



*P* **LEXINGTON  
PHILHARMONIC**  
Scott Terrell, Music Director & Conductor

**2017-2018  
ANNUAL REPORT**

**TUESDAY, JUNE 26, 2018**

**5:30 - 7:00 PM**

**ARTSPLACE**



**LEXINGTON  
PHILHARMONIC**  
Scott Terrell, Music Director & Conductor

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Mission Statement: The mission of the Lexington Philharmonic is to foster excellence and innovation in the performance and presentation of great music; to enrich the lives of our diverse citizenry; to educate current and future audiences and to bring distinction to our community through the orchestra's presence and standing.

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# LEXINGTON PHILHARMONIC SOCIETY ANNUAL MEETING AGENDA

## SCHEDULE

5:30 pm - Registration  
Wine and Snacks

6:00 - 7:00 pm  
Annual Meeting

- I. Welcome and Opening Remarks**  
Carol McLeod, President
- II. Approval of FY 17 Annual Meeting Minutes**  
Carol McLeod, President
- III. Executive Director Remarks & Volunteer of the Year Award**  
Allison Kaiser, Executive Director
- IV. Music Director & Conductor Remarks  
and Martha Jane Stone Award**  
Scott Terrell, Music Director & Conductor
- V. Lexington Philharmonic Foundation Chair Remarks**  
Lou H. Jones, Foundation Board Member
- VI. Lexington Philharmonic Guild Remarks**  
Lyle Hildenbrandt, Guild President
- VII. 2018-2019 Board of Directors Nominations**  
Jim Gay, Nominations Committee Chair  
*All Members Vote*
- VIII. 2018-2019 Officer Nominations**  
Jim Gay, Nominations Committee Chair  
*Board Members Vote*
- IX. New Website Unveiling & 2018/19 10th Anniversary Season**  
Mollie Harris, Marketing Manager  
Tegan DeBolt, Development Manager
- X. Closing Remarks & Adjournment**  
Carol McLeod, President

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## **BOARD MEMBERS**

### **LEXINGTON PHILHARMONIC SOCIETY**

#### **2017-2018 EXECUTIVE COMMITTEE**

Carol McLeod, DVM , President  
Colmon Elridge, III, President-Elect  
Jim Elliott, Secretary  
Becky Reinhold, Marketing and  
Development Chair  
Linda Gorton, Community  
Engagement Chair  
Lou Jones, Personnel Chair

### **LEXINGTON PHILHARMONIC SOCIETY**

#### **2017-2018 BOARD OF DIRECTORS**

Dr. Marcielle de Beer  
John Gardner  
Dr. Jim Gay  
Steve Grossman  
Ellen Karpf  
Dan Poposki  
Lyle Hildenbrandt  
Dr. Ronald Saykaly\*  
Matthew Stinnett

### **LEXINGTON PHILHARMONIC SOCIETY**

#### **2017-2018 HONORARY**

#### **BOARD MEMBERS**

Thomas P. Dupree, Sr. \*  
G. Kennedy Engle  
Beth Jett \*  
Kenneth V. L. Miller  
Nancyetta Palumbo\*  
Faye Porter  
Sharon Reed  
Dr. Ronald Saykaly\*  
Vivian Weil\*  
Isabel Yates

*\*Deceased*

## **LEXINGTON PHILHARMONIC FOUNDATION**

#### **2017-2018 BOARD OF DIRECTORS**

Denise McClelland, Chair  
Larry C. Deener, Vice Chair  
David Porter, Secretary/Treasurer  
Larry Beach  
Ann E. Bolton  
Lou Jones  
Sharon Reed  
Dr. Ronald Saykaly\*

### **LEXINGTON PHILHARMONIC GUILD**

#### **2017-2018 EXECUTIVE COMMITTEE**

Lyle Hildenbrandt, President  
Randy Rogers,  
First Vice President  
Kathy Winger,  
Second Vice President  
Nancy Meade,  
Third Vice President  
Tracy Lovan, Recording Secretary  
Chris Smith,  
Corresponding Secretary  
Trish Vertuca, Treasurer  
Carol McLeod/Elizabeth Rosenberg,  
Past President

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## **STAFF MEMBERS**

#### **ARTISTIC STAFF**

Scott Terrell, Music Director &  
Conductor  
Sarah Thrall, General Manager  
Nathan Williams, Operations  
Coordinator  
Chase Miller, Education & Library  
Coordinator  
Nicole Graham, Artistic Assistant

#### **ADMINISTRATIVE STAFF**

Allison Kaiser, Executive Director  
Tegan DeBolt, Development Manager  
Mollie Harris, Marketing Manager  
Erin Lum, Ticket Sales & Data  
Coordinator  
Katy Masino,  
Assistant to the Executive Director

**TUESDAY, JUNE 26, 2017,  
5:30 PM, LYRIC THEATRE &  
CULTURAL ARTS CENTER**

**LIST OF MEMBER ATTENDEES**

Frederick & Marcielle de Beer  
Mark Dixon  
Tim Dunn  
Tom & Ann Todd Dupree  
James & Suzanne Elliott  
Colmon Elridge  
Carl Frazier  
James & Anne Gay  
Charles & Linda Gorton  
Don Granger  
Steve Grossman  
Douglas Harper  
Lou Jones  
Scott King  
Charlotte Lakers  
Denise McClelland  
Carol McLeod  
Nan Plummer  
Becky Reinhold  
Renee Smith  
Franklin Thompson

