

AMERICAN ORCHESTRAS' FUTURES FUND

Made possible by the Ann & Gordon Getty Foundation

2018 Grant Recipients

American Orchestras' Futures Fund Recipients (\$30,000 Grants):

The American Youth Philharmonic Orchestras (VA)

The Futures Fund will help expand the American Youth Philharmonic Orchestras' Music Buddies mentoring program whereby some of the advanced high school students, under expert guidance, work with younger students as peer mentors, helping them develop latent talents and leadership skills which might not otherwise have an opportunity to flourish. With new partnerships with Washington Performing Arts, and other developing collaborative relationships, AYPO will expand this program to the most economically disadvantaged parts of the National Capital Region, especially where school music provision is non-existent, and parental means severely limited.

The Boston Modern Orchestra Project (MA)

The Boston Modern Orchestra Project's mission is to give life to orchestral classics of the 20th century and new works of the 21st century, largely by American composers, that are often overlooked in the standard repertoire. With support from the American Orchestras' Futures Fund, BMOP will create a digital streaming archive of their concert and unreleased studio recordings of these important contemporary compositions. Keeping current with today's music distribution technology to better serve the increasing number of listeners who rely on online services for information about and access to music, BMOP will implement a radio station style streaming service with playlists created by staff. These playlists will reflect the immense diversity of our recordings of rare and neglected contemporary orchestral works. The second phase of BMOP's project will allow listeners to choose individual tracks and create their own playlists. This added functionality will allow BMOP to collect data on constituents' interests in order to improve marketing and inform programming.

California Symphony (CA)

In response to in-house research on the barriers that inhibit enjoyment of orchestra concerts for new attendees, as well as the lack of ethnic diversity in our audiences, the California Symphony is launching a pilot adult education program called *Fresh Look: The Symphony Exposed*. Most orchestras offer adult education through pre-concert lectures, which is helpful only after the ticket purchase, whereas this project offers educational content as a gateway to incentivize the purchase. Beginning this summer, the intro-style course will take place over four weeks, and participants will be able to use their registration fee as a voucher towards future concert tickets. It will be marketed in English and Spanish to our 25% Hispanic population, with materials provided in both languages in addition to on-site live Spanish interpretation through the use of assisted listening devices.



Central Ohio Symphony (OH)

The Central Ohio Symphony and students at Delaware Hayes High School will develop a collaborative project that explores how the symphony can respond to and help define values of importance to the community and its young people. Within the Hayes High School's newly designed multi-skills learning environment, the students and the Central Ohio Symphony will partner in creating artistic programming and in-school lab concerts and in addressing issues that can meet the needs of the community. Both groups will take ownership in setting a direction, collaboratively defining and developing activities. The partnership examines how the symphony orchestra can increase its relevance to today's society, the role of art in a community, and the connections between the issues in the students' lives, using music as a tool to address those issues positively.

Chicago Youth Symphony Orchestras (IL)

The Futures Fund will support Chicago Youth Symphony Orchestras' Inclusion Audit to ensure that the organization is optimally inclusive and representative of Chicago's diverse community. As part of the inclusion audit, CYSO will work with an evaluator to conduct a series of focus groups and surveys, and will use the findings to improve the CYSO experience and engage more students of color in its programs. CYSO believes that youth orchestras have the exceptional opportunity to make a positive impact in addressing the lack of diversity among professional orchestra musicians and audience members.. By training young musicians between the ages of 6 – 18 of all backgrounds, CYSO is developing the future of classical music, both in terms of performers and audiences. By expanding the number of students of color participating in CYSO programming and developing the next generation of multi-cultural, inclusive leaders, the organization aims to significantly contribute to the diversification of American orchestras.

