



2019 **2020**

ANNUAL REPORT

TUESDAY, JUNE 30, 2020

5:30 - 6:30 PM

ZOOM



VISION

LexPhil believes in the transformative power of live orchestral music and envisions a culture of curiosity for the creation and performance of great music and the essential role it plays in a vibrant community and education system.

VALUES

LexPhil is guided by an unwavering commitment to its core values of artistic excellence, innovation, collaboration and accessibility.

MISSION

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.

Lexington Philharmonic

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tickets@lexphil.org • www.lexphil.org

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2019/20 SEASON

LEXINGTON PHILHARMONIC SOCIETY ANNUAL MEETING AGENDA

- I. Welcome and Opening Remarks**
Colmon Elridge III, President
- II. Approval of FY19 Annual Meeting Minutes**
Colmon Elridge III, President
- III. Volunteer of the Year Award**
Allison Kaiser, Executive Director
- IV. Martha Jane Stone Award**
Sarah Thrall, General & Personnel Manager
- V. Lexington Philharmonic Foundation Presentation**
Denise McClelland, Foundation Board Chair
Honoring Living Legacies, Sharon & Jim Reed
- VI. Lexington Philharmonic Guild Remarks**
Lyle Hildenbrandt, Guild President
- VII. 2020–2021 Board of Directors Nominations**
Carol McLeod, DVM, Immediate Past President
All Individuals who donated \$100 or more during the 2019–2020 season may vote
- VIII. Looking Forward to 2020-2021**
- IX. Closing Remarks & Adjournment**
Colmon Elridge III, President

BOARD MEMBERS

LEXINGTON PHILHARMONIC SOCIETY 2019–2020 EXECUTIVE COMMITTEE

Colmon Elridge III, *President*
Carol McLeod, DVM,
Immediate Past President
Stephen Mallory, *Treasurer*
Lou H. Jones, *Secretary*
Jackie Hamilton Saykaly,
Marketing & Development Chair
Denise H. McClelland,
*Lexington Philharmonic
Foundation Chair*

LEXINGTON PHILHARMONIC SOCIETY 2019–2020 BOARD OF DIRECTORS

Jason Akhtarekhavari
Jim Baldrige
Larry Beach
Brendan Burnett
Marcielle DeBeer
Elizabeth Deener
Lee Eachus
Marin Fiske
John Gardner
Jim Gay, MD
Lyle Hildenbrandt,
Lexington Philharmonic Guild President
JoAnne Hilliard
Donald Mason
Andrew Sparks

LEXINGTON PHILHARMONIC SOCIETY

2019–2020 HONORARY BOARD MEMBERS

Thomas P. Dupree, Sr.*
Ann Todd Dupree
G. Kennedy Engle
Mayor Linda Gorton
Ellen Karpf
Dr. Michael Karpf
Elizabeth Jett*
Kenneth V. L. Miller
Nancyetta Palumbo*
Faye Porter
Sharon C. Reed
Dr. Ronald Saykaly*
Vivian Weil*
Isabel Yates

*Deceased

LEXINGTON PHILHARMONIC FOUNDATION

2019–2020 BOARD OF DIRECTORS

Denise H. McClelland, *Chair*
Larry C. Deener, *Vice-Chair*
Sharon C. Reed, *Secretary/Treasurer*
Jackie Hamilton-Saykaly
Lou H. Jones
David Porter
Renee Smith
John Wharton
Carol McLeod, DVM, *Ex-officio*

STAFF MEMBERS

ARTISTIC STAFF

Sarah Thrall, *General & Personnel Manager*
Laura Beth Lee,
Operations Associate Manager
Evelynn Esquivel, *Librarian*
Mari Kellogg, *Interim Education Coordinator*

ADMINISTRATIVE STAFF

Allison Kaiser, *Executive Director*
Mollie Harris, *Communications Manager*
Erin Lum, *Patron Loyalty Associate Manager*
Melissa Snow-Groves,
Annual Fund Associate Manager

**TUESDAY
JUNE 27, 2019
5:30 PM
ARTSPPLACE**

LIST OF 2019 ATTENDEES

Carol McLeod, DVM
Colmon Elridge III
Lou Jones
Larry & Carol Beach
Annette Mathy
Elizabeth Deener
Jason Akhtarekhavari
Brendan Burnette
Donald Mason
Stephen Mallory
Lyle Hildenbrandt
JoAnne Hilliard
Roy Griggs
Jim & Ann Gay
Denise McClelland
Sharon Reed
Isabel Yates
Renee Smith
Larry & Martha Deener
Marcielle de Beer
John Kiebler
Charlotte Lakers
Pat Lawrence
Franklin Thompson
Jackie Hamilton Saykaly

STAFF/ MUSICIANS/GUESTS

Allison Kaiser
Sarah Thrall
Laura Beth Lee
Erin Lum
Mollie Harris
Elias Gross
Rebecca Kiekenapp
Clyde Beavers

2019 ANNUAL MEETING MINUTES

I. WELCOME AND OPENING REMARKS

Carol McLeod, President called the Lexington Philharmonic Society Annual Meeting to order at 6:03 p.m.

II. APPROVED OF FY18 ANNUAL MEETING MINUTES

Carol McLeod, President, warmly welcomed all to the FY19 Lexington Philharmonic Society Annual Meeting

Carol McLeod requested a motion to approve the June 2018 Lexington Philharmonic Society Annual Meeting minutes. Larry Deener made a motion to approve the June 26, 2019 Lexington Philharmonic Annual Meeting minutes. The motion was seconded and approved unanimously.

III. VOLUNTEER OF THE YEAR AWARD

On behalf of the LexPhil Staff, Allison Kaiser, Executive Director, presented the Volunteer of the Year Award to Carol Beach for her unwavering dedication to supporting and volunteering for LexPhil's youth education programs including the Discovery Concert and Peanut Butter and Jelly concerts. In addition, Allison Kaiser shared that Carol volunteers whenever we have a need for administrative help such as mailing coordination, program book stuffing and mailings. Carol always has a smile and kind words and is delightful to work with. LexPhil is deeply grateful for the hours and hours of time Carol Beach has given of herself and her generous financial support.

IV. MARTHA JANE STONE AWARD

On behalf of the Lexington Philharmonic Foundation, Sarah Thrall, General & Personnel Manager presented the Martha Jane Stone

Award to Clyde Beavers and Rebecca Kiekenapp in recognition of their dedicated work in music education and to expand their learning in this area.

V. LEXINGTON PHILHARMONIC FOUNDATION PRESENTATION

Denise McClelland, Chair of the Lexington Philharmonic Foundation shared a recent video featuring Isabel Yates, who was awarded the Living Legacy Award from the Foundation this spring. The video highlighted why Isabel supported the Lexington Philharmonic for so many decades and why it is important to her and the community.

VI. LEXINGTON PHILHARMONIC GUILD REMARKS

Lyle Hildenbrandt, Guild President reported on the results for the Guild Fashion show and other fundraisers presented by the Guild. She stated that the Guild was able contribute \$18,000 to the Society and \$5,000 to the Foundation.

Lyle Hildenbrandt reported that the Guild elected officers for the 2019-2020 year are:

Lyle Hildenbrandt, President
Livia Theodoli Wing, 1st Vice President

Tracy Lovan & Carolyn Averitt, 2nd Vice Presidents (hospitality)

Linda Prewitt, 2nd Vice President (Fundraising)

Charlotte Lakers, Recording Secretary

Faye Toomey, Corresponding Secretary

Mary Van Kesteren, Treasurer

VII. 2019-2020 BOARD OF DIRECTORS NOMINATIONS

Carol McLeod thanked all current and prior Board members for their service and asked each person to stand and be recognized.

Carol McLeod invited all Individuals who donated \$100 or more during the 2018-2019 season to vote on recommended nominations for the LPS Board based on the LPS Bylaws.

