



ORCHESTRA OF SOUTHERN UTAH

Roundtable Presentation

League of American Orchestras

Seattle, 2014

Singing Creates Symphony Support

Young people flock to orchestras which give them performance opportunities through recitals, lobby music, and concerts.

Orchestra meeting group size: 8

Name of volunteer association: Orchestra of Southern Utah Chorale, Orchestra of Southern Utah • P.O. Box 312, Cedar City, UT 84721

Presenter: Jackie Riddle-Jackson

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• **Approximate population of your community:** 46,800

• **Project timeline:** 08/15/2012 to 12/11/2012

• **Revenue from all sources, expenses, and net profit:**

Revenue: \$11,942

Expenses: \$10,597

Net Revenue: \$1,345

• **Project goals and how they were achieved.**

Major Goal: Increase community participation in orchestra events

Engaging younger orchestra patrons through singing has proven successful for the Orchestra of Southern Utah (OSU). Chorale members are natural constituents of the orchestra family because they already love music and are thrilled with the opportunity to perform with a symphony orchestra. We also have vocal solo opportunities which engage the younger vocalists.

This season we performed two parts of Mozart's Requiem with five combined choirs and orchestra ranging from high school through adult. Each choir also performed two selections of music from the movies. In the past we have performed pieces such as a Bach Cantata and a mass choir singing a concert version of *Les Miserables*. Our local men's choir (Master Singers) and women's choir (In Jubilo) are featured in our fall recital series and many of the members also join the Chorale for performances with OSU.

This season was our 73rd *Messiah* performance in Cedar City. Several generations of singers and OSU musicians look forward to this annual production. We have capacity crowds for both nights of "*Messiah*" with corporate support which allows this to be a free community concert. This is a goodwill bonanza event that helps promote of evening concerts that charge admission. All Chorale and OSU musicians volunteer for *Messiah* with the exception of the OSU conductor and Chorale Director.

By engaging the advanced high school and university choirs we have developed new patrons with the singers and their family and friends. We have created a cultural community of mutual support between choirs and the orchestra. We are solidifying our community through music while building our audiences.

• **Number of volunteers required and how they were utilized:** 270

Community vocalists have been involved in our Oct. 13 concert, *Messiah*, recital series, and lobby music ranging from a children's choir through adults.

For the 2013-2014 Season:

September ~ Solo vocalists and small vocal groups participated in our 17th annual Fall Recital Series

October ~ Two adult choirs (In Jubilo and Master Singers), Southern Utah University choir, two high school choirs

December ~ Southern Utah Chorale, volunteer community chorale for two *Messiah* performances with orchestra

April ~ Children's Choir provided lobby music before our season finale concert and one of the young soloists chosen by audition to perform with the orchestra was a vocalist.

• **What you would change next time, if anything**

We have a good rapport with our local choir directors and will continue to refine communication to maximize cooperation. We would like to add the choirs from nearby communities to increase participation and are working on developing those relationships as well.

• **What plans do you have to repeat the project in the future**

We will continue to offer these performance opportunities to vocalists of all ages because it helps create a musical community which also values the orchestra as a cornerstone cultural asset.



*Village Voices
OSU Fall Recital Series
September 2013*



*Lindsey Lopez, soloist
Roy L. Halversen Young Artists Concert
April 2014*



*In Jubilo, Master Singers,
SUU Opus and
Orchestra of Southern Utah
"Soundtrack of Our Lives" Concert
October 2013*

*Orchestra of Southern Utah
and Southern Utah Chorale
73rd performance of
Handel's Messiah
December 2013*



*OSU Executive Director Pete Akins directs the Three Peaks
Elementary Children's Choir for lobby music in February 2012.*



*Jolene Heit directed the Cedar Music Children's
Choir for lobby music before our season finale
concert April 17, 2014 with pianist Harry Taylor.*