Contemporary Youth Orchestra (OH)

Contemporary Youth Orchestra will use the Futures Fund to build cross-sector partnerships in Cleveland, Ohio to address socioeconomic barriers preventing children from equally accessing music education. CYO will drive strategic planning to identify new, sustainable methods for engaging children from economically, racially, and ethnically diverse communities. With Cuyahoga Community College's School of Creative Arts as a core partner, CYO will use effective local programs in dance, theater, and photography to inform our approach to equity in music. Unafraid to challenge assumptions, CYO's repertoire goes outside the bounds of traditional orchestral music to relate to diverse audiences. CYO focuses exclusively on contemporary and new music, and for 23 years, has fulfilled our mission to change lives through music. Through this project, CYO endeavors to meaningfully engage children from low-income communities in music education, and consequently, seeks to elevate community engagement to better reflect the diversity of Cleveland.



El Paso Symphony Orchestra (TX)

The Futures Fund grant will support the El Paso Symphony Orchestra's Tocando After School Music Project, an El Sistema-based program which began in 2013 at Hart Elementary, in the underserved El Paso neighborhood of El Segundo Barrio. The project's Feeder School Initiative provides high-quality music education, cultural awareness, and performance opportunities to students in the feeder school pattern of Bowie High School, the only high school located in the El Segundo Barrio. The innovative FSI has created a pathway from elementary school into college, specifically the University of Texas at El Paso, where connections to various departments have been established. Through the innovative FSI, at-risk students obtain social justice by beginning music education as early as 2nd grade and through encouragement to continue through high school. The project does not seek to create professional musicians, but in an innovative way uses music education as a vehicle for children to succeed.

Empire State Youth Orchestra (NY)

The League's Futures Fund will support the launch of *Access ESYO*, an online, "pay what you can" ticketing program developed in response to the needs of an increasingly economically diverse membership. *Access ESYO* will allow ticket purchase for as little as \$1 per seat, and will be sustained through a pay it forward campaign inviting donors to deposit the cost of a seat in an online ticket bank. ESYO has never turned away a qualified musician due to economic hardship, and is now taking steps to ensure that no audience member is turned away because of the price of a ticket. Utilizing an online platform, *Access ESYO* will empower patrons to participate at a level they can afford while safeguarding individual integrity. *Access ESYO* supports the organization's ongoing efforts to break down barriers to the arts, and grow audiences that, like ESYO's musicians, are a true reflection of the community's rich diversity.

Evansville Philharmonic (IN)

The Evansville Philharmonic Orchestra will use the Futures Fund grant to continue audience development research initiated with Product Acceptance & Research (PAR) in 2017. The second phase of research includes targeted qualitative research sessions with future stakeholders: both individuals and growing families. This includes an innovative analysis of emotional response to the music. This grant also helps to fund Phase III, repeating the 2017 survey to understand change resulting from newly instituted programs, promotions, and programming. The orchestra's management team will monitor hard metrics concurrently to validate the impact of this audience development effort.

Fox Valley Symphony Orchestra (WI)

Within the Fox Valley Symphony Orchestra's Music for Everyone education and outreach program portfolio is an initiative designed to bring the joy of quality, live music to youths and adults with special needs. The In Harmony program works to overcome the many barriers to participation and engagement with music—time, transportation, physical safety, environmental discomfort, and finances—that exist for these populations. Participants positively engage with music and with one another, including fellow



participants and caregivers. In Harmony partners a Fox Valley Symphony Orchestra string quartet with a licensed music therapist, site staff and volunteers, and music education students from Lawrence University to present a music-therapy informed performance at a variety of special needs classrooms and adult day centers, with most sites participating in eight 45-60 minute sessions. Several additional sites that provide services to clients with special needs receive a one-time participatory performance as an introduction to In Harmony.

Greensboro Symphony Orchestra (NC)

The Greensboro Symphony Orchestra's nationally recognized OrKIDStra program is a two-tiered music education series featuring tailored curriculum for 600+ Guilford Child Development Head Start students and interactive, twice-weekly site-visits by GSO musicians. Both tiers build to dynamic concert experiences each spring, emphasizing literacy skills and musical expression. These interactive concerts feature a professional storyteller and GSO percussion ensemble who bring a children's book to life through music, lead sing-a-longs, and encourage messages of diversity, inclusion, and self-worth. OrKIDStra has been recognized by entities such as the National Endowment for the Arts and League of American Orchestras for its innovative structure, unique partnerships, and diverse metrics, and now reaches every Head Start center in Guilford County. Thanks to funding from the Futures Fund, GSO plans to expand this program to four additional rural counties by 2019-2020, reaching an estimated 2,000 at-risk Head Start students across five North Carolina counties.