Vote #1

The Nominating Committee recommends the following individuals to serve on the LPS Board of Directors with their first three-year term beginning July 1, 2019

Jason Akhtarekhavari
Brendan Burnett
Elizabeth Deener
Lee Eachus
JoAnne Hilliard
Donald Mason

Sharon Reed made a motion to elect all recommended individuals to the Lexington Philharmonic Society Board of Directors with first terms beginning July 1, 2019. The motion was seconded and approved unanimously.

Vote #2

The following individual completed their first three-year term and have been recommended by the Nominating Committee to serve a second three-year term:
Jim Gay

The following individuals completed a remaining portion of a prior Board Member's first three-year term and have been recommended by the Nominating Committee to serve a three-year term on their own accord:
Jim Baldrige (completed Dan Popovski's term)
Jackie Hamilton Saykaly (completed Ron Saykaly's term)

John Kiebler made a motion to accept the Nominating Committee's recommendation

and elect the above individuals who have served through a first term to a second three-year term on the Lexington Philharmonic Society's Board of Directors. The motion was seconded and approved unanimously.

Carol McLeod stated that Lyle Hildenbrandt will serve on the Society Board of Directors as the President of the Guild for 2019-2020.

Carol McLeod stated that the following individuals have been recommended to the Lexington Philharmonic Society Honorary Board:

Ann Todd Dupree
Mayor Linda Gorton
Ellen Karpf
Dr. Michael Karpf

Lou Jones made a motion to accept the Nominating Committee's recommendation to name the above listed individuals to the Lexington Philharmonic Society Honorary Board. The motion was seconded and approved unanimously.

2019-2020 OFFICER NOMINATIONS

Carol invited all Society Board Members, including those just elected or re-elected to vote on the Officers for the Lexington Philharmonic Society Board of Directors.

The Nominating Committee recommends the following individuals be elected as officers to the positions listed:

Colmon Elridge III	President
Carol McLeod	Past-President
Lou Jones	Secretary
Stephen Mallory	Treasurer
To be filled (FY20)	President -Elect

Larry Beach made a motion to accept the Nominating Committee's recommendation and elect the (above) named individuals as officers for the Lexington Philharmonic Society Board of Directors with terms beginning July 1, 2019. The motion was seconded and approved unanimously.

CLOSING REMARKS & ADJOURNMENT

Carol McLeod invited newly elected President, Colmon Elridge III to speak. In summary, Colmon Elridge said that the reason he is doing this is to ensure that his children have the opportunity to experience and enjoy live orchestral music. LexPhil's future will be more diverse and inclusive and he won't be the only, even though he is the first, LexPhil Society President who is Black. He thanked our donors, musicians and staff.

Carol McLeod called for a motion to adjourn. Lou Jones made a motion to adjourn the Lexington Philharmonic Society's 2018-2019 Annual Meeting at 7:30 p.m. The motion was seconded and approved unanimously.

*Submitted by:
Jim Baldridge, Secretary*

GOVERNANCE & NOMINATING COMMITTEE REPORT

The Governance and Nominating Committee, comprised of Carol McLeod, Lou Jones, Elizabeth Deener, Colmon Elridge III, and Marin Fiske, is responsible for ongoing review and recommendations to enhance the quality and future viability of the Board of Directors. The members are appointed by the President and its duties are detailed in Article V, Section 14 of the Bylaws and in the Committee Charter. In FY20 the committee recommended to the Executive Committee that the Board revise Article V, Section 4, part D, to read that a Director may return to the Board after a one year absence from the Board instead of the previously stipulated three years. The Board passed the revision unanimously.

The Board has directed the Committee to continue efforts to diversify the composition of the Society Board of Directors. All Board members are encouraged to seek new participants for Board service. Prospects for Board service were identified and invited to join Board members for concerts during the season. Unfortunately, the coronavirus pandemic halted those efforts with cancellation of the last two concerts of the season.

Three individuals, Carolyn Howard, John Kiebler, and Steve Matherly expressed interest in serving on the Society Board of Directors. Lou Jones and Carol McLeod took the lead in interviewing them and introducing them to other Board members. These three will be presented to the Members of the Society for vote at the Annual Meeting at the end of FY20 upon approval of their selection by the full Board.

John Gardner has completed his second three-year term as a Board member. He has been asked to serve on the Foundation Board by Denise McClelland, Foundation Board Chair.

Marcielle deBeer and James Gay have finished the first three-year term of service and have agreed to continue in Board service for an additional three-year term.

As LexPhil determines its future with the constraints demanded by the coronavirus pandemic, efforts to improve the diversity of the Board will continue. There is no simple answer for the many questions or solutions to improve diversity. A concerted effort by all Board members is necessary.

***Submitted by:
Carol McLeod, DVM***

FOUNDATION REPORT

The Lexington Philharmonic Orchestra Foundation, Inc. ("Foundation") was formed in November 1977 as a separate 501(3)(c) entity. The Foundation exists to secure long term financial support through public and private sources and to promote philanthropic activity to benefit the annual expenses of the Lexington Philharmonic Society, Inc. ("Society"). For the 2019-2020 fiscal year, the Foundation's endowment spending policy allowed a \$120,000 disbursement for the Society's annual operating expenses and further awarded \$550 from the Martha Jane Stone fund for orchestra member educational use. The Foundation also loaned the Society \$100,000 to make up for budget shortfalls arising from the absence of major donations after the concert season was already programmed. The Foundation has not yet determined the level of financial support for the 2020-21 fiscal year.

In the fall 2017, the Foundation initiated the Legacy Society to recognize patrons who commit new gifts to the Foundation, including cash and estate gifts of most any type assets. Approximately a dozen LexPhil patrons have joined the Legacy Society. Recently, Lou Jones fulfilled her Legacy Society commitment by transferring to the Foundation

two life insurance policies with current cash values of over \$80,000.

As part of your estate plans, please consider the many ways you can make a current or deferred gift to the Lexington Philharmonic Orchestra Foundation, Inc. and share your love of music with future generations!

- Outright gifts of cash, securities (stock), or real estate to the Foundation
- Name the Foundation as the beneficiary of IRAs, 401ks or other retirement income
- Name the Foundation as the beneficiary of life insurance policies (term or whole life)
- Make a charitable gift to the Foundation through your will or trust
- Establish an annuity that pays you an income for life and leaves the balance to the Foundation

Benefits

In addition to providing long-term financial support for the Lexington Philharmonic, planned giving offers many favorable financial benefits for the donor.

- Tax deductions
- Exemption from federal estate tax and inheritance tax
- Avoidance of capital gains tax
- Reduction of taxable estate and gift taxes
- Lifetime income payments in the case of certain annuity arrangements

Living Legacy

In 2019, the Foundation began recognizing Living Legacy honorees. Isabel Yates was its first Living Legacy. Mrs. Yates is the sole surviving original director of the Foundation when formed in 1977 and a LexPhil season ticket holder since the early 1960s. Sharon and Jim Reed are the 2020 Living Legacy recipients. Sharon Reed has served as Society, Foundation and Guild presidents over the years and chaired the two major endowment drives held by the Foundation in 2006-07 and again in 2010-11 raising over \$1.5 million. Both Sharon and Jim have made legacy gift pledges as part of their estate plans. Dr. George Zack will be the next Living Legacy honoree – with plans for a significant event to honor Dr. Zack to be held in 2021.

Submitted by:
Denise McClelland
Foundation Chair

LEXINGTON PHILHARMONIC GUILD REPORT

The Guild includes 79 members for the year and a bank balance of \$6,200. The Guild was planning some lovely activities for the Spring of 2020, including the popular Fashion Show and Silent Auction, Breakfast with the Babies and the musician appreciation dinner. Unfortunately, all the spring 2020 activities had to be canceled due to the Covid-19 pandemic, and with those event cancellations, much of the Guild's income was unrealized for the year.