**STAFF/ MUSICIANS**

Elaine Cook  
Tegan DeBolt  
Vince Dominguez  
Elias Gross  
Mollie Harris  
Allison Kaiser  
Katy Masino  
Amanda Tallant  
Scott Terrell  
John Thompson

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## **2017 ANNUAL MEETING MINUTES**

**I. OPENING REMARKS, CALL TO ORDER** - Interim President, Colmon Elridge, called the meeting to order at 6:50pm. CE requested a motion to approve the FY16 minutes. Becky Reinhold made a motion to approve. It was seconded. The motion passed unanimously.

**II. LEXINGTON PHILHARMONIC FOUNDATION CHAIR REMARKS** - Denise McClelland, Chair of the Lexington Philharmonic Foundation, reported that in celebration of the 40th year of the Foundation a Legacy Society is being created. The Legacy Society is intended for individuals to leave long term gifts for continuing the Philharmonic for many more years to come.

**III. GUILD REMARKS** - Carol McLeod, Guild president, thanked the Guild for their hard work and dedication. A special thanks was given to Doris Shepard for all of her work on the Guild Fashion show and the funds that were raised to support the Philharmonic. Carol McLeod then announced that the new Guild President would be Elizabeth Rosenburg.

**IV. EXECUTIVE DIRECTOR REMARKS AND VOLUNTEER OF THE YEAR AWARD** -Allison Kaiser thanked the LexPhil staff members and introduced each one. She expressed gratitude for their hard work throughout another wonderful season. Ms. Kaiser then introduced the Volunteer of the Year. This award is selected by the staff of the Lexington Philharmonic and recognizes the individual(s) who have gone above and beyond in their commitment in efforts and hours given to support the organization. The 2016-2017 LexPhil volunteer of the year was Denise McClelland for giving of her time and attention in so many different places within and for the organization.

**V. MUSIC DIRECTOR AND CONDUCTOR REMARKS AND MARTHA J STONE AWARD** - Scott Terrell thanked the Duprees for their continued support. He thanked the staff for all of their hard work to have another wonderful year. Mr. Terrell announced that Emma Gerstein, former LexPhil flute principal had just won the second chair with the Chicago Symphony Orchestra. Mr. Terrell then gave much thanks to Amanda Tallant and everything she does in the library to help the behind the scenes flow. Mr. Terrell announced Steven Campbell, principal trumpet, as the winner of the 2016-2017 Martha Jane Stone award.

**VI. BOARD AND OFFICER NOMINATIONS** - Scott King, Nominating Committee Chair introduced the slate of individuals being nominated for Board service with their term to begin July 1, 2017. He explained that all present members are to vote on the election of the new Board Members. The nominees were: Lou Jones, Matt Stinnett and Marcielle de Beer. Mr. King also explained that Ellen Karpf and John Gardener had been nominated for a second three year term as board members. Colmon Elridge made a motion to elect the new and second term nominees. The motion was seconded. The motion passed unanimously. Mr. King then introduced the slate of officers for the 2017-2018 Board of Directors. He explained that only the current and newly elected board members could vote on the officers. The nominees were: President – Carol McLeod, President-elect – Colmon Elridge, III, Secretary – Jim Elliot, Treasurer – Tim Dunn. Carl Frazier made a motion to elect the officers of the board. The motion was seconded. The motion passed unanimously. Before Mr. King could leave, Colmon Elridge presented him with an award and thanked him for his nearly 10 years of service to LexPhil.

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# 2017 ANNUAL MEETING MINUTES

*CONTINUED*

**VII. CLOSING REMARKS AND ADJOURNMENT** – Newly elected Board President, Carol McLeod thanked everyone for a great season and for attending the LexPhil Annual Meeting. She gave special thanks to musician, Elaine Cook, for her playing that evening. President McLeod stated that with the 1.5 million dollar budget Allison Kaiser and Scott Terrell do everything they can do to act as an “incubator for arts across the country.”

She also stated that at 12 year old told her that a recent concert was the best night of his life. With these remarks, she encouraged everyone present to continue to bring friends to concerts and give to LexPhil. Colmon Elridge then made a motion to adjourn. The motion was seconded. The motion passed unanimously. The 2017 Annual Meeting was adjourned at 7:24p.m.

***Respectfully submitted,  
Jim Elliott, Secretary***



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# NOMINATING COMMITTEE REPORT

For FY18 Annual Meeting,  
June 26, 2018

The Nominating Committee is pleased to nominate the following individuals for service on the Lexington Philharmonic Society Board of Directors for a first term of three years beginning July 1, 2018. **To be voted on by ALL members:**

## **VOTE #1**

Gregory Jenkins  
Stephen Mallory

The Nominating Committee is pleased to nominate the following individuals for continued service on the Board of Directors for a second term of three years beginning July 1, 2018. **To be voted on by ALL members:**

## **VOTE #2 - 2nd Term Board Members**

Steve Grossman  
Becky Reinhold  
Colmon Elridge, III

Board terms shall be continued for 2018-2019 for Carol McLeod and Colmon Elridge if elected officers of the Board.