Inner City Youth Orchestra of Los Angeles (CA)

The American Orchestras' Futures Fund grant to the Inner City Youth Orchestra of Los Angeles will be used to support the infrastructure of ICYOLA's Los Angeles Orchestra Fellowship—a program that assists persons from historically underrepresented communities in taking and winning auditions with American orchestras. The program offers Fellows intensive training, ensemble performances, and a generous benefits package that includes an annual stipend, housing, health insurance, and more. Fellows perform with ICYOLA, Los Angeles Chamber Orchestra, and the University of Southern California orchestra; comprise the South Los Angeles String Quartet; and participate in workshops sponsored by local movie studios and AFM Local 47. Upon completion of the program, Fellows are granted a Graduate Certificate from USC and are prepared to make American orchestras more dynamic and reflective of our society.

Lima Symphony (OH)

Music is a palpable source of light and a survival tactic for people during life's difficulties. For those experiencing the dehumanizing conditions of mental illness and addiction, music offers a chance to order the world around them, to remember they have the capacity to experience something beautiful, and to express their emotions in a way that transcends words but registers at a fundamentally primal level. That spark transforms into hope and healing. The Futures Fund will support the Lima Symphony Orchestra's Healing Through Music initiative. Partnering with the local Mental Health and Recovery Services Board, we will bring monthly ensemble performances to a drop-in center for at-risk youth, a mental health treatment facility, and a housing complex for people struggling with addiction. A trained mental health



facilitator will lead a post-performance discussion to help individuals explore and express their emotions and build a life away from depression and addiction.

Lubbock Symphony (TX)

The Lubbock Symphony Orchestra will develop a new concert series, tentatively titled "*Stage II*," designed to attract new audiences with music for small ensembles composed within the last 30 years. The series will consist of curated programs for various ensembles of differing sizes. Programs will be thematic, and repertoire will be intentionally listenable with forms, chord progressions, and melodies that are more comfortable for ears attuned to popular music. Additionally, the LSO will experiment with venues, lighting, staging, electronic amplification, video, narration, and attire to create an atmosphere that engages audiences and challenges our musicians with an incredible new repertoire.

New Bedford Symphony (MA)

By assessing our own Learning in Concert educational programming, The New Bedford Symphony Orchestra aims to provide other orchestras and arts education organizations with a more comprehensive analysis of the types of assessment methods or tools that would be useful and informative in evaluating the impact of education outreach programs. With the support of the Futures Fund grant, our first objective is to measure the impact of a concept-based arts integrated program and the type of musical and academic understanding that result from a cross-domain exploration, while our second objective is to explore the issues and obstacles that arts organizations face as they attempt to assess the impact of education outreach programming.

Project 440 (PA)

Under the leadership of executive director Joseph Conyers (assistant principal bass of the Philadelphia Orchestra), Project 440 engages, educates, and inspires young musicians in urban Philadelphia high schools, providing them with the career and life skills they need to develop into tomorrow's civic-minded and entrepreneurial leaders. The Futures Fund grant will support expansion of the creative and immersive youth development curricula that use music as a tool to teach social entrepreneurship, leadership, and service to the young musicians to equip them for college and careers in the 21st century—both on and off the stage. Students will in turn learn to use music as a vehicle to envision success and conceptualize how those goals align with social awareness and community impact. Project 440's partners include the School District of Philadelphia, Carnegie Hall's NYO/ NYO2 programs, the New York State Summer School for the Arts, the Atlanta Symphony Talent Development Program, and the Philadelphia International Music Festival.