The Guild officers for the 2019/2020 year were:

Lyle Hildenbrandt
President
Livia Theodoli-Wing
1st Vice President
Mary Van Kesteren
Treasurer
Tracy Lovan and Carolyn Averitt
2nd Vice Presidents
Charlotte Lakers
Recording Secretary
Faye Toomey
Corresponding Secretary

Submitted by:
Lyle Hildenbrandt,
Guild President

PERSONNEL COMMITTEE REPORT

The Personnel Committee is comprised of Carol McLeod, chair, Colmon Elridge III, Lou Jones, Jim Baldrige, John Gardner, JoAnne Hilliard, and Elizabeth Deener. The remit and composition of the Personnel Committee is provided in Article V, Section 15 of the Bylaws and amplified in the Committee Charter.

Members of the Personnel Committee regularly consult with and advise the Executive Director in any union matters presented. Currently, there are no outstanding union grievances.

The Search Committee is a sub-committee of the Personnel Committee and three of the Personnel Committee members serve on that committee. Lou Jones has worked on a draft of an employment agreement to be proffered when a new Music Director is selected. That agreement will be presented to the Board prior to its proffer to the person selected. It is still in draft form. The Search process is currently suspended due to the coronavirus pandemic. The Search Committee will continue to meet to discuss the next steps as it gathers information to present to the Board.

The primary task of the Personnel Committee in FY20 has been to consult with Allison Kaiser regarding her performance. This is part of the ongoing process to support the ED, and eventually, the new MD as they collaborate in their mutually dependant responsibilities.

The current pandemic has presented unforeseen challenges to revenue and performances. As a result, many previously planned actions have been tabled. The entire staff has been forced to work remotely and has done exemplary work to promote the Lexington Philharmonic.

***Submitted by:
Carol McLeod, DVM
Chair Personnel Committee***

LEXINGTON PHILHARMONIC SOCIETY

FY2020 & FY2021 BUDGETS

	FY2020	FY2020	FY2021
	Operating Budget	Projected Year-End	Pandemic Operating Budget
EARNED INCOME			
TICKET SALES			
Subscriptions	\$171,000	\$140,000	\$---
Single Tickets	\$183,000	\$110,000	\$32,000
Ticket Fees	\$21,000	\$10,000	\$---
TOTAL Ticket Sales	\$375,000	\$260,000	\$32,000
TOTAL Other Earned	\$75,000	\$50,127	\$---
TOTAL Earned	\$450,000	\$310,127	\$32,000
UNEARNED INCOME			
Individual Donations	\$200,000	\$225,000	\$200,000
Corporate Sponsorships	\$120,000	\$116,000	\$50,000
Grants	\$210,000	\$235,050	\$170,000
LPO Foundation	\$120,000	\$123,120	\$120,000
TOTAL Unearned	\$650,000	\$699,170	\$540,000
TOTAL INCOME	\$1,100,000	\$1,009,297	\$572,000
EXPENSES			
TOTAL Artistic	\$50,000	\$28,000	\$20,000
TOTAL Artistic & Production	\$8,000	\$8,000	\$10,000
TOTAL Marketing & Development	\$6,000	\$8,790	\$3,000
TOTAL Admin	\$2,000	\$1,180	\$900
TOTAL EXPENSES	\$1,097,000	\$956,030	\$520,880
Net Operating Surplus/(Deficit)	\$3,000	\$53,267	\$51,120
Deficit		\$(240,986)	
Anticipated SBA PPP Loan at 100% Forgiveness		\$129,800	
Projected Year-End Deficit		\$(57,919)	

**Ticket Sales and Individual Donations reflect reduction in ticket sales, ticket refunds and ticket donations due to COVID-19 pandemic*

Music is primal and deeply complex at the same time and is one of the most enduring and expressive marks we leave for future human-kind. It is the most universal and visceral of all communication tools and brings us together, opening our minds and lifting our spirits. Even with the pain, fear, turmoil and unknown future brought on the by the COVID-19 health crisis, music is sought as a comfort and inspiration.

While COVID-19 will create challenges for the unforeseeable future, the core of LexPhil's Vision, Values and Mission will endure. LexPhil will use this challenging time to rethink, reset and plan for a new future where orchestral music will continue to be a pillar of the cultural landscape in different ways than those we have known.



The view from the Singletary stage, at LexPhil's annual Music Builds Discovery! concerts.

VISION

Our dream is to continue to grow the Lexington community of music and arts lovers who trust LexPhil to identify, showcase and champion music that entertains and inspires. By creating meaningful and lasting music experiences for all people in our community, we can strengthen our community and enrich the lives of our citizens.

2019/2020 REVIEW

LexPhil's 2019/2020 season was momentous on several levels and on-track to meet goals both artistically and financially. A few of the highlights included:

- Women composers featured throughout the year, on every Season Series concert, bringing overdue attention to the underrepresented work of women in our field. Two of these composers were Black American women, one of which was from Lexington Kentucky. These concerts surprised and delighted our audiences, proving once again, that Lexington music-lovers appreciate adventurous programming.
- Music Director and Conductor Search with 4 of 6 finalists visiting Lexington and auditioning with a full

concert program. LexPhil will reassess the situation prior to the end of 2020 to determine how it will move forward with the search.

- Near sold-out attendance for the last three concerts LexPhil was able to present for the season, held in December and February.
- Surpassed subscription and individual donations goals for the year.

Music education continues to be central to LexPhil's mission and we offer extensive education programs for children and students, directly impacting over 10,000 young people this year. Through our flexible "Music Builds" education platform, LexPhil works with numerous schools in central, southern and eastern Kentucky. Many students continue to have their



LexPhil in rehearsal for a nearly sold-out A Cathedral Christmas at the Cathedral of Christ the King.

first experience of the magic of music through LexPhil's traveling Instrument Petting Zoo. In addition to in-school programs, LexPhil offers numerous opportunities for young people to experience live orchestral work through free concert ticket distribution and open rehearsals.

LexPhil's primary service area includes Lexington-Fayette County and the surrounding counties that comprise the Bluegrass Region including Bourbon, Clark, Franklin, Jessamine, Scott, Madison, and Woodford counties. We continue to stretch outside of central Kentucky to serve eastern and southern Kentucky, primarily through our educational platforms.

Through its important partnership with WEKU FM (Public Radio), LexPhil is able to serve a broader region that extends across eastern, southern and central Kentucky, spanning 40 additional counties with a listener base of 400,000 households. Through collaborative efforts, LexPhil has worked with WEKU 88.9 FM to provide delayed broadcasts of most Season Series concerts and Encore radio broadcasts of five different LexPhil concerts during the spring and summer of 2020. These programs were aired on WEKU FM's various frequencies and available for streaming for 14-days after each concert was initially broadcast. This partnership has allowed LexPhil to continue serving an extended community during a time when Kentucky residents must shelter-in-place due to COVID-19.



Interim Education Coordinator, Mari Kellogg, at LexPhil's Music Builds Discovery! concert.

LexPhil is so fortunate to have an engaged Board of Directors, currently at 21 members, that help to guide the organization in all facets of its operations including finance, fundraising, marketing, community engagement, governance, and the Music Director & Conductor Search. During FY20, LexPhil had 6 full-time and 2 part-time staff members and 61 per-service musician members. The musicians are almost equally represented by males and females. An Orchestra Committee of musicians elected by their peers works with the LexPhil staff to administer the Collective Bargaining Agreement with the local musician's union. LexPhil is working to develop a more collaborative culture across all areas of the organization. With collaboration as one of LexPhil's four core values, we are committed to working with local arts and non-arts groups.

During FY20, LexPhil partnered with more than 30 local organizations.

This helps build community identity, shares LexPhil's professional resources with students and amateur artists, builds pride of place, and showcases local talent. Collaboration greatly expands LexPhil's impact and reach to new and diverse audiences. LexPhil also collaborates with industry leaders and public officials to broaden music's community impact. Large-scale performances such as Picnic with the Pops have become beloved traditions for central Kentucky and provide the kind of communal experiences that make Lexington such a great place to live. LexPhil brings original creative production to Lexington through its acclaimed Saykaly Garbulinska Composer-in-Residence program. During FY20, LexPhil partnered with VisitLex (Lexington's Visitors Bureau) to enhance outcomes for their 2019-20 local tourism initiatives and support LexPhil's national Conductor Search.

