

**Tuesday,  
June 27, 2017,  
5:00pm**  
Lyric Theatre  
and Cultural  
Arts Center

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

**2016-2017  
ANNUAL MEETING**



**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.

Lexington Philharmonic  
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**LEXINGTON  
PHILHARMONIC  
SOCIETY  
2017 ANNUAL  
MEETING  
AGENDA**

**ANNUAL MEETING**

5:00pm  
Wine and Snacks  
Guided Tours of  
Lyric Theatre

5:45pm  
Buffet Dinner and  
individual review  
of Annual Report

6:15pm  
Business Meeting

- I. Welcome and Opening Remarks**  
Colmon Elridge, III, Interim President
- II. Lexington Philharmonic Foundation Chair Remarks**  
Denise McClelland, Foundation Chair
- III. Guild Remarks**  
Carl McLeod, Guild President
- IV. Executive Director Remarks  
and Volunteer of the Year Award**  
Allison Kaiser
- V. Music Director and Conductor Remarks  
and Martha Jane Stone Award**  
Scott Terrell
- VI. Board & Officer Nominations, 2017-2018**  
Scott King, Nominating Committee Chair
- VII. Closing Remarks and Adjournment**  
Carol McLeod

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# BOARD MEMBERS

## LEXINGTON PHILHARMONIC SOCIETY 2016-2017 EXECUTIVE COMMITTEE

Colmon Elridge, III, Interim  
President  
R. Scott King, Past President  
Carol McLeod, DVM, President  
Elect & Guild President  
Timothy Dunn, Treasurer  
and Finance Chair  
Jim Elliot, Secretary  
Becky Reinhold, Marketing  
and Development Chair

## LEXINGTON PHILHARMONIC SOCIETY 2016-2017 BOARD OF DIRECTORS

Carl Frazier  
John Gardner  
Dr. Jim Gay  
Linda Gorton  
Dr. Don Granger  
Steve Grossman  
Dustyn Jones  
Ellen Karpf  
Dan Poposki  
Dr. Ronald Saykaly

## LEXINGTON PHILHARMONIC SOCIETY 2016-2017 HONORARY MEMBERS

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

*\*Deceased*

## LEXINGTON PHILHARMONIC FOUNDATION 2016-2017 BOARD OF DIRECTORS

Denise H. McClelland, Chair  
Larry C. Deener, Vice Chair  
David Porter, Secretary/Treasurer  
Larry Beach  
Lou Jones  
Sharon Reed  
Dr. Ronald Saykaly  
Renee Smith  
R. Scott King, ex-officio

## LEXINGTON PHILHARMONIC GUILD 2016-2017 EXECUTIVE COMMITTEE

Carol McLeod, President  
Elizabeth Rosenberg,  
First Vice President  
Kathy Winger,  
Second Vice President  
Sarah Cornette,  
Third Vice President  
Tracy Lovan, Recording Secretary  
Chris Smith,  
Corresponding Secretary  
Trish Vertuca, Treasurer  
Faye H. Porter, Past President  
Isabel Yates

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# STAFF MEMBERS

## ARTISTIC STAFF

Scott Terrell,  
Music Director & Conductor  
Nicole Graham, Education Assistant  
Amanda Tallant, Librarian &  
Education Associate Manager  
Sarah Thrall, General Manager  
Nathan Williams,  
Operations Coordinator

## ADMINISTRATIVE STAFF

Allison Kaiser, Executive Director  
Tegan DeBolt, Development Manager  
Vince Dominguez, Marketing &  
Communications Manager  
Katy Masino,  
Assistant to the Executive Director  
John Thompson, Marketing &  
Development Associate Manager

Monday, June 27, 2016,  
5:30 p.m., Rood & Riddle  
Conference Center

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# 2016 ANNUAL MEETING MINUTES

## LIST OF ATTENDEES

### MEMBERS

C. B. Baize  
Rogers Barde  
Larry Beach  
Lee Edgerton  
Timothy Dunn  
James & Suzanne Elliott  
Carl Frazier  
James & Anne Gay  
Charles & Linda Gorton  
Lou Jones  
Ellen Karpf  
Scott King  
Charlotte Lakers  
Patricia Lawrence  
Joseph Luckett  
Walter Major  
Valerie Marshall, PNC Bank  
Denise McClelland  
Carol McLeod  
Michael & Ti McNalley  
Marlie McRoberts  
Oscar Mendiondo  
Dwain Neeley, PNC Bank  
Becky Reinhold  
Kenney Roseberry  
Kate Savage  
Donna Smith  
Cody Embry  
Matthew Stinnett  
Steve Grossman

### STAFF/MUSICIANS

Scott Terrell  
Arpi Anderson  
Mike Acord  
Stephen Campbell  
Elias Gross  
Patricia Hatler  
Allison Kaiser  
Sharon Lovelace  
Jason Spencer  
Amanda Tallant  
John Thompson

## I. WELCOME AND OPENING

**REMARKS** - Mike McNalley, President of the Board Lexington Philharmonic Society, called the meeting to order at 6:40 p.m. Mr. McNalley requested a motion for the Fy2015 Annual Meeting Minutes to be approved. Jim Elliott made a motion to approve the FY2015 Annual Meeting Minutes. Lou Jones seconded the motion. The minutes were approved unanimously.

