

Building a Compelling Case

June 13, 2025



Charlotte
Symphony
Orchestra

More than music...



A Community Origin

- Founded as a community orchestra in 1932 by Guillermo de Roxlo, a Spanish conductor/composer who emigrated with his family to Charlotte from Cuba
- Oldest continuously operating orchestra in the Carolinas
- Sponsored by the Charlotte Parks and Recreation Commission
- No major benefactor(s) to build up a large endowment, like many cities
- Temporary city-pooled funding for Arts eliminated
- Need to build a substantial endowment to create a sustainable model

NEW ORCHESTRA WELL RECEIVED

Large Crowd of Music Lovers
Present at First Public Ap-
pearance of Organization.

BY HAZEL MIZELLE

Charlotte's Symphony orchestra made its first public appearance yesterday afternoon with a presentation that brought splendid ap-
plause from the large crowd of mu-



The 1932 Charlotte Symphony Orchestra





Know Your City—Facts about Charlotte



- Ambitious growth—one of the fastest-growing cities in the US
 - Often seen as Atlanta’s smaller cousin, Charlotte is quickly crafting its own legacy—rooted in innovation, culture, and community.
- Growing prominence as regional healthcare hub
- City investing in equity and access for all
- Explosive growth of neighboring towns in the Charlotte Metropolitan Area
- More than banks and football—criticism of Charlotte as limited to a banking and sports town



**Reaching Beyond the
Concert Hall is
Important to
Emphasize**





Articulating CSO's Work in Schools

- CSO partners with Charlotte Mecklenburg Schools to soften public funding cuts
 - 445 students served through school lessons
 - CSO acquires instruments for students for instruction
 - CSO coaches, consults, and mentors 25 teachers annually
- CSO reaches 12,000 fifth-graders in 120 schools, through One Musical Family
- Four youth orchestras, serving over 200 students
 - 70% of participants identify as students of color





Link Economic Development and City Image to the Orchestra

- **Symphonies are iconic symbols** of a vibrant city; the financial failure of an orchestra is damaging to the city's reputation
- **Arts are an important corporate recruitment and retention tool**
 - Employees relocating here have expectations of amenities found in other large cities like New York, Boston, Chicago, and San Francisco
- **CSO is the largest employer** of performing artists in Charlotte



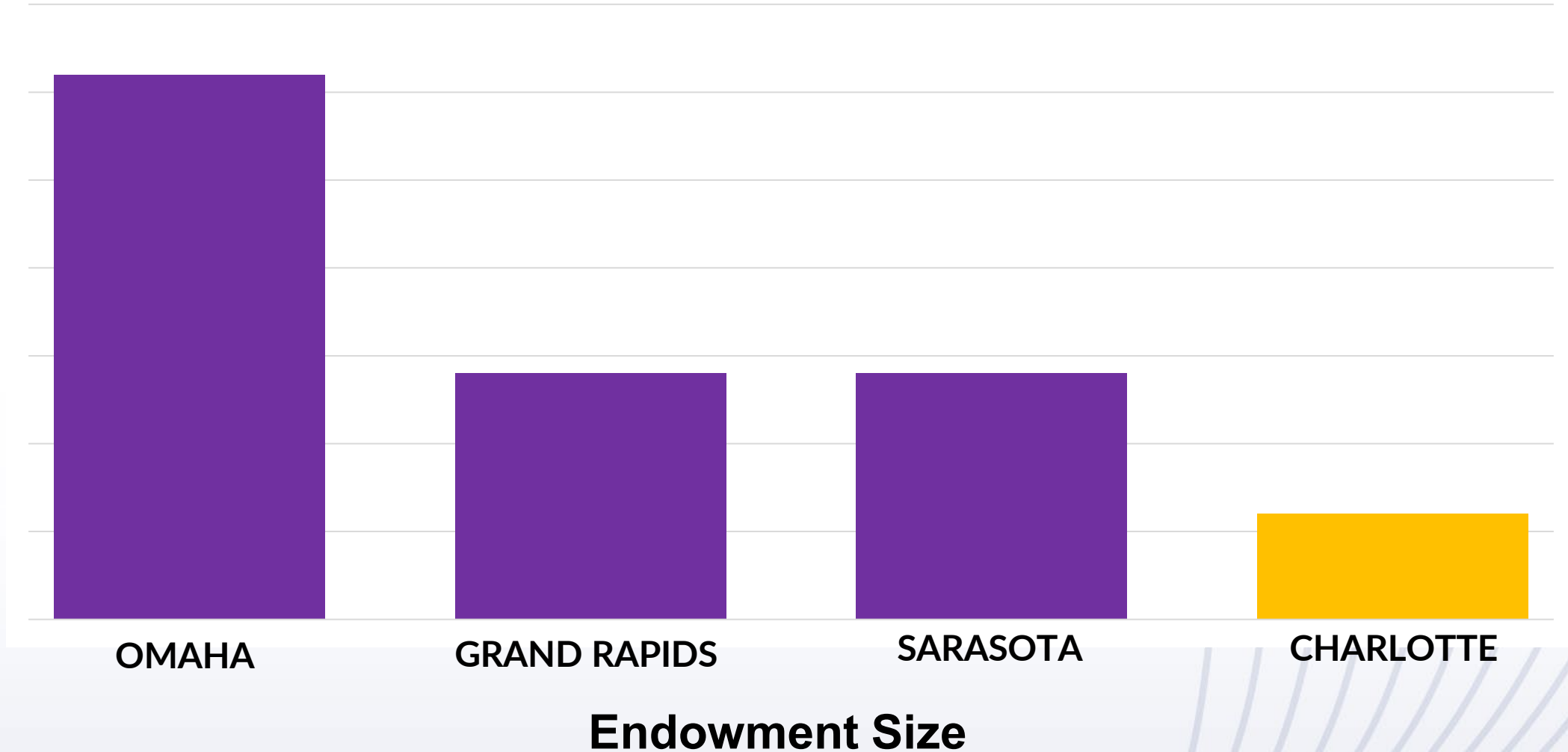


How the Charlotte Symphony Reaches the Community

- **150+ concerts/programs** each year, reaching 150,000+ people
 - Classical, Pops, Film, Family
- Resident orchestra for **Charlotte Ballet** and **Opera Carolina**
- Serves as ambassador for major civic events across city life
- Serves as tool for interfaith gatherings
 - Jewish community commemorations, Gospel choir collaborations, etc.
- Brings live music to regional audiences regardless of the ability to pay
- Musicians perform for local weddings, funerals, bar mitzvahs, etc.