The Nominating Committee is pleased to nominate the following individuals for service as officers of the Lexington Philharmonic Society, Inc. for a term of one year beginning July 1, 2018.

**To be voted on by Lexington Philharmonic Society Board Members,** including those just elected or re-elected:

## **VOTE #1 - OFFICERS:**

President	Carol McLeod
President Elect	Colmon Elridge, III
Secretary	Jim Elliott
Treasurer	Matthew Stinnett

**VOTE #2 - Board nominee** to complete Dan Poposki's term through June 30, 2019:

Jim Baldrige

Note:

Jackie Hamilton Saykaly was approved by the Board of Directors at a Special Board meeting on June 21, 2018 to complete the Board term for her husband, Dr. Ron Saykaly through June 30, 2019.

# LEXINGTON PHILHARMONIC SOCIETY

FY2018 & FY2019

BUDGETS



<b>INCOME</b>	<b>FY2018 Approved</b>	<b>FY2018 Year-End</b>	<b>FY2019 Approved</b>
<b>EARNED INCOME</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>
Subscriptions	\$210,000	\$176,000	\$176,000
Single Tickets	\$160,000	\$129,000	\$179,820
Ticket Fees	\$21,000	\$17,000	\$21,000
Other Concerts	\$138,000	\$136,400	\$132,500
Other Earned Income	\$13,000	\$10,225	\$10,600
<b>TOTAL EARNED INCOME</b>	<b>\$542,000</b>	<b>\$468,625</b>	<b>\$519,920</b>
<b>UNEARNED INCOME</b>			
Individual donations	\$312,500	\$295,000	\$290,000
Corporate sponsorships	\$170,000	\$126,000	\$152,675
Grants	\$210,000	\$210,000	\$210,000
LPO Foundation	\$120,000	\$120,000	\$130,000
LexPhil Special Events & Guild	\$30,000	\$24,000	\$30,000
<b>TOTAL UNEARNED INCOME</b>	<b>\$842,500</b>	<b>\$775,000</b>	<b>\$812,675</b>
<b>TOTAL INCOME</b>	<b>\$1,384,500</b>	<b>\$1,243,625</b>	<b>\$1,332,595</b>
<b>EXPENSES</b>			
Artistic	\$779,085	\$751,240	\$737,700
Production	\$109,995	\$126,800	\$145,210
Marketing & Development	\$111,500	\$93,300	\$94,975
Administrative	\$382,700	\$407,750	\$339,730
<b>TOTAL EXPENSES</b>	<b>\$1,383,280</b>	<b>\$1,379,090</b>	<b>\$1,317,615</b>
<b>NET</b>	<b>\$1,220</b>	<b>(\$135,465)</b>	<b>\$14,980</b>

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## LEXINGTON PHILHARMONIC BOARD PRESIDENT REPORT

The core values of the Lexington Philharmonic Society are Artistic Excellence, Innovation, Collaboration, and Community Engagement. Each event planned by the Music Director and Conductor, Scott Terrell, and supported by the Board, the Executive Director, Allison Kaiser, and the entire staff, embody aspects of each of these core values.

As contributors to the Society, all Members acknowledge the profound achievement of the musicians as the Lexington Philharmonic presents its programs through the season. Whether it is the massive undertaking of Mahler 5 or a more intimate Peanut Butter & Jelly concerts for children, all the musical presentations have these underlying values.

There have been several signature achievements in the past year. The most important is the finalizing of an agreement with between the Lexington Philharmonic Society and the Lexington Musician's Association, American Federation of Musicians Local 554-635 that will provide stability for both the musicians and the Society.



On the musical side, the rave reviews of several concerts affirmed the achievement of a high level of artistic accomplishment. Mahler 5 was particularly well received with even the evening's Guest Artist, Joseph Johnson, joining the cello section just to participate in such a massive performance. Earlier in the season Maestro Terrell conducted Shostakovich's Symphony No. 7, an intense and emotional performance that exemplified the advances of the orchestra. The list of orchestral achievements is too long for this essay so I refer you to LexPhil.org for additional plaudits.

The Society has been rewarded by the League of American Orchestras with a Futures Fund grant, one of five orchestras nationally to receive this grant to encourage Community Engagement. Other national and local grants illustrate the continuing recognition of the work of LexPhil.

LexPhil continues to have dedicated support from the Lexington Philharmonic Foundation, our Endowment organization, and the Lexington Philharmonic Guild, our volunteer group which continues its enthusiastic support for our educational programs.

The year has also included challenges. Changing audience tastes and ticket purchasing have lead to a marketing transformation. Corporations

have changed their philanthropic focus. Government grants have been reduced. Individuals are faced with many worthy causes for personal charitable giving.

LexPhil lost two of its beloved donors with the passing of Tom Dupree, originator of the Dupree Initiative, and Dr. Ron Saykaly, originator of the Saykaly-Garbulinska Composer-In-Residence Program. We approach the new season celebrating the 10th year with Maestro Terrell with renewed enthusiasm for our mission of fostering excellence and innovation in the performance and presentation of great music, enriching the lives of our diverse citizenry, educating current and future audiences, and bringing distinction to our community through the orchestra's presence and standing.