Mr. McNalley discussed the importance of the work that had been done over the last year to restate the Articles of Incorporation and amend the Bylaws. He went on to discuss how excited the Board of Directors is to have just approved a new four-year strategic plan for the organization and what great progress this represents for LexPhil. He thanked the Board members and the staff for all their focused work to update and complete these documents. Mr. McNalley introduced Mike Accord, Principal Clarinet and Stephen Campbell, Principal Trumpet and thanked them for performing for the Annual Meeting and for all the work they have done over the season and the leadership they have provided.

## II. LEXINGTON PHILHARMONIC FOUNDATION

- In the absence of Larry Deener, Foundation Chair, President McNalley asked everyone to please review the report submitted by Mr. Deener

and let him know if there were any questions.

**III. GUILD** - Carol McLeod, Guild President, thanked attending Guild members for coming to the Society's Annual Meeting. Ms. McLeod reviewed the Guild report for the 15-16 year. She thanked the Guild members for the work they did to raise \$22,000 in support of the Society and the Foundation and gave special recognition to Doris Shepherd and Sarah Cornette.

**IV. EXECUTIVE DIRECTOR REPORT**

- Allison Kaiser thanked the LexPhil staff members and introduced each one. She expressed gratitude for their hard and smart work.

Ms. Kaiser then introduced the Volunteer of the Year, explaining that the award recipient is selected by the staff of the Lexington Philharmonic and recognizes an individual or individuals that have made an extraordinary commitment in hours and efforts to support the organization. For the 15-16 season, LexPhil is honored to recognize Sarah Cornette for her hard work and success with the Guild's Silent Auction at the Fashion Show and Larry Beach for his many years of dedication to supporting LexPhil's educational programs.

**V. MUSIC DIRECTOR & CONDUCTOR REPORT**

- Scott Terrell thanked the musicians for their hard work and dedication over the season. Mr. Terrell announced Arpi Anderson as the recipient of the 2015-2016 Martha Jane Stone Award. Mr. Terrell explained that

Ms. Anderson will be the acting Principal for the Flute Section in the absence of Pei-San Chiu during the 2016-17 season.

**VI. 2016-2017 BOARD & OFFICER NOMINATIONS** - Scott King, Immediate Past President and Chair for the Nominating Committee thanked the following Board Members for their two terms (six years) of service on the Board of Directors:

Larry Beach  
Lou H. Jones  
Matt Stinnett  
Charles Stone

Mr. King introduced the slate of individuals nominated for Board service with terms beginning in July, 2016. He explained that all members are to vote on the election of new Board Members. Nominees are:

Carl Frazier  
Dr. Jim Gay  
Linda Gorton  
Dr. Don Granger  
Dan Poposki  
Sharon Reed  
Dr. Ron Saykaly.

Jim Elliott and Logan Wilson have been nominated for a 2nd three-year term. Mr. Wilson declined the nomination, and Jim Elliott accepted.

Franklin Thompson made a motion to elect the new and second term nominees as presented for the Lexington Philharmonic Society Board of Directors. Ellen Karpf seconded the motion.

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# 2016 ANNUAL MEETING MINUTES

## *CONTINUED*

The slate was approved and elected unanimously.

Mr. King introduced the slate of officers for the 2016-2017 Board of Directors. He explained that only the current and newly elected Board Members are to vote on the officers. Nominees are:

President - Michael McNalley  
President Elect - Carol McLeod  
Past President - Scott King  
Secretary - Jim Elliott  
Treasurer - Tim Dunn

Carol McLeod made a motion to elect the officers as presented for 2016-2017. Jim Elliott seconded the motion. The officers were elected unanimously.

## **VII. RESTATED ARTICLES OF INCORPORATION**

- Matthew Stinnett, Chair of the Strategic Planning Committee, explained that the Board of Directors met just prior to the Annual meeting to approve the amended Bylaws and the new Strategic Plan. He explained that the membership is the body that must approve the re-stated Articles of Incorporation, copies were distributed prior to the business meeting. Mr. Stinnett asked if there were any questions about the restated Articles of Incorporation. He explained that it is important that the Lexington

Philharmonic have updated and re-stated Articles of Incorporation since the ones on file are from the 1960's with no updates. Much has changed in non-profit law and tax law and our Articles of Incorporation need to reflect current laws. He stated that Indemnification is now included in the Articles instead of the Bylaws.

Scott King moved to approve the restated Articles of Incorporation. Lou Jones seconded the motion. The restated Articles of Incorporation were approved unanimously.

## **VIII. CLOSING REMARKS & ADJOURNMENT**

- President McNalley thanked everyone for a great season and for spending the evening at the LexPhil Annual Meeting. He encouraged everyone to be sure to get their subscriptions for the upcoming 2016-17 season. Ellen Karpf made a motion to adjourn the meeting. Carol McLeod seconded the motion. Adjournment was approved unanimously at 7:15p.m.