IDEA TASK FORCE

LexPhil is very fortunate and privileged to be one of the cultural pillars of central Kentucky. We work hard to serve our community, but we must work in different ways as we create a future where Black Americans, people of color and underrepresented populations are equally engaged in our art form, our audiences and on our stage.

The arts have always led by example and LexPhil has a responsibility to lead in this work now. In the coming months, LexPhil will convene an IDEA Task Force to develop specific strategies to help our organization grow in its understanding of how to serve Black Americans and people of color and develop programming that authentically reflects and includes different cultures and ethnicities.

Submitted by:
Allison Kaiser
Executive Director

ANTI-RACISM COMMITMENT

The Lexington Philharmonic is devoted to working intentionally to continue building an organization that actively challenges and dismantles systemic racism. We recognize the orchestral industry has been complicit in perpetuating systems of inequality which have contributed to injustices in the past and continue today. We stand ready to listen, learn, take action, and support those in our community and throughout our nation who are fighting structural racism and inequality.

During the 2020 / 2021 Season we will be establishing an Inclusion, Diversity, Equity & Accessibility (IDEA) Task Force made up of musicians, board members, staff, and community members to create an institutional plan and implement action steps for building a culture that advances these ideals.



LexPhil ensemble in Williamsburg, KY, as part of the Levitt Amp Music Series.

ARTISTIC

2019-2020 SEASON IN REVIEW

The Lexington Philharmonic's 2019-2020 Season was a momentous season that included an extensive Conductor Search featuring four of six highly celebrated Conductor Candidates, as well as many musical and artistic milestones. We highlighted some of the classical canon's outstanding symphonies that showcased the artistry of our orchestra, such as Tchaikovsky's *Symphony No. 6*, Beethoven's *Symphony No. 7*, Brahms' *Symphony No. 2*, and Dvorak *Symphony No. 7*. More importantly we highlighted the contemporary voices of today, specifically empowering the music of women. Every Season Series Concert featured a work by a female composer, which garnered press and excitement from our community. Out of the 6 women composers featured, 5 are still living, and 2 are

women of color. We recognize that this representation is an accomplishment, but we are dedicated to working intentionally to provide more equitable representation, celebrating and uplifting the voices of those who have been marginalized.

The Cathedral Concert this year was a winning collaboration between Dr. John Nardolillo, The Lexington Singers, and Dr. Jefferson Johnson. We worked closely with John and Jeff to program the concert and engage renowned local soloists Michael Precely and Catherine Clarke Nardolillo. This concert sold out, as it has in years past, but this year achieved a joy filled celebration of the Lexington community. A moment that will not be forgotten anytime soon, was the candlelit ending to the concert that filled everyone's heart with delight and tranquility.

For our New Year's Eve concert, we welcomed back conductor and trumpet extraordinaire, Byron Stripling for an evening entitled **Mardi Gras in New Orleans!** As a review by Walter Tunis stated

“Stripling revealed a sharp, vibrant tone on trumpet indicative of his idol Louis Armstrong but a vocal and emcee flair more in line with a reveler like Cab Calloway.” However, as most everyone would agree, it was Striplings “second- in-command”, pianist/ B3 organist, Bobby Floyd, who stole the show! It was a high-energy and soulful evening!

In the summer of 2019, LexPhil partnered, for the second year, with the Levitt Amp Whitesburg Music Series. The Cowan Community Center in partnership with the City of Whitesburg were awarded a second “AMP Your City” national grant from the Levitt Foundation to bring the power of free, live music to Whitesburg. On July 25, 2019, a LexPhil chamber group (trumpet ensemble with piano) performed as part of this music series on the Mountain Heritage Stage in downtown Whitesburg. In addition to this evening performance, the LexPhil musicians & staff spent the day at a children’s camp at the Cowan Community Center, performing and exploring the Instrument Petting Zoo, and eating lunch with the children.

COVID-19 IMPACT

Due to the COVID-19 health crisis that began affecting Kentucky in March 2020, LexPhil had to cancel the April 17, 2020 - Transfigurations and May 16, 2020 - Beyond the Sky concerts. LexPhil was also unable to participate in its annual partnership with UK HealthCare, originally scheduled to align with the April 2020 concert. We look forward to presenting an alternative to our regular music in healthcare work this fall.

LexPhil continued to stay connected with our community through online digital offerings. In March 2020 we launched the LexPhil Living Room page on our website, to showcase videos from our musicians, staff & Board President. This page also features the Ask a Musician portal, where members of the community can submit their questions via form or video and a musician will record a short video answering their question. LexPhil continued its important partnership with WEKU to broadcast past LexPhil performances every two weeks throughout the months of May & June 2020. Links to the Encore Broadcasts on WEKU are located on the LexPhilLivingRoom page. The original concerts were **Mahler 2** (September 18, 2015), **Beethoven 5** (May 13, 2016), **Carmen** (February 10, 2017), **Bernstein & Gershwin** (October 20, 2018), and **Deep Music** - (October 25, 2019).

MUSICIAN RELIEF FUND

Several musicians reached out to LexPhil to donate their April and May compensation back to their fellow musicians who needed support during the pandemic. LexPhil started the Musician Relief Fund for this purpose. LexPhil received contributions from musicians and others to this fund and were able to collaborate with the Orchestra Committee to re-allocate and distribute the funds to musicians who applied for additional financial assistance.

Submitted by:
Sarah Thrall
General and Personnel Manager

LOOKING FORWARD

The Lexington Philharmonic, in response to the ongoing Covid-19 public health crisis, announces program updates and new initiatives for the 2020/2021 Season, **CONNECT**.

After careful consideration the Lexington Philharmonic is reimagining program offerings and the traditional subscriptions and ticketing models in the upcoming 2020/2021 season to safely and creatively engage with central Kentucky orchestral music fans.

The upcoming season, like so much of our lives, will be different. We are committed to safely connecting with our community through unorthodox and exciting programs.

The 2020/2021 Season: **CONNECT** will not feature a traditional season of performances, scheduled many months in advance, at traditional orchestral venues. Instead, the Lexington Philharmonic is planning a series of smaller, accessible and safe concert programs, to bring music directly to people's neighborhoods, outdoor venues and virtually, into their homes.

The Lexington Philharmonic is working with an Artistic Advisory Committee (AAC) to consult on concert repertoire and programs for the 2020/2021 Season.

HIGHLIGHTS OF THE 2020/2021 SEASON: **CONNECT WILL INCLUDE:**

- Safe ensemble concerts, in new venues and local neighborhoods.
- Establishment of the IDEA Task Force, including musicians, board members, staff, and community members, to create an institutional plan for building a culture that advances inclusion, diversity, equity, and accessibility.
- New music education resources both virtually and in person, once LexPhil teaching artists are allowed to work in the schools again. The full-orchestra Discovery concert has been canceled for FY21.
- The possibility of presenting the beloved annual **A Cathedral Christmas** concert at the Cathedral of Christ the King, potentially with live, but reduced audience capacity.
- The possibility of presenting concerts at the Singletary Center for the Arts, in the spring of 2021, potentially with live, but reduced audience capacity.
- Continued connection with audiences online, through the #LexPhil Living Room series and a partnership with WEKU 88.9 to broadcast encore performances of past concerts.

The Picnic with the Pops Commission met on June 15, 2020 and unanimously voted to cancel the Picnic with the Pops concert in August 2020.

Like many arts organizations in Lexington and throughout the country, the cancellation of concerts and events severely impacts LexPhil's operations and ability to develop income. Because of the need to reduce the scope of concerts due to health safety concerns going forward, LexPhil is reducing operations in other financially prudent ways. The administrative, marketing and artistic staff will be furloughed for the month of July and will work at reduced capacity when they return in August.