I thank you on behalf of the Board of Directors, the Music Director, the Executive Director, the staff, and all our musicians for your continued support.



Carol McLeod, DVM, MS

President  
Lexington Philharmonic  
Board of Directors



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## MUSIC DIRECTOR REPORT

**Looking back over nearly a decade of musical events, concerts, programs, partnerships and endeavors; it is truly astounding how far the organization has come artistically – a tribute to our musicians, board and support staff.**

I recall that my search committee articulated how they wanted a high achieving and quality regional orchestra, and that its programming should be exciting, compelling, and relevant across the region.

I shared this same aspirational mission with them, and we all proceeded to get to work.

There is no short cut to building a great orchestra:

- A clear expectation of artistic excellence
- An unrelenting attitude and culture of improvement, and recognition of artistic achievement
- A strategic broadening of repertoire and collaborative ventures that push artistic capacity,
- A reputation for excellence that leads to strong audition pools and talented new players,
- Continuing partnerships with world renowned artists and composers

These were guiding factors of each day, and those principles helped the orchestra reach new heights. **It has been a team effort - bravo tutti!**

I also reflect on the generous individuals who embraced this shared artistic vision – and who put in place critical financial support to build this orchestra. It has been a tough year, as two giant pillars of that support, are no longer with us. Tom Dupree represented the very best – in wanting to give creative musicians and their music director – the funds necessary to stretch and growth this orchestra – ultimately to bring the joy of music in all its forms to Lexington. Tom was a true partner, and I am deeply saddened by his loss.

Ron Saykaly was a visionary thinker, and wanted to make Lexington a destination for artists, composers, and performers to flourish. His commitment to creating a platform for creative types to experiment and hone their craft was inspirational. So many of those people were moved by this, and were eternally grateful for this opportunity. Both of these men were exemplary board members and advocates for the mission of the Lexington Philharmonic. It was the organizational mission to build a great orchestra that was important to them both. We all need to work tirelessly to build on their lasting legacies.

Annual reports are often a summarization of achievements for organizations, but I opt to avoid such a list. Rather each of us should look back on the season we just finished: who graced our stage, what exciting moments took place, who did we touch through our music, and how did we continue to grow? Each person can determine what those events were, as music speaks to each of us differently. I look forward to an extremely exciting 2018-19 season, and I am thrilled to see how far we have come since that first concert, now nearly 10 years ago.

On behalf of the board and staff, I want to personally thank our talented musicians, our guest artist partners, dedicated audiences, donors, and the community for this fulfilling musical season. Without those important people, we certainly would not be here.

Respectfully submitted,

*SCOTT TERRELL*

Scott Terrell  
Music Director & Conductor

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## EXECUTIVE DIRECTOR REPORT

The 2017-2018 year has been one of learning and recalibration. We experienced significant changes in ticket buying patterns and smaller changes in donor patterns. The death of our two most generous and visionary donors, Tom Dupree Sr. and Dr. Ronald Saykaly, has marked 2017-18 with great sadness.

This year, LexPhil faced one of its most financially challenging years in almost a decade. The numbers included in this Annual Report speak for themselves, demonstrating a drop in concert attendance and corporate support. We are optimistic that the stellar season of concerts, educational programs and community engagement initiatives we have planned for FY19 will excite and engage our community.

We are very pleased to share that contract negotiations for a new collective bargaining agreement with the Lexington Musician's Association, American Federation of Musicians Local 554-635 produced an agreement that provides flexibility for growth and diversity for both the musicians and the Lexington Philharmonic Society. There is renewed commitment to a future built on trust, musical innovation and excellence that will allow all elements of LexPhil to thrive.

More than ever, the power and impact of taking LexPhil into neighborhoods, communities and schools is needed. As the largest employer of artists/musicians in the region this is a responsibility that LexPhil takes seriously. It's good for the community and good for LexPhil. Despite budget constraints, LexPhil is developing new ways to be in the classroom, and in communities that may not





otherwise have the opportunity to learn about and enjoy music. We are very excited about the seed grant we received from the Futures Fund of the League of American Orchestras to develop and learn from new community engagement initiatives designed by LexPhil in collaboration with 1). The Lyric Theater and 2). The Lexington Art League. Watch our social media and website for more information about these two exciting opportunities to use music and the process of music-making to bring diverse communities together.

With challenges, come opportunities and we will be looking at the 2018-19 season as one of great opportunities. LexPhil will be stretching and growing in several different ways this coming year, from seeking alternatives to how and where we perform concerts, to how donors and supporters can more deeply engage with the organization, to how we spread the word of the unique and exciting programs we offer.

I would like to challenge you, our supporters, to help us create new opportunities for the 2018-19 season and beyond, by asking you to help us answer the following questions:

*How can we share the joy and passion of live orchestral music with more members of our community?*

*What can the Lexington Philharmonic do to welcome new and different community members into our concerts and programs?*

*How can you help us broaden the impact of innovative and excellent live music in our community?*

Please email me your thoughts and suggestions at [akaiser@lexphil.org](mailto:akaiser@lexphil.org). I look forward to hearing from you!