Respectfully submitted,  
Jim Elliott, Secretary



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# NOMINATING COMMITTEE REPORT

For FY17 Annual Meeting,  
June 27, 2017

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, 2017. To be voted on by ALL members:

Lou Jones  
Matt Stinnett  
Marcielle de Beer

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, 2017. To be voted on by ALL members:

Ellen Karpf  
John Gardner


Carol McLeod's and Tim Dunn's terms shall be continued as 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, 2017. To be voted on by Lexington Philharmonic Society Board Members, including those just elected or re-elected:

President	Carol McLeod
President Elect	Colmon Elridge, III
Secretary	Jim Elliot
Treasurer	Tim Dunn

We thank the following Director for his dedicated service for two+ terms on the Lexington Philharmonic Society Board of Directors:

R. Scott King. Mr. King has served as a Director, President and Immediate Past President.



**LEXINGTON  
PHILHARMONIC  
SOCIETY  
FY2017 & FY2018  
BUDGETS**

<b>INCOME</b>	<b>FY2017 Approved</b>	<b>FY2017 Year-End</b>	<b>FY2018 Approved</b>
<b>EARNED INCOME</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>
Subscriptions	\$220,400	\$196,000	\$210,000
Single Tickets	\$145,000	\$153,700	\$160,000
Ticket Fees	\$16,000	\$21,800	\$21,000
Other Concerts	\$70,000	\$89,370	\$138,000
Other Earned Income	\$10,600	\$8,675	\$13,000
<b>TOTAL EARNED INCOME</b>	<b>\$462,000</b>	<b>\$469,545</b>	<b>\$542,000</b>
<b>UNEARNED INCOME</b>			
Individual donations	\$335,000	\$307,000	\$312,500
Corporate sponsorships	\$170,000	\$130,000	\$170,000
LexArts grant	\$170,000	\$170,000	\$170,000
Kentucky Arts Council Grant	\$20,000	\$23,311	\$20,000
Other foundations and grants	\$20,000	\$17,425	\$20,000
LPO Foundation			
Contributions	\$120,000	\$120,000	\$120,000
LexPhil Special Events & Guild	\$37,000	\$34,350	\$30,000
<b>TOTAL UNEARNED INCOME</b>	<b>\$872,000</b>	<b>\$802,086</b>	<b>\$842,500</b>
<b>TOTAL INCOME</b>	<b>\$1,334,000</b>	<b>\$1,271,631</b>	<b>\$1,384,500</b>
<b>EXPENSES</b>			
Artistic	\$684,715	\$671,000	\$779,085
Production	\$130,280	\$129,620	\$109,995
Marketing & Development	\$143,000	\$125,000	\$111,500
Administrative	\$371,865	\$340,040	\$382,700
<b>TOTAL EXPENSES</b>	<b>\$1,329,860</b>	<b>\$1,265,660</b>	<b>\$1,383,280</b>
<b>NET</b>	<b>\$4,140</b>	<b>\$5,971</b>	<b>\$1,220</b>



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## MUSIC DIRECTOR REPORT

**This season proved to be another year of achievement and possibility for the Lexington Philharmonic.**

This organization is beginning to comprehend its true potential – which points us to an artistically bright future. It has been a strategic and multi-pronged approach to address artistic areas of the Lexington Philharmonic:

- An unwavering pursuit of artistic excellence and competency, set from its Music Director, which carries to rehearsal, performance, and audition of all musicians.
- An unrelenting attitude of improvement, and recognition of outstanding artistic achievement.
- A strategic broadening of repertoire and collaborative ventures that push and grow artistic capacity, illuminate different creative voices, build regional partners, and expand audience reach.
- A reputation for excellence that leads to talented audition candidates from across the country, continuing partnerships with world renowned artists, building relationships with other entities.
- Recognition of artistic quality through major competitive grants, National Public Radio Broadcast, musician advancement to world class orchestras, and guest conducting on international stages by its Music Director

This year we have endeavored on our first year of the strategic plan. The implementation process has had both success and challenge—quite normal as we mature in our process of organization capacity and measurement. Significant growth happens when each individual (board, staff, leadership, volunteer, musician) focuses intently on their respective role – and all share a clear understanding and expectation that all roles are accountable to the whole. All must work diligently and honestly toward an exciting, vibrant, and fiscally sound organization. Our mission statement must drive all our work and decisions. The Lexington Philharmonic will face unforeseen challenges, however, these areas will only strengthen the organization's artistic betterment and long-term sustainability.

### **MAJOR ARTISTIC ACHIEVEMENTS FOR 2016-2017:**

- Major growth in choral collaborative projects within the region. With expanding choral partnerships of last 8 years, that commitment allowed the LexPhil to tackle the most ambitious work to date – Stephen Paulus' TO BE CERTAIN OF THE DAWN. It brought professional forces from the Kentucky Opera, stage director Fenlon Lamb, as well as choral groups from Berea, Ashbury, Centre and the Danville Children's Choir. The systematic approach to vocal projects (utilizing musical forces beyond historical precedent with quality as the major artistic driver) has proven huge growth in artistic possibilities and community audience response.

- Multi media presentations that included LEGEND OF THE NORTHERN LIGHTS and THE SNOWMAN.
- Addition of highly talented General Manager, who has streamlined and improved orchestral operations, and implemented industry best practices.
- Modern 21st century composers as a significant block of our programming: Christopher Rouse, Christopher Theofanidis, Stephen Paulus, Peter Maxwell-Davies, and Conrad Tao.
- World-renowned soloists Tessa Lark, Mark Rovetti, Yumi Kendall, Hector del Curto, and Conrad Tao
- New Year's Eve SOLD OUT. Capacity performance of Cathedral program and near sold out performances for many of the season's offerings
- The addition to 2 new musicians to the orchestra roster
- Expanding performance opportunities including a new partnership with the Lexington Legends, and growth of Picnic with the Pops.

