

SARASOTA ORCHESTRA

Initiative: On the Road "Parks and Partners"

FAC: Arts & Culture

Organization Mission Statement: Our mission is to engage, educate, and enrich our community through high-quality, live musical experiences.

Nonprofit's Description of its Organization and its History of Impact:

Founded in 1949, Florida West Coast Symphony, dba Sarasota Orchestra, is the oldest continuing orchestra in Florida and one of the first regional arts organizations to pioneer hands-on music education programs in partnership with area school systems. What started as a small resident orchestra of amateur musicians seventy years ago is now a highly regarded professional orchestra of eighty musicians. Sarasota Orchestra's mission has always included education at its core. In addition to a robust youth orchestra program (8 ensembles) the Orchestra took the Sarasota Music Festival under its wing in 1985.

Impact100 SRQ's Description of the Initiative:

The Impact100 SRQ grant will **FUND** the expansion of Sarasota Orchestra's "Parks and Partners" concerts into the next two seasons. The "Parks and Partners" concerts began because of the pandemic and the need to perform outdoors. The expansion will enable them to continue to provide free musical experiences to more members of the community. The \$101,000 will fund salaries for the musician ensembles, artistic staff, librarians, operations, production, marketing, and donor engagement staff; marketing, including advertising, signage and an information tent; technology, including a PA system and iPads for the musicians to replace the paper music that is difficult to manage when it is windy; production travel and expense to rent orchestra compositions.

The Initiative's **IMPACT** on the community will be free, live, classical music performances by Sarasota Orchestra ensembles in park settings to reach new audiences including families with young children. The goal is to make music accessible for all. In addition to playing, the musicians will share insights and commentary with the audience, enhancing the connection to music. The performances in 2020 received a positive response and reached new audiences which may never have had the experience of hearing a live classical music concert. Each performance was at capacity with many park-goers adding to the audience. The benefit to performing in a park is the ability to reach park-goers who end up enjoying the concert as well. A few of the locations are planned near playgrounds

to reach families with young children. The Sarasota Orchestra plans 6-8 concerts in each of the two seasons. For the expansion, the Sarasota Orchestra has identified new sites and new strategies to increase the outreach to potential audiences such as using social media to advertise and working with neighborhood associations to promote the concerts.

The Initiative will be **SUSTAINED** through sponsorships by area partners and donors. Sarasota Orchestra will build the cost of these concerts into future budgets with the intention of securing sponsors to offset the costs to keep the program sustainable.

Please use our SRQ 5Q when you are reviewing these executive summaries.

Q1. Is the Initiative clearly defined?

Q2. Is the Initiative viable?

Q3. Is the Initiative sustainable?

Q4. Is the Initiative going to positively Impact the community?

Q5. Are we being good stewards of the dollars we have been entrusted?