

SAMPLE ELEVATOR SPEECH

Texarkana Symphony Orchestra (TSO)

As both a young orchestra (founded in 2006) and a small budget orchestra (just under \$500,000), connecting our value with our community is extremely important for both current and long-term vitality.

***TSO adds value to our region and our communities...
TSO is a resource for the whole community...***

The TSO strengthens the civic stature of our community

The TSO was approached in late 2010 by TexAmericas Center, a business/industrial redevelopment project for land vacated following the Defense Department's latest Base Realignment and Closure.

Quote from Derrick McGary, Vice President of Public and Business Engagement
TexAmericas Center:

"Our community was recently in the running for a steel manufacturing facility that would have produced almost \$1 billion in investment and several hundred jobs. One of the questions the German investors asked was, 'Do you have a symphony in your community?' A symphony not only provides first class entertainment for a community, but is an important economic development instrument as well.' The name of the company was Bentler Steel. They are building the first steel mill in the U.S. in decades."

Texarkana Youth Symphony Orchestra is an incentive for families to relocate to our community

The TSO established the Texarkana Youth Symphony Orchestra (TYSO) in 2007 through a \$100,000 grant from our Junior League. By 2010, the TSO began receiving numerous telephone calls regarding the TYSO from families who were exploring potential new jobs with local manufacturing companies and were accustomed to cities that had orchestra programs in

the local school system. At the time, none of Texarkana's local school systems offered a comprehensive orchestra or string elective program. The TSO and TYSO provided the missing link for many of these families in deciding to relocate to Texarkana.

The TSO fosters educational excellence for our community

In 2010, the owner/operator of Texarkana's numerous McDonald's Restaurant locations shared with one of our board members his love of symphonic music and childhood memories of attending Chicago Symphony Orchestra concerts. He expressed great pleasure that Texarkana finally had its own professional symphony and wanted to know how to get more involved in providing this experience for children in our region. Grant funding from both the local Ronald McDonald House Charities (RMHC) and National RMHC matches provides musical instruments for our TYSO players who cannot afford them, as well as complimentary tickets to TSO performances for our youth orchestra members and one family member.

A quote from a parent regarding this program:

"...my child was never motivated to do any extracurricular activity until they became involved in the Youth Symphony, many thanks to TSO for making this possible..."

Since 2010, TSO has been an agency of the United Way of Greater Texarkana. The United Way partners with the TSO by providing funds to allow area schools, who would not otherwise have the financial resources, to bring their students to TSO's Educational Concerts.

Quotes from surveys done at these concerts include:

"Thank you for the tickets from the grants. Our students would never get to hear a live performance of an orchestra without this opportunity."

"Students, parents, and I thoroughly enjoyed this performance. The maestro did a fantastic job of explaining the music, showing the instruments, and telling the children how to become more involved."

The TSO's music has inherent value and develops a cultural legacy for Texarkana's future.

TSO has changed the level of appreciation for classical music as a means of both entertainment and education in our community. The TSO attracts many first time concertgoers—not first time to the TSO, but first time to ever hear a live symphony performance.

TSO Audience Survey Quotes:

"The music was stunning. I have never listened to a live performance of a symphony orchestra before, but when the first set of chill bumps hit, I was in love."

"This was indeed my first experience with a symphony orchestra. I have heard them before on radio or other types of media which does not even begin to compare to the live performance. I enjoyed it and will be back. Thanks."

"It was absolutely fabulous! I felt transported to a heavenly place. I have been a symphony season ticket holder since the very first concert. Please do not change anything. The symphony orchestra just keeps getting better all the time. What a treasure for Texarkana you are. Thank you."

Concert Review paper from a Music Appreciation Student at Texas A&M University

"This is the first symphony I have attended and it will not be the last. Watching a live symphony has changed my opinion of classical music."