We should all be very proud of the strides we have made – bravo to staff, musicians, and volunteers for their diligent efforts. I look forward to working with the board; particularly our new Board members who will help us grow and prosper from their expertise and influence. BRAVO TUTTI!

Respectfully submitted,

*SCOTT TERRELL*

Scott Terrell



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## EXECUTIVE DIRECTOR REPORT

2017 has been very dynamic as all sectors of the organization strive to meet the goals laid out in the strategic plan adopted last June.

We have made progress with many of the goals (see additional detailed reports contained in the Annual Report), and the process of reaching for these goals has illuminated strengths and weaknesses within the organization. We continue to make strong progress in artistic excellence and must match effort and resources to reach our goals for the five areas of the strategic plan: Governance, Fiscal Accountability, Branding and Relevance, Institutional Culture and Venue.

On the administrative side, LexPhil has put in place long-needed infrastructure improvements. This year, we completed the migration to new ticketing and data platform and technology. Five years of ticketing and donor data were input into the new system. This has allowed us to serve, target and communicate more specifically with our ticket buyers and donors. We credit this new capacity with helping LexPhil to increase single ticket sales while reducing the cost of advertising.

Last year at this time, LexPhil offices had been temporarily relocated to the basement of ArtsPlace while a major renovation of the fourth floor was undertaken. We are back upstairs in our offices and enjoying new HVAC, ceilings, flooring, paint and an urgency to complete our own filing organization.

LexPhil will be welcoming three new staff members this summer: Development Manager - Tegan DeBolt started with LexPhil on June 26. Tegan has worked in Marketing and Development with the Markey Cancer Center and the Kentucky Environmental Foundation.

Marketing Manager - Mollie Harris is re-joining LexPhil on July 24. Mollie was the Marketing Manager prior to the 16-17 season, preceding Vince Dominguez. We are pleased to have Mollie back for the 17-18 season and look forward to her experience and knowledge of LexPhil aiding in reaching our goals.

Operations Coordinator - Nate Williams will join LexPhil in late August in the new position of Operations Coordinator. Nate joins us after completing his Masters in Arts Administration and having served as Symphony Orchestra Operations and Personnel Manager at the University of Kentucky.

We are sorry to say farewell to Amanda Tallant who has been with LexPhil since fall of 2013. Amanda has done a stellar job as LexPhil's Librarian and Education Associate Manager for the last year and was the Artistic Assistant prior to the 2016-17 season. Amanda has

accepted a position as Librarian for the St. Louis Symphony beginning in August.

Developing a culture of curiosity, exploration and excited anticipation surrounding live orchestral music has been a driving vision for LexPhil over the past eight years. As one of the largest performing arts organizations in the region, LexPhil has a responsibility to present music-making at the highest artistic levels while giving voice through the universal language of music to humanity's timeless questions and stories. The communal experience and universal language of live music encourages shared contemplation and discussion of the challenges and joys of our time.

The just-completed 16-17 season is exemplary of the powerful ability to connect people through musical story telling. This past November, LexPhil presented **To Be Certain of the Dawn** by Grammy Award-winning composer Stephen Paulus which was commissioned by the Basilica of Saint Mary in Minneapolis as a gift to Temple Israel Synagogue in commemoration of the 60th anniversary of the liberation of the Nazi death camps in 1945. LexPhil united nearly 200 diverse voices from area colleges and universities, plus a children's choir in this semi-staged production. LexPhil reached out to the Jewish community for this program and Temple Adath Israel conducted Shabbat services at the Singletary Center just preceding the concert. This was also Veterans Day and



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# EXECUTIVE DIRECTOR REPORT

## CONTINUED

LexPhil chose to pair **To Be Certain of the Dawn** with Shostakovich's **Chamber Symphony, op. 110**, a work inspired and written by Shostakovich's visit to Dresden following its destruction by Allied firebombing in 1945. These two profound works honored survivors and military Veterans, reminding us simultaneously of the horrific impacts of fascism and war and the triumph of the human spirit. Conrad Tao was the Performer-in-Residence for LexPhil's annual partnership with UK Healthcare's Art in Healthcare program in May, presenting programs at Eastern State Hospital, UK Healthcare's Chandler Pavilion and pop-up concerts that served students and the broader community.

Both of these concert cycles provide an example of active community engagement, whereby partners or groups outside of the organization also had an impact on LexPhil, expanding the concert experiences to include more than the concert, and including experiences relevant to populations that have not been traditionally involved in LexPhil.

With the core values of artistic excellence, innovation, collaboration and accessibility plus the strategic plan as a guide, LexPhil will continue its work to ensure it is serving the

community in meaningful ways. LexPhil has made great strides to becoming more accessible through its education and music programming. Accessibility and community engagement are two sides of the same coin. Community engagement will take us to the next level of accessibility. Accessibility opens the door for building relationships with underserved and non-traditional populations by inviting them to LexPhil programs. Community engagement invites participation in shaping the type of programming that will be meaningful to those populations, such as our long-term relationship with UK Healthcare and our more recent relationship with the leadership and congregants of Temple Adath Israel. This level of engagement does not happen quickly, nor does it produce fast results. It is based on building mutual trust, which can only blossom when nurtured over time. Successful community engagement is well worth the long-term investment. It can be deeply transformative for the community and the organization and is where relevance to the community is truly manifest. If an organization is relevant to the community, the community will enthusiastically support the organization, and in LexPhil's case, pave the way for success in all areas of our strategic plan.



