts
- X1 for entire season
- X1 for each concert

Social Media:

- Facebook
 - o Events for each concert
 - o Post season and individual concert flyers
 - o Create ads via email targeting, lookalike audiences, etc.
- Instagram
 - o Post via Business Manager to post to both Insta and Facebook
- Twitter
 - o Historically hasn't been used much. Another good way to reach new audience.

External Marketing:

Media Advisories:

- Concerts (include Frager Young Artist Winners)
- Events
- Major orchestra changes (artistic director, venue, funding/grants, etc.)
- Online calendar listings (RAC, MAC, STL Events, Explore STL)

Appearances: Local morning talk shows, NPR / RAF-STL



St. Louis Civic Orchestra Objectives & Strategic Priorities:

1. Financial stability:

Objective: Increase revenue to cover and expand annual operating costs

Strategies:

- Expand corporate and individual donor base through targeted outreach and relationship-building
- Develop a comprehensive fundraising plan that includes online campaigns, direct mail, and events
- Seek partnerships with local businesses for sponsorship opportunities
- Explore innovative revenue streams, such as virtual concerts or merchandise sales

2. Long-term Sustainability:

Objective: Grow the general endowments to ensure long-term stability

Strategies:

- Implement a planned giving program to encourage bequests and endowments from supporters
- Actively seek new grant opportunities for endowment growth
- Promote the orchestra's legacy and impact to attract long-term benefactors

3. Audience Development:

Objective: Increase attendance at concerts

Strategies:

- Enhance marketing efforts, utilizing both traditional and digital platforms
- Collaborate with local media for increased coverage and promotions
- Diversify concert locations to maximize accessibility across the greater St. Louis region

4. Music Education Opportunities:

Objective: Expand music education programs for youth and adults

Strategies:

- Establish partnerships with local schools and arts-education programs for music education initiatives
- Provide and promote performance opportunities for adult musicians in the community
- Develop workshops, masterclasses, and educational concerts

5. Community Access:

Objective: Increase access to the arts for underserved communities

Strategies:

- Collaborate with community organizations to bring music to underprivileged areas
- Target marketing to underserved community groups



- Develop outreach programs to engage diverse audiences

6. Commissioning New Works:

Objective: Commission new symphonic musical works

Strategies:

- Seek partnerships with local composers and educational institutions
- Establish a commissioning fund through targeted fundraising efforts
- Promote the premiere of commissioned works as part of the orchestra's identity

7. Multi-disciplinary Arts Partnerships:

Objective: Collaborate with other multi-disciplinary arts organizations

Strategies:

- Identify potential partners in theater, dance, visual arts, etc.
- Create joint events or performances to cross-promote

8. Board Development:

Objective: Further develop the Board of Directors

Strategies:

- Provide training and development opportunities for board members
- Actively recruit members with diverse skills and backgrounds
- Establish committees to focus on key areas, such as fundraising, governance, and community engagement

9. Succession Planning:

Objective: Build out succession plans for each administrative role

Strategies:

- Identify key roles that require succession planning
- Develop a mentorship program to facilitate knowledge transfer
- Conduct regular reviews of succession plans to ensure effectiveness

10. Evaluation Process:

Objective: Create an evaluation process for members and the audience

Strategies:

- Implement regular surveys for audience feedback
- Establish a committee to gather feedback from orchestra members



- Use feedback to inform programming decisions, marketing strategies, and overall organizational improvements

11. Technology and Data Management:

Objective: Improve data collection for marketing and grant writing purposes

Strategies:

- Implement a system to collect email addresses at concerts and events
- Utilize technology for targeted marketing campaigns based on audience preferences
- Regularly update and maintain the orchestra's website and social media accounts
- Develop methodology to count audience attendance and estimate demographic representation