ARTISTIC ADVISORY COMMITTEE

LexPhil has met to discuss the upcoming Season with the Orchestra Committee, and Local Union leadership and are working together to determine our best path forward. As part of these discussions, it was decided to form an Artistic Advisory Committee (AAC) made up of 5 musicians from the orchestra to consult on various items related to the 2020-2021 Season. The members of the AAC are the musicians currently serving on the Search Committee in addition to a woodwind representative. They are Stephen Campbell, Margie Karp, Benjamin Karp, Brian Mason, & Peter Simpson. LexPhil encouraged every musician to share their ideas and thoughts with the AAC so they could represent them in discussions. The musicians represent a wealth of knowledge and experience that is invaluable to LexPhil.

MARKETING & DEVELOPMENT

After careful consideration, and due to the uncertainty of not knowing when we might be able to safely gather, we are reimagining our offerings and traditional subscription model in the upcoming 2020-2021 season.

LexPhil is introducing a new Membership program to encourage donations to the organization.

There are new donor benefits aligned with what the organization can do during the health crisis and opportunities to engage with the organization will be added as plans become finalized.

More information about the Membership program is available at www.lexphil.org/connect.

See more details about LexPhil's Membership program in the Marketing & Development section of this report.

SEARCH COMMITTEE

UPDATE ON THE LEXINGTON PHILHARMONIC MUSIC DIRECTOR & CONDUCTOR SEARCH

The Search Committee continued its work begun in FY19. The voting members of the committee are the following:

- **Carol McLeod, DVM, Chair**, current Past President of the Society Board and Chair of the Personnel Committee
- **Colmon Elridge, III**, current President of the Society Board
- **Lou H. Jones**, current Secretary of the Society Board and immediate past Chair of the Personnel Committee
- **Donald Mason**, Society Board member, former Executive Director of the Lyric Theatre and current Executive Director of the Classical Music Institute in San Antonio, TX
- **Larry Deener**, current co-Chair of the Lexington Philharmonic Foundation Board, former Society Board President, and Foundation Board chair, member of 2007-2009 Search Committee
- **Gregory Pettit**, President of the Chamber Music Festival of Lexington
- **Benjamin Karp**, Principal Cello, Professor University of Kentucky School of Music

- **Brian Mason**, Associate Principal Percussion, Interim Dean Morehead State School of Arts, Professor of Percussion
- **Margaret Karp**, Assistant Concertmaster, Lecturer Violin and Viola University of Kentucky School of Music, member of the 2007-2009 Search Committee
- **Stephen Campbell**, Principal Trumpet, Associate Professor of Music Performance, Trumpet, Ball State University
- **Allison Kaiser**, Executive Director, Lexington Philharmonic *ex officio*
- **Sarah Thrall**, General and Personnel Manager *ex officio*

[NB: Titles listed are not intended to be comprehensive but to provide a synopsis of the commitment of committee members to the Lexington Philharmonic.]

The musician members were selected by a vote of the orchestra members. The Board members were selected by the Executive Committee and approved by the Board. The Foundation Board is an important stake holder and is represented. Members of the community with knowledge and interest in the arts were asked to participate. The full committee was approved by the Society Board in 2019. The committee met regularly in 2019 to review and select the Music Director and Conductor candidates to lead the orchestra in the 2019-20 concert season. Allison Kaiser, Sarah Thrall, and the musician members of the Search Committee collaborated to select repertoire for the 2019-20 season. The goal of the process was to have similar programs to allow equal opportunity for the candidates to show their ability.

The 2019/2020 Season was entitled *Resound*.

Plans were formed to introduce each candidate to the community in Lexington with tours of performance venues and local attractions, meetings with community leaders including the Mayor of Lexington (former LexPhil Board member Linda Gorton), separate group meetings with Board members, staff, and musicians. Care was taken to provide a similar experience for each candidate.

The musicians were asked to review the candidates anonymously with a survey developed and administered by the musicians themselves. Thomas Heuser, lead the orchestra in September; Akiko Fujimoto in October; Kelly Corcoran in November; Enrico Lopez-Yanez in February.

Enrico Lopez-Yanez withdrew himself from consideration in early March 2020.

In mid March 2020, the coronavirus pandemic forced the cancellation of the April and May concerts. Julia Tai and Keitaro Harada were unable to participate in the Search as originally planned.

On May 20, 2020, the Search Committee met, and after much discussion, recommended to the Board via the Executive Committee that the Search process be suspended until more information can be provided regarding the ability of the orchestra to perform together. The inability, at this time, of providing a fair conducting experience for the remaining two Conductor Candidates and the musicians and the patrons is the foundation of the

recommendation. The committee discussed a number of options for resumption of the search but no recommendation was made due the uncertainty created by the unknowns related to the ongoing coronavirus pandemic.

This report was prepared on June 7, 2020. At this time, the Singletary Center for the Performing Arts and the Lexington Opera House have not been able to resume scheduling for performances. Consultation with leaders of the orchestral industry, leaders of the arts community in Lexington, musicians in the orchestra, Board members, and staff of LexPhil continue as we all strive to plan for the future of LexPhil.

***Submitted by:
Carol McLeod, DVM
Chair of the Search Committee***

EDUCATION

EDUCATION IN THE 2019/2020 SEASON

During FY20, approximately 10,000 youth from various counties were engaged in music opportunities through the Lexington Philharmonic. Activities included Music Builds components at eight (8) Title I partner schools in Fayette, Scott and Bourbon counties, Instrument Petting Zoos, Sound Explorers Concerts, Countdown to Kindergarten and KET Super Saturday ensemble performances, and the annual Music Builds Discovery Concert, a full- production concert for 1,400 students.

SOUND EXPLORERS

The children's concert series "Peanut Butter & Jelly" was rebranded as "Sound Explorers". LexPhil was scheduled to present 6 double programs for young people ranging in age from toddler to 9yrs. These programs consist of small ensemble performances on a theme along with related crafts and an instrument petting zoo. Sound Explorers Concerts are hosted by various non-profits, community centers, libraries and other locations across the Bluegrass region, providing a comfortable location to introduce young people to orchestral music.

While partnering with local businesses and venues, each concert uses an arts integration approach to teach specific subjects utilizing music. **Music Builds Literacy** presented by the Williamsburg Library, **Music Builds Engineering** presented by both Josephine Sculpture

Park and Newton's Attic, **Music Builds Nutrition** presented by The Platory, and **Music Builds Exploration** at the Hummel Planetarium, brought musical crafts, high quality concert experiences and put instruments into the hands of children across the commonwealth.

COUNTDOWN TO KINDERGARTEN

This season Countdown to Kindergarten was held at the Carnegie Center for Literacy and Learning. LexPhil presented **Music Builds Fables** an interactive program featuring LexPhil musicians that tells several stories enhanced by the use of digital media.

MUSIC BUILDS LITERACY IN WILLIAMSBURG

LexPhil was asked to participate in a new festival presented by the Whitley County Library in Williamsburg, KY. LexPhil performed the Music Builds Literacy program and brought the Instrument Petting Zoo to the town square in what is hoped to be the first of many programs for the families of Williamsburg, KY.

KET SUPER SATURDAY

KET's annual 'Super Saturday' event was held on Saturday, August 10, 2019 at KET Studios. The LexPhil drum circle and instrument petting zoo are always highlights of the day. Approximately 2000 children and adults participated.

INSTRUMENT PETTING ZOO

The Instrument Petting Zoo was presented at a variety of classrooms and community events, including but not limited to the Fall Arts Festival at Josephine Sculpture Park, the Woodland Art Fair, the Roots and Heritage Festival, and Sayre Pre-School.

2019-2020 Partner Schools:

LexPhil partners with eight Title I elementary schools to provide free music education & in school programming, located in Fayette, Scott & Bourbon counties.