Allison Kaiser,  
Executive Director





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## EDUCATIONAL PROGRAMMING REPORT

LexPhil continued its Music Builds platform during the 2015-2016 season, cross-connecting music with various curricula and academic subjects, including STEM education.

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.

During FY17, LexPhil education programs reached roughly 19,717 children and adults throughout central and eastern Kentucky, a 42% increase from the 13,800 served in FY16. The map below shows counties that our education programs visited.

We continued our Music Builds platform during the 2015-2016 season, cross-connecting music with various curricula and academic subjects, including STEM education.

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# EDUCATIONAL PROGRAMMING REPORT

## CONTINUED

Popular ensemble programs included **Music Builds Thrills!**, **Music Builds A Beat!**, and **Music Tells A Story!**

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.

## COMMUNITY EVENTS PEANUT BUTTER & JELLY CONCERTS

576 children and adults were in attendance throughout 10 performances. Performances of the 16-17 PB&J Series included **Music Builds Creativity!** at the UK School of Art & Visual Studies, **Music Builds Thrills!** at the Carnegie Center for Literacy & Learning and Shaker Village (Harrodsburg), **Music Builds A Beat!** at the Lexington Hearing & Speech Center, and **Music Tells A Story: Peter and the Wolf!** at the Loudoun House and Josephine Sculpture Park (Frankfort).

## COUNTDOWN TO KINDERGARTEN

This year, Countdown to Kindergarten (C2K) was held at the Lexington Children's Theatre. LexPhil offered a variety of 'stations' throughout the theater, including **The Science of Sound** (Petting Zoo), **Music Technology**

(Conduct an Orchestra with Wii Music), **Engineering** (Build and Instrument), and **Arts + Math** (Ensemble Performance).

## KET SUPER SATURDAY

KET's annual 'Super Saturday' event was held on Saturday, July 23 at KET Studios. The LexPhil drum circle and instrument petting zoo are always headlines of the day. Approximately 2,000 children and adults attended the event.

## INSTRUMENT PETTING ZOOS

LexPhil Instrument Petting Zoos were presented at a variety of community events, including the Arts Festival at Josephine Sculpture Park, Children's Music Night at Al's Bar, Capital Day STEAM Festival, and the Woodland Art Fair, among many others. Through these community events, we reached approximately 5,500 people.

## LEXARTS SHOWCASE WEEKEND

LexPhil presented **Music Tells A Story: Peter and the Wolf!** as part of the LexArts Showcase weekend on Friday, March 17. The program was presented at the Lyric Theatre.



## 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.' For the 16-17 year, LexPhil increased it's capacity to provide this program to seven schools: Arlington, Booker T. Washington, Breckinridge, Dixie, Mary Todd, Garth (Scott), and Southern (Scott) Elementary Schools. There are three components to this program:

### TEACHING ARTISTS

Teaching Artists visited Partner Schools during the 16-17 school year. This cumulative program places LexPhil musicians in 3rd - 5th grade music classes five times during the school year. Teaching Artists include Mike Acord (clarinet), Clyde Beavers (cello), Rebecca Kiekenapp (cello), Joe Van Fleet (trumpet), Elaine Cook (harp), Meg Saunders (violin) and Brandon Arvay (percussion).

### ENSEMBLE

This year, the LexPhil Woodwind Quintet traveled to our Partner Schools to present **Music Tells A Story: Peter and the Wolf!** This well-known story is what many music teachers use to introduce orchestral instruments to their students, and the teachers were very excited to be able to bring this concert to their schools.

### INSTRUMENT PETTING ZOO

The always-popular Instrument Petting Zoo reached 1,700 students at Partner Schools. By far the most popular in-school

program, LexPhil traveled to an additional 10 schools outside of the Partner School program, reaching 1,200 kids.

### MUSIC BUILDS STEAM!

This program features a trio of musicians and explores the Science, Technology, Engineering, and Math behind music.

### EAST KENTUCKY OUTREACH

With the support of East Kentucky Power and South Kentucky Rural Electric, LexPhil continued its residency in southern Kentucky. In March, LexPhil visited Albany Elementary in Clinton County, where nearly 600 students enjoyed visits from the Instrument Petting Zoo and the Music Tells A Story Program!

### MUSIC BUILDS DISCOVERY

The annual Discovery concert was presented to a nearly sold-out audience at the Singletary Center on Thursday, October 20. This year, LexPhil presented two concert times, allowing for separate shows for elementary and middle/high school students. Nearly 2,100 students were treated to a concert featuring excerpts from Sibelius' **Finlandia** & **Symphony No. 1**, and **Legend of the Northern Lights**, a project involving the music of Christopher Theofanidis and a film by astronomer/photographer Jose Francisco Salgado. This was the first orchestral concert experience for many of the children in attendance.

## LOOKING AHEAD

### **For the 17-18 school year, we look forward to further expanding our Music Builds programs.**

LexPhil will be adding an 8th Fayette County school to the Partner School Program. We received feedback from teachers that it was difficult to schedule five Teaching Artists visits due to everything else that goes on throughout the year. They were in consensus that going back to three visits (as we had done in years past) was preferred.