Allison Kaiser,  
Executive Director



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## EDUCATIONAL PROGRAMMING REPORT

**We continued our Music Builds platform during the 2018-2019 season, cross-connecting music with various curriculums and academic subjects, also known as STEAM.**

Popular ensemble programs included Music Builds Exploration, Music Builds A Beat!, and Music Builds Literacy. During FY18, our education programs reached roughly 10,000 children and 772 adults throughout central and eastern Kentucky.

LexPhil's education programs reach beyond Fayette County, with visits to Bourbon, Clark, Clinton, Franklin, Jessamine, Madison, Mason, Mercer, Owen, Scott, and Woodford Counties. For many of these students in

these counties, access to music is limited. Through our ensembles, teaching artists, and instrument petting zoos, we are able to enrich their arts education through high quality music.

In addition to in-school programming, LexPhil offers family concerts, including PB&J and Candy Cane Concerts. Our popular PB&J concerts travel across central Kentucky, presenting small ensemble concerts for hundreds of families.



## **PEANUT BUTTER & JELLY CONCERT SERIES**

777 were in attendance throughout 10 performances in the 2017-18 PB&J Series included:

### ***Music Builds Friendship!***

Central Kentucky Riding for Hope  
(10 & 11 AM)

### ***Music Builds Thrills!***

Danville Community Arts Center  
(2 PM)

### ***Music Builds Exploration!***

Aviation Museum of KY  
(10 & 11 AM)

Hummel Planetarium  
(2pm)

### ***Music Builds Literacy!***

The Lyric Theatre & Cultural Arts Centre  
(10 & 11 AM)

### ***Music Builds a Beat!***

Ashland Henry Clay Estate  
(10 & 11 AM)

## **COUNTDOWN TO KINDERGARTEN**

This year, Countdown to Kindergarten (C2K) was held at the Carnegie Center for Literacy. We presented our ***Music Tells a Story*** program with the LexPhil woodwind quintet performing *Peter & The Wolf*.

## **KET SUPER SATURDAY**

KET's annual 'Super Saturday' event was held on Saturday, August 12, 2017 at KET Studios. The LexPhil drum circle and instrument petting zoo are always highlights of the day. Around 2,000 children and adults attended this event.

## **INSTRUMENT PETTING ZOOS**

Our Instrument Petting Zoo was presented at a variety of community events, including the Arts Festival at Josephine Sculpture Park, Capital Day STEAM Festival, and the Woodland Art Fair, all Lexington Public Library branches, among many others. Through these community events, we reached approximately 2,744 people.

## **SCHOOL PROGRAMMING Partner Schools**

Every year, LexPhil partners with schools in Fayette and Scott Counties to provide free in-school programming for Title I elementary schools, or 'Partner Schools'. In addition to in-school programming, LexPhil offers family concerts, including PB&J and Candy Cane Concerts. The popular PB&J concerts travel across central Kentucky, presenting small ensemble concerts for hundreds of families. There are three components to this program:

### **Teaching Artists**

Our Teaching Artists consist of Clyde Beavers (cello), Rebecca Kiekenapp (cello), Joe Van Fleet (trumpet), Elaine Cook (harp), and Brandon Arvay (percussion). They are responsible for providing the kids with an inside look at what it entails to be a professional orchestral musician and that it is a possible career option. This includes instrument demonstrations, performances, interactive activities, and performance opportunities

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# EDUCATIONAL PROGRAMMING REPORT

## CONTINUED

for the kids. This cumulative program places LexPhil musicians in 3rd – 5th grade music classes in hopes that their visit will spark inspiration to join band or orchestra in 6th grade.

There were two touring ensembles this year. One was that LexPhil Brass Quintet who traveled to three Partner Schools to present **Music Builds Exploration!** This program was science-themed, exploring astronomy and natural science topics. A slideshow featuring NASA images and simulations of space phenomena was paired with popular movie soundtracks. Movies referenced were Star Wars, E.T., Superman, 2001 Space Odyssey, and more.

The second ensemble was the LexPhil String Trio. They performed **Music Builds Literacy** at four Partner Schools. Much like the Peter and the Wolf program which was program in the past, music was paired with literary components. At the end of this program the kids and parents create their own story based on the music the trio is performing.



Our **Instrument Petting Zoo** is always popular and gives the kids and teachers an opportunity to tryout instruments for the very first time. We traveled to an additional 16 venues outside of the Partner School program, reaching 972 people.

### MUSIC BUILDS DISCOVERY! CONCERTS

Our annual *Discovery!* concert was presented on Friday, November 10, 2017 at the Singletary Center for the Arts. We presented two concert times, allowing for separate shows for elementary and middle/high school students. 1,695 students were treated to a concert featuring The Canadian Brass. The response and appreciation following the concert was overwhelming. This was the first orchestral concert experience for many of the children in attendance.

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## LOOKING AHEAD

For the 18-19 school year, we look forward to further expanding our Music Builds programs. We added Cardinal Valley Elementary as one of our partner schools. We now have 8 schools in total.