Youth Orchestras of San Antonio (TX)

The YOSA Rising Star Fellows program offers comprehensive resources to promising young African American, Hispanic, and Native American musicians from around San Antonio, Texas. These resources include private lessons, mentoring, full scholarships for YOSA Orchestras and summer music camps, travel and lodging for college auditions, and stipends for other music-related expenses. Each year, promising eighth-grade musicians are nominated by their music teachers, and four young musicians are selected from the nominees to participate as YOSA Rising Star Fellows. At its capacity, 16 total Fellows in grades nine through twelve will receive support for the entirety of their high school careers. The goal of the YOSA Rising Star Fellows program is to invest in promising young musicians so they graduate high school with the resources and skills to attend top conservatories or universities and ultimately diversify the talent pipeline for professional classical musicians and American orchestras.

American Orchestras' Futures Fund Recipients (\$6,000 Grants):

Akron Symphony (OH)

The League's American Orchestras' Futures Fund grant will support the Akron Symphony Orchestra's work with the city's growing immigrant population—refugees from Nepal, Pakistan, and Afghanistan. The Akron Symphony will share our summer concert stage with musicians from these communities. The orchestra will also work with students at North High School, where most immigrant students are placed, and specifically with the school's expanding orchestra program for these students, which has grown from 13 to 24 members in just one year.

InterSchool Orchestras of New York (NY)

The Futures Fund grant will support InterSchool Orchestras of New York's collaboration with the youth division of Ballet Hispanico to create a diverse, multi-genre, orchestral and dance work for presentation at a major venue in New York City in spring 2019. Collaborating with an Hispanic composer, students will work together across cultural boundaries, integrating Hispanic-style music with orchestral music and dance to build a cross-cultural understanding of the orchestral-dance relationship in music and performance. This collaboration will include the ISO Symphony, led by Tong Chen; Eduardo Villaro, Director and choreographer from Ballet Hispanico; Arturo O'Farrill, conductor and composer of the Afro Latin Jazz Orchestra; Paquito D'Rivera as performer and composer; and Cuban-born conductor Tania Leon. This partnership will serve as a model for collaboration between cross-cultural organizations nationwide.

Northern Ohio Youth Orchestra (OH)

The Futures Fund will support the Northern Ohio Youth Orchestra's Lab Group, a collaborative composing ensemble that operates in parallel with NOYO's traditional orchestral ensembles. In this environment, student musicians work together with staff facilitators to create new work through a devising process that draws as deeply from the field of improvisation as from the practices of traditional and experimental composition. Open to all high school-age musicians in northern Ohio, the Lab Group



represents not only a crucible for new and engaging musical experiences but also an entry point into group music-making that does not exclude participants on the basis of technical capability. In keeping with NOYO's mission of access for all, we favor openness, collaboration, and creativity over conventional musical preparation.

The Lexington Philharmonic (KY)

With the grant support from the Futures Fund, the Lexington Philharmonic Orbit Initiative will facilitate positive change in the trajectory of neighborhood life, engaging diverse Lexington communities to build a series of collaborative, intentional music experiences. By crafting programs in non-traditional venues that are responsive to, and reflective of, the communities and the issues they face, we will expand the orchestra's role in cross-sector collaborations and increase participation and engagement in music by more diverse communities. The programming will reflect an issue or idea that is important to a local community, and be presented in spaces that provide easy and comfortable access for neighborhood residents as they are reachable by foot, bicycle, or public transport. Residents will expand their orbit by participating in programs presented in neighborhoods outside of their own, highlighting the issue of perceived geographic barriers and the importance of crossing those to expand one's community orbit.

Tulsa Symphony Orchestra (OK)

Completing its twelfth season, Tulsa Symphony Orchestra is exploring a new model of orchestral governance. Currently, TSO musicians serve on the board of directors and play an active role on the organization's committees. Also, half the administrative staff are "Executive Musicians," holding both administrative staff and performance appointments in the orchestra. As the next step in its development, TSO will contract a consultant through the Oklahoma Center of Nonprofits to lead an organization-wide review and analysis of its strategic plan and current organizational structure with the staff, musicians, and board. Subsequently, TSO will engage a notable orchestral administrator consultant, recognized for creative and innovative work in the field, to lead the organization in determining the practical applications of various non-traditional TSO governance and operational components for more traditional orchestras. With support of the Futures Fund grant, the results of this comprehensive study and analysis will be made available to other orchestras.