PB&J Concerts will take place at Central Kentucky Riding for Hope, the Community Arts Center (Danville), the Ashland Estate, The Aviation Museum of Kentucky, Hummel Planetarium (Richmond), and the Lyric Theatre. Highlights will include our popular Halloween concert and a special space-themed concert at the Hummel Planetarium in Richmond.

Tickets are already on sale for the 17-18 Discovery Concert. Featuring the Canadian Brass and a world premiere by Chris Brubeck, this is proving to be a very popular concert, especially with the middle/high school students. The first show is already sold out and the second show is nearing capacity.



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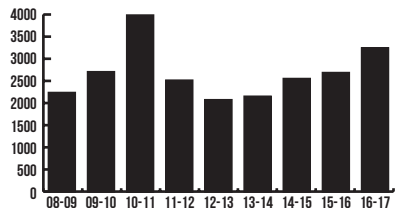
## MARKETING REPORT

During LexPhil's dynamic 2016/17 season, 'Hear it FIRST!', LexPhil's single ticket sales garnered an average of 178 more attendees per concert compared to FY16.

An exhilarating concert season coupled with a digitally-focused marketing campaign resulted in increased attendance by patrons, both tenured and new. Student ticket sales were consistently present and the Singletary Center hall was filled with enthusiastic, diverse audiences each concert cycle. While we did not meet our projected revenue goal in subscriptions, we surpassed our single ticket sales goal for the season and compared to FY16.

Each season, LexPhil's ticket trends continue to align with the state of similar-sized orchestras around the country. With traditional subscription-buying audiences

### AVERAGE ATTENDANCE PER CONCERT



continuing to change their buying behavior and demographics representing single ticket buyers leading busy lifestyles, it has never been more imperative to understand how to speak to our audiences. Gains in single ticket sales and slowing subscriber attrition demonstrate that the desire to experience live orchestral music is not declining, but buying and listening habits are influenced by today's digital landscape. During FY17, new subscribers did not outpace attrition, though single ticket sales and new patrons showed marked growth. Planning for FY18, LexPhil believes there is potential for increased subscription sales with the addition of Saturday Season Series concerts, special pricing for new, incoming patrons, group sales, and multiple subscription packages from which to choose.

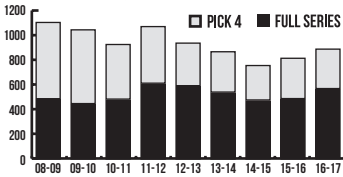
Similar to past seasons, the Singletary Center continues to provide a less-than-ideal concert going experience for LexPhil patrons. Between a mix of University construction, and commuting hurdles, we face pushback and critique from our patrons each concert cycle. Parking, which continues to be a cornerstone issue is constantly being monitored and managed by LexPhil's administrative team. For the 2016/17 season, increased valet and shuttle service, frequent E-News reminders and social media buzz allowed for better communication with patrons to improve the concert-going experiences. In spring of 2017, LexPhil's administrative team met with other instrumental music

organizations at the first On The Table event at LexArts. During this critical meeting, the topic of a new performance facility was discussed as a way to ignite a plan for the future. Moving forward, LexPhil will continue to provide assistance to our patrons with parking and front-of-house accommodations with frequency and efficiency.

**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's Roger Duvall and Frank Sundram have elevated LexPhil's voice to listeners far and wide. LexPhil maintained an active interview schedule through broadcast outlets such as local TV stations ABC36, LEX18, traditional news such as the Herald Leader and the various other publications including La Voz, Shalom Magazine, Keeneland Magazine, and Art Matters.

Cross promotion throughout the season with artistic collaborators such as CKYO, all regional college and university choirs engaged in To Be Certain of the Dawn and LexArts continue to provide strong ROI and word-of-mouth promotion. Through regular post-concert surveys, LexPhil received more detailed feedback about patron habits and opinions, allowing for better advertising and communication decisions. LexPhil utilized a similar amount of direct mail in FY17 as in FY16, with the intent that digital marketing efforts could and did attract newer, younger audiences. In FY17, our social media presence

## LEXPHIL SUBSCRIBERS



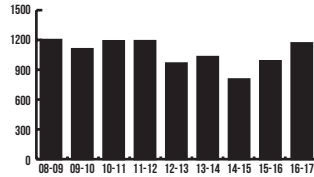
included visually stimulating content, vibrant imagery, increased engagement and boosted follower counts. As LexPhil continues to build its brand online, special offers and updates will be shared.

**SUBSCRIPTIONS** - The 2016/17 Season had a total of 802 subscribers and \$211,573 in revenue. This compares to a total of 815 subscriptions for the 2015/16 season and \$208,850 in revenue. 2016/17 Subscription figures break down as: "Full Series" (6 or 7 concerts) at 563 and "Pick 3 or 4" (3 or 4 Concerts) at 324.

**SINGLE TICKETS** - Single Ticket sales were consistently strong for the 2016/17 Season, with 3,244 season series single tickets compared to 2,695 in the 2015/16 concert season. The most popular concerts for single ticket sales in FY17 were **Finlandia & The Northern Lights, A Cathedral Christmas, and Casino Royale: The Music of James Bond**. Looking ahead to the 2017/18 season, LexPhil will begin to implement 'dynamic pricing' on concerts that show greater ticket sales. With this, tickets will increase in price as the concert date grows closer, thus providing a greater revenue for high demand performances.