### **2018/19 PB&J Concerts with be:**

**Music Builds Science!** - The Plantory\* and Shaker Village

**Music Builds Mindfulness!** - Arts Place

**Music Builds Math!** - Living Arts and Science Center\*

**Music Builds Fables!** - Loudon House and Josephine Sculpture Park.

*\*Two of our PB&J concerts will be free admission.*

These concerts are a wonderful opportunity for families that may not have the resources to attend our ticketed PB&J concerts to come experience LexPhil and learn about music!

Highlights will include our repeat of Music Builds Exploration performance at the Hummel Planetarium in Richmond Kentucky. We had such great feedback this past year, that we hope to make this an annual collaboration with Hummel.

Tickets are already being reserved for the 2018/19 Music Builds Discovery! concerts and we already have 21 schools that are requesting reservations for the concert.



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# MARKETING REPORT

The 2017/18 Season included high profile world premieres of new works with internationally renowned guest artists that packed the Singletary Center, and multimedia works that reached new audiences and generated the highest single ticket sales of the 17/18 Season.

2017/18 also produced some new hurdles and challenges, including a significant drop in subscriptions. Despite the fluctuations, student ticket sales were consistently present, and the Singletary Center hall was filled with enthusiastic, diverse audiences each concert cycle. Each season, LexPhil's ticket trends continue to align with similar-sized orchestras around the country. As subscription-buying audiences continue to change their buying behavior, and single ticket buyers lead increasingly busy and last-minute lifestyles, it has never been more imperative for LexPhil to deeply understand and target how we speak to our audiences, both seasoned and new.

LexPhil has developed content to share with online audiences well in advance of concerts, to help new ticket buyers feel more connected to the programming before ever stepping into the Singletary Center or attending an Inside the Score lecture. LexPhil produced engaging video and

graphics to provide multiple points of entry for new audience members. LexPhil piloted several new audience initiatives this season, including fruitful cross-promotional partnerships with other Lexington organizations and businesses, from the annual One World Film Festival to West Sixth Brewing.

At April's *American Snapshots* concert, LexPhil provided a small gift on the seats of returning subscribers and first time ticket buyers, and received favorable feedback about this patron retention program spearheaded by Ticket Sales & Data Coordinator, Erin Lum. During the 2018/19 Season, LexPhil will continue to strategically build partnerships and communication strategies to increase ticket sales of subscriptions, single tickets, and group sales.

All of these methods, from being physically present and engaged in new spaces and events, to personalized and targeted offers to encourage repeat attendances, are all part of the LexPhil marketing team's commitment to being more visible and involved within the community we serve.

## **VENUE CHALLENGES**

The Singletary Center for the Arts continues to provide challenges to LexPhil's patrons. The multi-year erosion of available, convenient parking due to construction on the University of Kentucky campus continues to be a huge issue for our audience, both new and tenured. Single ticket buyers and subscribers both consistently report that parking is their number one barrier to attending LexPhil performances. During the 2017/18 season, LexPhil increased valet and shuttle services, and emailed patrons about their transportation options prior to each concert. LexPhil will continue to improve valet service at both the Singletary Center and the Lexington Opera House, through monitoring competing local event calendars, sporting events, and communicating to patrons about potential traffic and parking pressures.

## **MEDIA & MARKETING**

LexPhil's media partner, WEKU continues to play an integral role in the greater Lexington music community. From generous in-kind support to re-broadcasting every Season Series concert, WEKU has elevated LexPhil's reach to listeners far and wide. Roger Duvall has left WEKU for a new position in Virginia, but before leaving, secured LexPhil's generous In-Kind and Trade media partnership. LexPhil maintained an active interview schedule through local TV stations ABC36 and LEX18, and traditional news such as the Herald Leader and the various other publications including Chevy Chaser/Southsider, UnderMain, Shalom Magazine, Keeneland Magazine, and Art Matters.

LexPhil saw reduced coverage of events in the Lexington Herald-Leader, which is one of the contributing factors to depressed ticket sales. A meeting with Arts & Culture editor Rich Copley revealed that a departmental restructure and redefining of goals based on click-through rates and other digital metrics led them to severely reduce local arts coverage, and to break the traditional "concert preview followed by concert review" relationship LexPhil once relied upon.

Moving forward, LexPhil must work more diligently to identify more platforms, both print and digital, and harness the power of social media and a new website to more effectively tell our own stories.

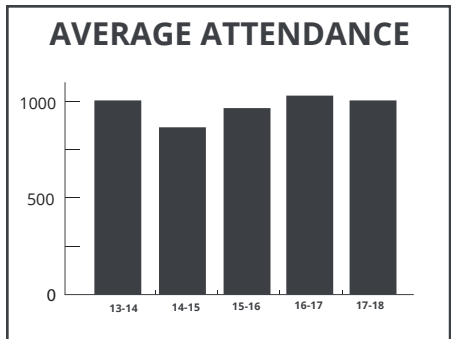
LexPhil utilized a similar amount of direct mail in FY18 as in FY17, and developed and spent more than FY17 on digital and social media marketing. Despite efforts to replicate the success of the 2016/17 single ticket sales successes, single ticket sales were not as high as the 2016/17 Season. On average, LexPhil audiences for 2017/18 concerts were 130 individuals per concert less compared to FY17.