- Arlington Elementary
- Booker T. Washington Elementary School
- Bourbon Central Elementary School (Paris, KY)
- Breckinridge Elementary School
- Dixie Elementary Magnet School
- Garth Elementary (Georgetown, KY)
- Mary Todd Elementary School
- Southern Elementary School (Georgetown, KY)

TEACHING ARTISTS

LexPhil Teaching Artists visit music classrooms and present instrument demonstrations, performances, interactive activities, and performance opportunities. This cumulative program places LexPhil musicians in 3rd – 5th grade music classes to spark interest in music, a desire to join band or orchestra and musical connection to other core curriculum.

TOURING ENSEMBLES

LexPhil ensembles travel to various schools to present educational music programs for classrooms or full-school assemblies. These visits develop students' appreciation for music by exposing them to high quality performances. This Season, due to the COVID-19 pandemic, all five touring ensemble performances were canceled.

CONDUCTORS IN THE CLASSROOM

LexPhil's first four Conductor Candidates visited Arlington Elementary, Garth Elementary,

& Lafayette Middle & High School SCAPA programs. They taught classes, conducted school orchestras or led Q&A sessions. LexPhil dress rehearsals led by Conductor Candidates were open to observation as a resource for students and their teachers with participation by several schools.

DISCOVERY CONCERT

1,400 students from 19 schools, hailing from 8 counties joined the Lexington Philharmonic for a full orchestra education concert at the Singletary Center for the Arts on October 24, 2019. Students experienced a one hour concert led by conductor candidate Akiko Fujimoto with guest harpist Allegra Lilly. Repertoire included Libby Larsen's Deep Summer Music, excerpts from Ginastera's *Harp Concerto* and Beethoven's *Symphony No. 7*. An Education Guide was available to all teachers to use in preparation for the concert and throughout the school year. This guide was also available on the LexPhil website for anyone who wished to use it, either for home-schooling or by parents who were interested in providing music education to their children.

COMMUNITY PARTNER TICKET PROGRAM

Every Season LexPhil distributes free tickets to a number of non-profit and educational organizations through our Community Partner Ticket Program. Organizations include Central Kentucky Youth Orchestra, Music Works, Central Music Academy, Veteran Tickets Foundation, The Carnegie Center for Literacy & Learning, Big Brothers Big Sisters and more.

In the 2019/2020 Season we distributed over 350 free tickets through this program.

COVID-19 IMPACT ON EDUCATION

At the beginning of this season, it was projected that Lexington Philharmonic's education department would reach approximately 20,000 young people. The COVID-19 pandemic led to the cancellation of 17 events that were to be presented in several counties. This amounts to a 23% reduction in anticipated educational activities. Spring education activities normally constitute larger attendance than fall and winter activities. Of the 77% of activities that occurred, approximately 10,000 people experienced a LexPhl educational event. Loss of spring educational activities due to COVID-19 caused a projected 7,000-10,000 reduction in educational program participation.

A Shift to Digital

As a result of the pandemic, the education department shifted from primarily in-person, hands-on activities, to digital content. Two Sound Explorers-themed videos were released and two more are in production. Since the launch of the LexPhil Living Room page on our website in March 2020, video content has become the most popular part of the Lexington Philharmonic website.

Cancelled programs due to COVID-19 include:

- 3 Instrument Petting Zoos
- 4 Sound Explorers Concerts
- 1 Teaching Artist Visit
- 2 Open Dress Rehearsals
- 5 (all) Touring Ensemble performances
- Free concert ticket distribution to students

INTERIM EDUCATION COORDINATOR

This year Mari Kellogg was brought on as an Interim Education Coordinator in preparation for the position to be filled permanently. Mari's background as a high school orchestra teacher was invaluable for the ideas and vision she brought to this role. In addition to running the program Mari created and updated our Patron Manager database for music teachers and schools. She streamlined operational processes for educational events, and oversaw maintenance of instruments in the Instrument Petting Zoo. Throughout the year Mari documented the processes for all educational work, so that future onboarding of the position will be more efficient and effective.

***Submitted by:
Laura Beth Lee, Operations Associate
Manager and Mari Kellogg, Interim
Education Coordinator***

MARKETING & DEVELOPMENT

MARKETING STRATEGIES

During the 2019-2020 Season, marketing and audience outreach efforts to LexPhil's subscriber and repeat single ticket buying audience base helped to foster a sense of deeper engagement and ownership during the organization's historic Music Director and Conductor search year. Specific engagement strategies included personal interview videos and other digital content introducing each finalist to online audiences, media interviews with each finalist with media partners WEKU 88.9 and WKYT, ticketed and free opportunities for the public to engage with each of the six Music Director and Conductor finalists, and a post-concert survey, which gave a platform for each Season Series ticket holder to evaluate each candidate following their audition performance.

LexPhil continues to diversify its engagement and promotion efforts to reach both new and existing audiences. LexPhil utilizes traditional platforms such as paid print and radio advertisements, press releases, print brochures, and postcards. For the last several years, LexPhil has transitioned to more paid digital advertising and developing an organizational voice and strengthened presence on social media. During the 2019-2020 Season, social media

followers have steadily grown on LexPhil's Facebook, Instagram, and YouTube accounts.

During FY20, LexPhil began investing in more video production to augment the growing social media presence. These video efforts were kicked into high gear during the onset of the COVID-19 health crisis. In response to the pandemic and cancelled gatherings, the LexPhil staff and musicians established a new page on the website called **LexPhil Living Room** to share and promote new video content. LexPhil pivoted resources and creativity from producing live concerts to producing online programming, available at no charge to the public through its website, Facebook, Instagram, YouTube and eNewsletter.

Subscriptions

LexPhil achieved and surpassed the FY20 subscriptions sales goal of \$171,000, earning \$183,554 during the 2019/2020 Season. Following the March 2019 **Season Announcement** event, the Marketing and Development staff focused communications to reach the entire Lexington Philharmonic PatronManager database, spanning the seven years previous. 2019/2020 subscription print and digital advertising highlighted the six conductor finalists, and the excitement of the search year ahead, which helped to drive interests and subscription sales. The subscription renewal form included all three subscription types (Full Season, Series Six, and Pick 4's), which motivated many Pick 4 subscribers to upgrade to a Season Six.

During the 2019/2020 Season, the LexPhil audience included 311 Full Season, 148 Series Six, and 229 Pick 3 and 4 subscribers.

Single Ticket Sales

During the 2019-2020 Season, LexPhil accomplished 61% of the FY20 single ticket sales goal (\$112,787 of FY20 goal of \$181,000) before the cancellation of the final two Season Series concerts and Sound Explorers concert series due to the ongoing COVID-19 pandemic.

In light of industry research, and findings presented at the June 2019 League of American Orchestras conference, LexPhil marketing and development staff revised aspects of the organization's single ticket marketing strategy, to maximize the impact of the FY20 marketing budget. The organization spent a significant amount less on print and mailed advertisements, and instead invested more resources into digital marketing (Facebook, Instagram, and Google display ads) to increase return on investment. Print postcards featured multiple concerts, instead of single concerts, per card.

These efforts and shift in spending focus took some time to take hold, but gained traction by the end of February. The first three concerts featuring Music Director & Conductor candidates (September, October, and November concerts) did not reach their individual single ticket sales goals; however both Holiday Concerts in December 2019 were financially successful. **A Cathedral Christmas**, a collaboration with the Lexington Singers and conducted by UKSO Conductor John Nardolillo, surpassed the single ticket sales

goal by over \$8K. **New Year's Eve: Mardi Gras in New Orleans**, with guest conductor and trumpeter Byron Stripling, very nearly sold out. LexPhil's February 2020 concert Blue Beethoven was the most financially successful candidate-led concert of the 2019/2020 season, meeting single ticket sales goals through a robust online advertising campaign.