**LOOKING AHEAD TO 2017/18: HERE TODAY, HEAR FOREVER.**

## SINGLE TICKETS SOLD



Aligning with LexPhil's new strategic plan, the administrative staff and Marketing & Development Committee members continue to strategize and implement goals and objectives that will bring maximum ROI. The ticket sale goal for FY18 is \$160,000, 11.5% of all FY18 revenue and 41% of all ticket revenue. In September of 2017, LexPhil will be partnering with the Lexington Legends in a new concert experience, **The Musical World of Harry Potter**. We hope that new opportunities and collaborations like this provide a gateway for new audiences and greater musical accessibility in Lexington.

**MARKETING DEPARTMENT** - LexPhil will begin the 2017/18 season with new staff in the Marketing Department as Vince Dominguez will be relocating to pursue a Doctorate of Music at Arizona State University this fall. Mollie Harris will rejoin the staff as the Marketing & Communications Manager beginning in August 2017. Looking ahead, LexPhil will engage new outside designers for the 2017/18 season as Elias Gross of IRV Creative will be relocating to pursue a Masters of Music at the University of Delaware in September 2017.

Submitted by Vince Dominguez, Marketing & Communications Manager





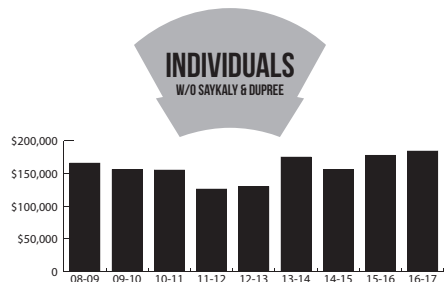
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## DEVELOPMENT REPORT

**LexPhil achieved 92% of its overall FY17 unearned income goal.**

Robust support from the Dupree Initiative for Innovation and the Saykaly-Garbulinska Foundation enabled LexPhil to further artistic growth. The Hamilton Saykaly Challenge energized supporters and provided LexPhil with a strong boost to finish the year.

**INDIVIDUAL GIVING** - Individual Giving to LexPhil increased by 4% during FY17 compared to FY16 and was buoyed by the Hamilton-Saykaly Match in late spring, 2017. \$175,000 was raised through individual donations (excluding the Dupree Initiative and the Saykaly Garbulinska Foundation.)



Many individual contributions were made to support LexPhil's first time feature on NPR's "Performance Today" nationally broadcast program and in honor of Dr. Michael Karpf this past May as LexPhil celebrated his vision for the role of music in healthcare and his retirement.

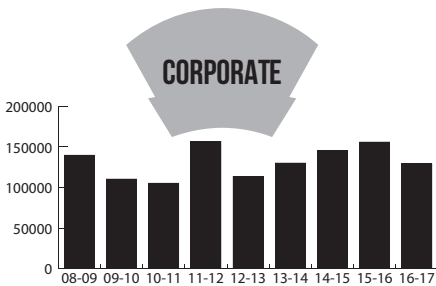


In FY 17, LexPhil received \$100,000 from the Dupree Initiative for Innovation. This is LexPhil's sixth consecutive year receiving a major gift from Tom and Anne Todd Dupree. The Dupree's have pledged an additional \$100,000 for FY18. This gift is an inspiration for all and LexPhil is planning a Major Gifts Campaign to continue building support for innovative programming inspired by the Dupree Initiative for Innovation.

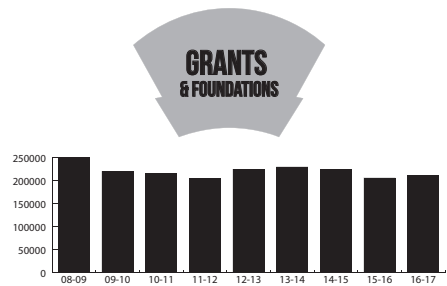
For the fifth year in a row, LexPhil integrated the Blue Grass Community Foundation's GoodGiving Challenge into its FY 2017 Development Plan as a way to supplement its Annual Campaign and benefit from matching funds available through this six-week fundraiser. Through the Good Giving Challenge, LexPhil was able to achieve a \$5,000 matching grant from the Mitchell Family Foundation for general operating purposes.

our corporate partners to advance their community outreach and education goals. LexPhil recognized Fifth Third Bank during the National Philanthropy Day Honors lunch for their long-standing and impactful support.

**GRANTS** - In FY17, LexPhil received a total of \$210,735 in grants from government and non-corporate foundations including \$170,000 generously awarded 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. LexPhil again won a highly competitive National Endowment for the Arts grant. The Kentucky Arts Council (KAC) reduced grant funding to LexPhil as it has for each year since 2008 due to state budget cuts/increased applicants.