### SUBSCRIPTIONS

The greatest challenge to the 2017/18 Season was the subscriber attrition. The 2017/18 Season had a total of 656 subscribers and \$180,776 in revenue. This compares to a total of 794 subscribers for the 2016/17 season and \$211,188 in revenue. 2017/18 Subscription figures break down as: "Full Series" (6 or 7 concerts) at 417 and "Pick 3 or 4" (3 or 4 Concerts) at 239.

### SINGLE TICKETS

Single Ticket sales wavered between very strong and depressed for the 2017/18 Season. 2,717 Season Series single tickets were sold, compared to 3,244 in the 2016/17 concert season, a difference of 527. LexPhil achieved 80% of the FY18 single ticket sales goal (\$160,000). The most popular concerts for single ticket sales in FY18 were Jazz Night, A Cathedral Christmas, CB Squared! and American Snapshots.





## LOOKING AHEAD TO THE 2018/19 SEASON

LexPhil's marketing team continues to study the data gleaned from multiple years' survey data, from single ticket buyers and subscribers, to evaluate past strategies and ticket buyer behaviors. We continue to strategize and implement goals that will bring maximum ROI. LexPhil has already captured 74% of the 2018-19 Subscriptions goal, and have developed special offers and communications plans to reach more new potential subscribers.

From massive collaborations to accessible, multimedia works, LexPhil marketing during the 2018/19 Season will highlight the growth and achievement of our organization over the last decade, and promote this season as the highest manifestation of all the artistic and community gains we've worked so hard to achieve.

Submitted by,

Mollie Harris  
Marketing Manager



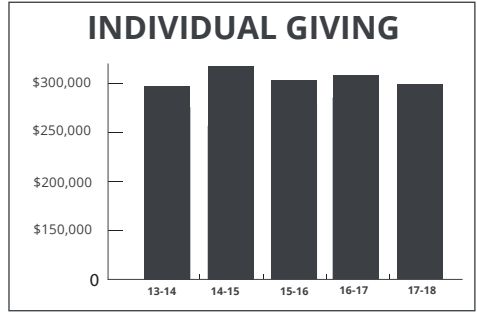
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# DEVELOPMENT REPORT

**LexPhil achieved 94% of its overall FY18 unearned income goal.**

During 2017-18, LexPhil sought to combine thoughtful financial stewardship with strategic planning and programming in the areas of performance, education, and community outreach. LexPhil's total unearned revenues projected for the year are \$780,000.

We received major support from the Dupree Initiative for Innovation and the Saykaly Garbulinska Foundation enabling us to further our artistic innovation. A new major gift was received from Eugenie Redman, and two \$10,000 matching gift challenges were key highlights for fundraising efforts. Following the heartbreaking loss of LexPhil's two major donors this past spring, LexPhil is strategizing plans to bolster major gifts.



## INDIVIDUAL GIVING

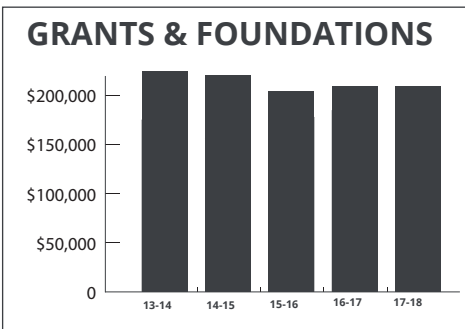
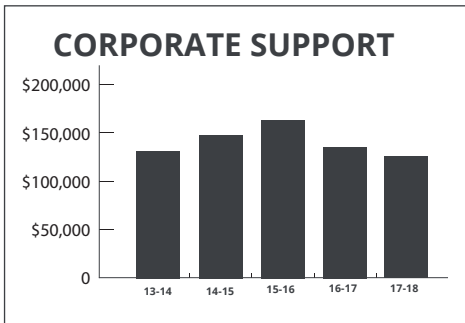
The largest portion of LexPhil's unearned revenue came from 325 individual donors, donor-directed funds, and family foundations. LexPhil achieved 94% of its goal in individual donations in FY2018. \$295,000 was raised through individual donations, including the Dupree Initiative for Innovation and the Saykaly Garbulinska Foundation, and was buoyed by the Hamilton-Saykaly Match in late spring, 2018. Individual giving made up 35% of LexPhil's unearned revenue goal.

LexPhil received \$100,000 from the Dupree Initiative for Innovation and \$25,000 from the Saykaly Garbulinska Foundation for the Composer-in-Residence program. The Board of Directors led a matching gift challenge in November/December 2017, including donations from every Board Member, totaling \$11,000. This challenge was met and exceeded by other supporters, resulting in \$42,000 in donations between 11/28/2017 - 12/31/2017. LexPhil received an additional \$10,000 from the Hamilton Saykaly Foundation for the season-end Matching Challenge. This Match Challenge was also

met and exceeded with \$44,000 by other supporters including a very generous contribution by Ann Todd Dupree.