FOCUS GROUP OUTCOMES

During the 18-19 season, LexPhil worked with the local consulting firm, S&A Strategies, to convene a focus group to help LexPhil understand how we are perceived and appear to those who are not normally part of the LexPhil audience.

During FY20, LexPhil staff developed several new initiatives to foster a greater sense of belonging for LexPhil patrons. Patron Loyalty Associate Manager, Erin Lum, established the Concert Concierge program, a corps of volunteers, who welcome attendees, open doors, and direct patrons to their correct concert hall door. Erin also formalized LexPhil's long-standing free ticket program into the Community Partner Ticket Program, allowing nonprofit and social service agencies to apply online for tickets for their constituents, at any time. Marketing staff developed a "First-Timer's Guide," to provide new and existing patrons answers to frequently asked questions, from what to wear, to when to clap, and where to park. Erin spearheaded LexPhil's efforts to provide student and child tickets online. During the 2019/2020 Season, affordability of tickets were highlighted in single concert marketing and promotions.

All of these initiatives were inspired by the final report and recommendations provided by S&A Strategies.

SPECIAL PROMOTIONS

Student Night 2019

LexPhil partnered once more with Marc Whitt, instructor of ISC 471, an Event Planning class at the University of Kentucky during fall 2019. The course's students were tasked with promoting LexPhil's November 2019 concert Wind Power to colleges and universities throughout the region. The evening was highly successful, with LexPhil selling twice as many student tickets as a regular Season Series performance. In addition to marketing the concert, students also installed a "Wall of Influence" in the Singletary Center lobby, highlighting the contributions of Black composers to classical music and distributed "swag bags" to students in attendance.

Subscriber Appreciation Night - February 2020

February 2020's concert was Subscriber Appreciation Night! LexPhil developed a small gift (chocolates, a sticker) for subscribers to pick up at the concert. Board members volunteered at Blue Beethoven on Friday, February 21st to greet, thank and distribute 'thank you' items to subscribers who approached the marketing table.



Lexington Philharmonic Student Night, November 2019.

2019-2020 MEDIA: CONDUCTOR SEARCH

Tom Martin of WEKU's Eastern Standard interviewed each of the six conducting candidates, which aired the week of each concert. The interviews were included in the online arts & culture platform, UnderMain. Each candidate appeared on WKYT-TV noon news. The Lexington Herald-Leader published a piece highlighting LexPhil's work to showcase female composers in each LexPhil Season Series concert. Smiley-Pete Publishing ran an article in their October issue about LexPhil's efforts to build new audiences and the conductor search season.

DATA MANAGEMENT & AUDIENCE INSIGHTS

LexPhil continues to learn new applications involving its CRM and data management platform, Patron Manager. The post-concert, automated patron surveys have been vital to understanding and improving the concert experience based on patron feedback. We are also using this delivery method to engage our patrons in the Music Director & Conductor Search underway. Now in our third year of using this system, we have learned how to apply its many features to our annual campaign with more detailed and personalized communication.

This data system allows for accurate and streamlined reporting that LexPhil uses across all revenue functions, creating financial reports, Board reports, campaign ROI reports, ticket purchaser demographics/preference reports and allowing much more targeted communications via email and mail. At this time, several staff members have been cross-trained to use the data system. The Marketing and Development staff are the members on staff most trained to utilize the Patron Manager system. We are now beginning the process of identifying and recording interagency relationships and institutional memory that up until this time, were only preserved in paper files and the memories of our long-standing supporters and musicians.

DEVELOPMENT STRATEGIES

The Music Director & Conductor search of the 2019/2020 season provided unique opportunities to foster a sense of ownership and community for the most engaged supporters of the Lexington Philharmonic. Through community meet & greets, open rehearsals for every candidate-led concert cycle, and intimate Off The Podium parties hosted at unique Lexington homes, the organization provided a front-row seat to the search process.

The Lexington Philharmonic continues to work to expand its engagement efforts with patrons, in order to both strengthen relationships with existing supporters and also diversify revenue streams for improved financial viability. LexPhil utilizes print/direct mail, digital solicitation campaigns, and relationship-building events to connect current and potential donors to our mission and vision.

In the 2019/2020 season, LexPhil invested more time and resources into maximizing the benefits of the Patron Manager system in relation to supporters. Marketing and Development staff have utilized extensive data sets to better understand the giving and attendance habits of our patrons; this integration between departments has led to increased ability for customized and targeted communications and solicitations.

CORPORATE SUPPORT

LexPhil was on-track to achieve its corporate sponsorship goal, however when concerts and events had to be canceled in the spring, sponsorships tied to some of the canceled events were suspended. LexPhil achieved \$116,000 of its \$120,000 sponsorship goal. The corporations and businesses that supported LexPhil can be found in the FY20 donor lists at the end of the Annual Report.

GRANTS & FOUNDATIONAL SUPPORT

LexPhil exceeded the FY20 Grants and Foundation support goal, raising \$235,050 toward the goal of \$210,000, including Covid-19 health crisis relief donations. The agencies that supported LexPhil can be found in the FY20 donor lists at the end of the Annual Report.

INDIVIDUAL GIVING

LexPhil exceeded the FY20 individual giving goal, raising \$225,000 toward a general operating goal of \$200,000 including ticket turn-backs and Covid-19 health crisis relief donations. Donations continue to come in even as this report is being written. The individuals who supported LexPhil can be found in the FY20 donor lists at the end of the Annual Report.

CAMPAIGN DETAILS

LexPhil has utilized a campaign structure in the past to segment solicitations and develop a clear picture of the ROI for each campaign initiated in a given fiscal year. This strategy was further strengthened in FY20 with the addition of response tracking in Patron Manager, as well as additional targeted segmentation

of campaigns. Development staff also developed a matrix of donor engagement from FY11-FY19 to help identify areas of strength and opportunities for improvement. These efforts resulted in the most comprehensive data set around donors since LexPhil's implementation of the Patron Manager system.

For print solicitation, staff researched industry trends and best practices to develop a year-long calendar of campaigns; this calendar included information about which segments would receive which mailings, tone and content of the solicitations, and a timeline of all print activities. LexPhil also re-designed their fundraising collateral to include a "rack card" with each mailing; this piece which provided patrons with an opportunity to learn more about what their contributions support and how LexPhil utilizes contributed income.

In addition to passive information support, development staff continued to strengthen monthly giving options, both in print and online, and also began incorporating email solicitations to accompany the print solicitation calendar.

During the 2020/2021 season, the option of text-to-donate will be added for donors, which will be especially beneficial during the advent of primarily virtual--and potentially physically distanced live--events. LexPhil staff have also made a number of updates to the online donation form, adding enhanced customizations and features to digital giving.

BOARD ENGAGEMENT

As part of the FY20 development strategy, a board engagement component was essential. The 20 engaged individuals on LexPhil's board of directors each add their own expertise, knowledge, and networks to the collective success of the organization. To that end, several engagement opportunities arose. During one direct mail campaign, board members added personal notes on over 1,000 letters. Board members also utilized data gathered by development staff to connect with lapsed donors from the FY11-FY19 matrix. The purpose of this project was to continue to strengthen LexPhil's data and its relationship with donors, and also to gather feedback from lapsed donors about what the organization could do to better engage donors in order to keep them on board with LexPhil's activities. This project continued through the COVID-19 pandemic, and will be a facet of board engagement in FY21 as well.

OFF THE PODIUM

Off The Podium was a series of six festive parties coordinated by LexPhil board member Marin Fiske, in homes of friends of the Lexington Philharmonic, where guests met fellow music-lovers and got to know each of the outstanding Music Director & Conductor finalists. This series of events was on target to reach its goal of \$10,000 when the final two events in the series were cancelled due to the COVID-19 pandemic. Off the Podium events raised \$7,200.