**CORPORATE SUPPORT** - LexPhil raised \$130,000 in Corporate Sponsorships in FY 2017, a decrease of \$26,000 compared to FY16. Three of our largest corporate gifts -- \$20,000 from Toyota (TMMK), \$15,000 from the J.M. Smucker Company, and \$10,000 from Fifth Third Bank exemplify the commitment among



**STAFF CHANGES** - LexPhil was without a Development Manager for the last six months, during a time when most FY18 grant and corporate applications are due, however LexPhil is poised to maintain or exceed FY17 grants, and is committed to building national and local corporate partnerships that

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# ADVANCEMENT REPORT

## *CONTINUED*

expand the impact of orchestral music in central Kentucky. LexPhil's new Development Manager, Tegan Debolt, starts her tenure on June 26, 2017.

**MOVING FORWARD** - As central Kentucky's only professional orchestra and leading music-maker, LexPhil takes great pride in delivering transformative experiences to our community and believes in the power of music to unite us. LexPhil has succeeded in its mission to provide vibrant music and education services to this region for over 50 years.

FY17 was LexPhil's first year working toward the goals of the new strategic plan. We have much work to do in the area of development in order to reach the goals laid out in the plan. LexPhil must place emphasis on growing the individual donor base, expanding corporate partnerships and securing local and national funding. LexPhil has an important role to fulfill and with the help of Board Members and other donors, LexPhil will connect with new people and businesses that value the role of live orchestral music and music education in our community.

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# 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 2016-17, the Foundation's endowment allowed a \$120,000 disbursement for the Society's annual operating expenses. The Foundation has already approved a \$120,000 disbursement from its endowment for the Society's 2017-18 FY operating expenses.

During the 2016-17 FY, the Foundation approved amended bylaws, updated its investment policy, and adopted a new gift acceptance policy. The Foundation is also one of the ten area non-profits selected by the Bluegrass Community Foundation to participate in an Endowment Building Institute funded by The Knight Foundation. The Foundation seeks to grow its endowment through investments, gifts to the Foundation, including current gifts, and legacy or estate planning gifts of most any type assets. Your continued support is appreciated.

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# 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.**

The Guild contributed \$18,000 in support of MUSIC BUILDS, the education platform of the Society. Members volunteered at Peanut Butter & Jelly concerts as well as the signature Discovery Concert in October. The Guild also contributed \$5,000 to the Lexington Philharmonic Foundation in memory of several members who passed during the year.

The Guild fundraisers were the Holiday Benefit in December which netted \$1,924 and the Fashion Show/ Silent Auction/ Luncheon in May which netted \$14,328. The Guild budget for FY 2016-17 shows all the income and expenses for the year.

Guild Bylaws have been amended and recommended by the Guild Board of Directors as the Guild works to align its governance with the recently revised and approved Society Bylaws. The amended Bylaws have been presented to the Guild membership for approval. The year kicked off with the September Membership Tea at Fairhouse Hall

featuring the music of Benjamin Karp, LexPhil Principal Cellist, and Margy Karp, violinist. In October the Guild met to learn more about the Title 1 School programs from Clyde Beavers, Assistant Principal Cellist and Rebecca Kiekenapp, cellist. Scott Terrell, Music Director and Conductor, provided informative content about his role in developing the education programs of LexPhil. November featured Scott Terrell describing the intricacies of the oratorio, **To Be Certain of the Dawn**, with a vocal performance by baritone, Conor McDonald, accompanied by pianist Arthur Bosarge. Scott Terrell joined the Guild in January to educate members about the intricate planning required for each season of concerts. He also previewed the February performance of **Carmen** and the Latin flavored pieces selected to represent the music of South America and Spain. February featured a string quartet from LexPhil - violinists Meg Saunders and David Goist, violist Courtney O'Keefe, and cellist Eric Graf accompanied by narrator Amanda Tallant - performing a Peanut Butter and Jelly concert for the enjoyment of Guild members. Violinist Elizabeth Steva performed for Guild members before the March business meeting. The officers' slate for FY 2017-18 was presented and approved unanimously. The FY 18 Guild budget was presented by Carol McLeod. A revised form of "Orchestrated Events" (formerly "Parties for the Podium") was presented as a fundraiser to replace the Holiday Benefit. Individual members will host small events to raise money for LexPhil activities through the Guild.

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# PHILHARMONIC GUILD REPORT

## *CONTINUED*

Marlie McRoberts will chair this initiative. In April Doris Shepherd and Lyle Hildenbrandt presented the final plans for the May fundraiser. The FY 18 budget was approved and the officers' slate was presented again for final approval. May featured the major fundraiser at the Campbell House with a tribute to Carl Myers, long time contributor to the Fashion Show who passed away in 2017. The longstanding Orchestra Appreciation reception was held in May to thank all orchestra members and LexPhil staff for continued dedication to live orchestral music in Lexington and surrounding counties. The installation of officers for 2017-18 was the centerpiece of a busy June meeting:

President - Elizabeth Rosenberg  
President Elect/First VP -  
Lyle Hildenbrandt  
Second VP - Kathy Winger  
Third VP - Nancy Meade  
Recording Secretary - Tracy Lovan  
Corresponding Secretary - Chris Smith  
Treasurer - Trish Featherston  
Past President - Carol McLeod

Details of the general meetings are available in the minutes of each meeting. Details of income and expenses are available in the FY 2016-17 Budget.

Submitted by Carol McLeod, DVM  
Guild President and  
Society President-Elect

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# LEXINGTON PHILHARMONIC ANNUAL FUND

Thank you! This list recognizes all donors that have made an ANNUAL FUND contribution to LexPhil from July 1, 2016 through June 20, 2017.

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