### **CORPORATE SUPPORT**

LexPhil counts on significant funding from local Corporations and Businesses to fund LexPhil's season series concerts, educational programs, and outreach initiatives. LexPhil raised \$126,000 in corporate sponsorships, a decrease of \$3000 compared to FY2016. Significant annual support came from UK HealthCare, Toyota Motor Manufacturing KY, the J.M. Smucker Company, and sponsorships from Fifth Third Bank, Central Bank, and Hilliard Lyons. LexPhil is conducting an aggressive campaign for FY2019 to attract new corporate sponsors to underwrite LexPhil concerts and programs.



### **GRANTS**

In FY2018, LexPhil received a total of \$209,300 in grants from government and non-corporate foundations. This includes \$170,000 in operating support from LexArts. LexArts is LexPhil's single largest funder, and this award reflects the strength of LexPhil's artistic programming, educational initiatives, and impact within the local arts community. Funding from the Kentucky Arts Council increased marginally, receiving \$23,911. LexPhil received a \$6,000 award from the Futures Fund, garnering national recognition from the League of American Orchestras for embracing new ways to connect with underrepresented members of the community. This grant program is to stimulate and support the groundswell of community engagement innovation occurring in orchestras across the country.

### **IN-KIND**

Individuals, organizations, and businesses contributed in-kind support in the form of goods and services. LexPhil's major in-kind donors are WEKU Public Radio, Bluegrass Hospitality Group, The Hilary J. Boone Center, and Paul Miller Ford.

---

# DEVELOPMENT REPORT

*CONTINUED*

## LOOKING AHEAD

For over 56 years, LexPhil has been a flagship for music in central Kentucky. We have demonstrated innovation in music making, especially for a small regional orchestra, and emphasized the power of music to bring people together, nurtured great musicians locally and from afar, and educated young people throughout the state. LexPhil is proud to be a cornerstone of the central Kentucky arts landscape. Our patrons, donors, musicians and volunteers include people of all ages and backgrounds who share a love of music. Contributions from individuals, corporations, organizations, and foundations help LexPhil keep music in the life and fabric of our community and its residents and all donors can be proud of the legacy their support has created.

---

# FOUNDATION REPORT

**The Lexington Philharmonic Orchestra Foundation, Inc. (“Foundation”) was formed 40 years ago as a separate 501(3)(c) entity with a separate board.**

The Foundation exists to secure long term financial support through public and private sources and to promote philanthropic activity to benefit the Lexington Philharmonic Society, Inc. (“Society”). In 2017-18, the Foundation’s endowment allowed a \$122,300 disbursement for the Society’s annual operating expenses and further awarded \$500 from the Martha Jane Stone fund for orchestra member use. The Foundation has approved a \$130,000 disbursement from its endowment for the Society’s 2018-19 FY operating expenses.

During the 2017-18 FY, the Foundation initiated its Legacy Society to recognize patrons who have committed gifts to the Foundation, including current gifts, and legacy or estate planning gifts of most any type assets. A luncheon with composer Chris Brubeck as the featured guest was held for all members of the Legacy Society in November 2017.

The Foundation was saddened to lose a valued board member, Ron Saykaly, in June 2018. His invaluable wisdom and generosity will be greatly missed.

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# LEXINGTON PHILHARMONIC GUILD REPORT

The Guild continued its long established support of the Lexington Philharmonic with donations of time and money to support many Lexington Philharmonic Society programs. At the June 12, 2018 Meeting of the Lexington Philharmonic Guild, the following officers were installed for 2018-19:

**Lyle Hildenbrandt**

President

**Carolyn Averitt**

1st Vice-President

**Tracy Lovan**

2nd Vice-President

**Livia Theodoli-Wing**

3rd Vice-President

**Eula Spheres**

Recording Secretary

**Faye Toomey**

Corresponding Secretary

**Trish Vertuca**

Treasurer

Doris Shepherd has agreed to be Chairman of the Lexington Philharmonic Guild Fashion Show, and Lee McGrath has agreed to be her co-chair as Silent Auction Chair.

Income results of the 2018 Fundraising Event: Fashion Show/ Silent Auction have been finalized, and a check for \$23,000.00 was to be delivered on June 18, 2018, by Trish Vertuca, LPG Treasurer.

The amount represents \$18,000 for the Music Builds Program, and \$5,000 for the LPO Foundation.

Marlie McRoberts will once more serve as Chairman of "Orchestrated Events" which earned \$4,500.00. She will also be committee chair for Orchestra Appreciation, and/or any other events planned to show appreciation to Orchestra members.

A site has been determined for the Membership Tea, and the date will be finalized soon.

*Submitted by,*

**Lyle Hildenbrandt**

**Lexington Philharmonic  
Guild President**

---

# LEXINGTON PHILHARMONIC ANNUAL FUND

**Thank you! This list recognizes all donors that have made an ANNUAL FUND contribution to LexPhil from July 1, 2017 through June 22, 2018.**

## **Hamilton Saykaly Challenge Donors**

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The Lexington Philharmonic Foundation extends a special thanks to the individuals, corporations, and foundations that have made generous gifts to the Legacy Society, Fortissimo, Encore and Pillars for the Podium Endowment Campaigns. This list recognizes all donors that have made a pledge or contribution to the Lexington Philharmonic Foundation's endowment of \$1,000 or more through June 22nd, 2018, and those who made Memorial contributions between July 1st, 2017 and June 20th, 2018.

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