The first four events, listed below, gathered together a mix of loyal LexPhil supporters and friends of the hosts for a unique

opportunity to directly engage with the Conductor candidates. Feedback from attendees was overwhelmingly positive, and every guest appreciated getting to know the finalists on a more personal level and having the ability to ask detailed questions about their vision for the future of the Lexington Philharmonic.

Sunday Funday: Calling All Curious

Candidate: Thomas Heuser

Sunday, September 22, 2019

6:00 - 8:00 PM

Hosted By: Amy and Matt Wills

Sponsored by: The Wills Gallery and Wine + Market

Monsters & Martinis

Candidate: Akiko Fujimoto

Saturday, October 26, 2019

6:00 - 8:30 PM

Hosted By: Marin Fiske & Jimmy Turek

Brahms & Bourbon

Candidate: Kelly Corcoran

Saturday, November 23, 2019

6:00 - 8:00 PM

Hosted By: Jeremy Bates & Dennis McElroy

Sponsored by: Bates Security

Blues, Brews, & Barbecue

Candidate: Enrico Lopez-Yañez

Saturday, February 22, 2020

6:00 - 8:00 PM

Hosted By: Brett & Jackie Scott

Cancelled Off the Podium parties:

Swing into Spring

Candidate: Julia Tai

Saturday, April 18, 2020

6:00 - 8:00 PM

Hosted By: Michael & Robin Morrill

Sunday Funday: Classic Brunch on Mill

Candidate: Keitaro Harada

Sunday, May 17, 2020

11:30 AM - 2:00 PM

Hosted By: Jackie Hamilton-Saykaly

MARKETING & FUNDRAISING DURING COVID-19

#LexPhilLivingRoom

In response to the Covid-19 pandemic and subsequent event cancellations, the Lexington Philharmonic created a virtual platform for audiences to engage with the organization online.

#LexPhilLivingRoom features videos of LexPhil musicians, performing and/or providing educational content about their instruments, videos developed by LexPhil education staff to engage young people, and a curated list of classical music and music education resources available to central Kentuckians to keep the music playing, while staying safe at home.

Since its launch, the **#LexPhilLivingRoom** has had over 1,500 unique pageviews to lexphil.org, and YouTube videos have yielded 100 - 300 views for each video. On Facebook, videos average nearly 500 views per post. **#LexPhilLivingRoom** content is also distributed through LexPhil eNews to 7,177 MailChimp subscribers.

WEKU 88.9 PARTNERSHIP Encore Broadcast Series

Mike Savage of WEKU 88.9 reached out to LexPhil at the

end of April, offering to present a series of Encore Broadcasts throughout the months of May and June 2020. LexPhil staff selected five concerts from 2015–2019 to be included as part of the series. Every two weeks, WEKU broadcast these performances on WEKU Classical (available online to listen and stream for two weeks following initial broadcast) and on Sundays on the WEKU 88.9 station (available on the radio and to listen online as it aired). LexPhil will pursue continuing this important partnership in fall of 2020.

COVID-SPECIFIC FUNDRAISING CAMPAIGNS

Musician Relief Fund

As LexPhil applied for and received Paycheck Protection Program (PPP) funds to pay staff through the end of the FY and to pay the musicians for their missed income from the April and May concerts, several musicians reached out to say that they appreciated the pay from LexPhil, but they wanted to donate their pay back to other musicians who needed it more. As a result, an internal Patron Manager campaign was created for these restricted gifts.

The musicians were broadly notified of the campaign and a deadline of 22 May was set for contributions to arrive. A total of \$2,430 in contributions came in for this purpose, and as of the last week of May, six musicians have been helped by the fund, with each receiving \$405 (an equal split of the funds between them).

ARI Cornerstone Match Challenge

During the pandemic, LexArts and the Blue Grass Community Foundation set up the Arts Resilience Initiative (ARI) to provide financial relief for artists and arts organizations impacted by COVID-19. As part of this, they premiered the ARI Cornerstone Challenge. This dollar-for-dollar matching program was a time-limited challenge from June 16-17. Contributions were doubled up to \$2,500. LexPhil surpassed the match goal, generating \$4,525 in online contributions, for a total raised of \$7,025.

COVID-19 HEALTH CRISIS RELIEF SUPPORT

The Lexington Philharmonic received three significant gifts of \$10,000 each from individuals, without which the organization would not have weathered the initial negative impacts of the COVID-19 pandemic as well as it has. The Foundation received a major contribution from Lou Jones, who is a member of the LexPhil Society Board and the Lexington Philharmonic Orchestra Foundation Board. In addition to very generous individual contributions, LexPhil received three contributions of \$5,000 or more from institutional donors including the Blue Grass Community Foundation, LexArts and the Kentucky Arts Council.

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20

20
21

CONNECT

MEMBERSHIP

Following the cancellation of the 2019/2020 Season, LexPhil Marketing and Development staff worked to identify and build a new contributed revenue model to financially support the organization, during the time in which traditional concerts and programs are not viable or safe. LexPhil staff, from all departments, reimagined program offerings, the traditional subscriptions and ticketing models, for the upcoming 2020/2021 season.

After researching and drafting several potential programs that would help keep patrons involved and invested in LexPhil, the Membership program was determined to be the best path forward.

The Membership program recasts the past donor benefit tiers into three levels of support that reflect historical giving and purchasing behaviors. This revenue model encourages patrons to contribute to the organization while offering benefits such as access to exclusive digital content, pre-sale access to any ticketed event we might be able to produce later in the season. Marketing & Development staff developed a print mailing to publicly launch the Membership program in advance of the start of FY21.

This campaign was highly personalized based on a patron's previous level of investment as a donor, subscriber, or repeat single-ticket buyer. This print campaign will be followed by digital campaigns for LexPhil's email and social media audiences.

The **2020/2021 Season: CONNECT** will not feature a traditional season of performances, scheduled many months in advance, at traditional orchestral venues. Instead, the Lexington Philharmonic is planning a series of smaller, accessible and safe concert programs, to bring music directly to people's neighborhoods, outdoor venues and virtually, into their homes.

While the 2020/2021 Season will not look like any season previous, LexPhil is committed to continuing to fulfill our values and mission, and explore creative ways to continue to connect with the central Kentucky community through music.

Membership Tiers

FRIEND	ADVOCATE	CHAMPION
STARTS AT \$5/MONTH or \$60/YEAR	STARTS AT \$25/MONTH or \$300/YEAR	STARTS AT \$100/MONTH or \$1,200/YEAR
<i>Friend Benefits:</i>	<i>All Friend benefits, plus:</i>	<i>All Advocate benefits, plus:</i>
<ul style="list-style-type: none">• "Proud LexPhil Supporter" window cling• Recognition on LexPhil website• A deeper connection to LexPhil's mission	<ul style="list-style-type: none">• Advance access for virtual events• Advance purchase for live events	<ul style="list-style-type: none">• Recognition in video credits• Free access to select recorded content• Reserved seating access for select live events

Visit www.lexphil.org/connect to learn more about becoming a member!

Submitted by:
Mollie Harris, Communications Manager, Melissa Snow-Groves, Annual Fund Associate Manager, and Erin Lum, Patron Loyalty Associate Manager

LEXINGTON PHILHARMONIC ANNUAL FUND

Thank you! This list recognizes all donors that have made an ANNUAL FUND contribution to LexPhil from July 1, 2019 to June 28, 2020. Every effort has been made to ensure that those recognized in all categories are accurate. To request a correction, please send an email to development@lexphil.org.

Virtuoso **\$20,000 and above**

Anonymous
Joe Beach *
Garbulinska Initiative Endowed
Fund at BGCF
Lexington Philharmonic Guild
Carol McLeod, DVM

Appassionato **\$10,000 and above**

Dr. Paul & Mrs. Susan Bachner
Ann Todd Dupree
Community Foundation of
Louisville
Hamilton Saykaly Garbulinska
Foundation
Jacqueline Hamilton Saykaly
Garbulinska Initiative Endowed Fund
at BGCF

Vivace **\$9,999 - \$5,000**

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