Play on the City's Competitiveness in Charlotte: WRONG League on Symphony Endowments





Endowment Corpus: Make THIS Our League





Use Key Developments to Add Energy to Your Fundraising



**CSO Appoints New Music Director
Kwamé Ryan**



Kwamé Ryan: A Global Citizen



- Born in Canada and raised in Trinidad
- Studied Music at Cambridge University
- Former General Music Director of Freiburg Opera
- Former Musical and Artistic Director of the National Orchestra of Bordeaux Aquitaine
- New York Philharmonic debut in May 2024
- Washington National Opera debut in May 2025
- The Metropolitan Opera debut in December 2025

Funders invest in leadership, both artistic and administrative with vision and big ideas!



\$50 Million Campaign Launched

- \$40M for endowment
 - Added to current \$12M
 - New total of \$52M will generate between \$1.5M & \$2M per year
- \$10M for operating support while endowment is vesting

Total Raised to Date: \$50.1M

Rather than make our case, we developed a donor-centric approach that matched the philanthropic goals of the leading philanthropists in our community.

Active volunteer leadership as solicitors was key: people give to people!



What are the elements of your narrative?

- Know your strengths
- Know your unique qualities
- What do you add to the community?
- Recognize what you do that resonates in the community
- What are the realities and aspirations of your city?
- What would be lacking if your organization did not exist?
- Be realistic about your reputation
- Own your history, warts and all



Focus on your strengths

- Artistic Excellence
- Financial stability
- Beloved in the community
- Amazing education programs
- Creative programs to educate people about repertoire
- Programs with seniors or people in transition



Elements That Resonate in the Community

- Classical/Pops/Film/Family concerts
- Concerts in the Parks
- Concerts in the schools
- Presence of orchestra musicians living in your city; what would the city be like without them?
- Concerts in under-resourced communities
- Concerts in stadiums
- Teaching in the public schools



The Realities and Aspirations of Your City

- Regional cultural hub
- Sports town that needs cultural diversity
- City that gets viewed as one dimensional
- Competitive city wanting to be viewed on the same level as other large cities
- Growing city that wants to offer all cultural amenities
- Businesses want to be able to attract and retain talent
- City with a rich cultural history that has waned with a lack of resources and attention
- Prospering city with resources going to areas other than arts
- Large ethnic communities to whom outreach would be wise?
- City whose businesses have declined



Your Reputation

- Excellent across the board
- For the elite
- For a small group of cultural literati
- A community-based organization
- Out of touch
- Financially challenged
- Poor leadership
- People not aware of your orchestra's community outreach
- Showpiece of the city
- Simply not known or irrelevant



Own Your History

- Excellent history of concerts
- Poor management
- Beloved in the community
- Orchestra strongly identified with the image of the city
- Financially on the edge
- Known for reaching people across the community
- Past that includes raiding endowment funds in challenging times
- Some conductors beloved and others not



Include Your Goals

- Help us reach inhabitants across the metropolitan region into neighboring counties
- Become a cultural leader in the region
- Reach all districts of your city
- Become known for a special repertoire: does that match the heritage of your city's early inhabitants?
- For every citizen to be proud of its city's symphony



connecticut

Orchestra
Month

March 2025

Steve Collins
Hartford Symphony Orchestra
Dan Kohn
Orchestra Lumos
Roger Sametz
Sametz Blackstone

Elevating, celebrating, and orchestrating a campaign
to build awareness and engagement—and bring
forward the state's rich heritage of orchestras



Why Connecticut Orchestra Month?

- **Opportunity**

- Connecticut has the greatest concentration of orchestras per capita
- Orchestras are (literally) in people's back yards—
 - but they may not know it...
 - and have never experienced orchestral music
- Chance to harness our strengths and break down barriers

- **Goals**

- Raise awareness and engagement
- Attract new, more diverse audiences
- Elevate, celebrate, orchestrate!
- Build a foundation to increase connection to civic leaders and media



Getting started

- **Leadership partners**
 - Hartford Symphony Orchestra, Steve Collins
 - New Haven Symphony Orchestra, Elaine Carroll
 - Orchestra Lumos, Russell Jones
 - Brand / communications consultants, Sametz Blackstone
- **Pilot program: March 2025**
 - Will it work? What can we learn?
- **Really tight timeframe!**

Engaging others + building consensus

- **“Recruitment” zoom sessions across the state**
- **Participation**
 - No cost: list in orchestra directory
 - Financial participation = annual budget x .001
 - directory, marketing assets, event listing
- **Signed up 29 orchestras, 19 towns, 48 concerts**



Steve Collins, Hartford Symphony Orchestra



Roger Sametz / Sametz Blackstone



Phyllis Cortese Greater Bridgeport Symphony



Ann Drinan - Orchestra New England



Evan Murphy - Norwalk Gamer Symphony Orchestra



Russell Jones Orchestra Lumos



Brian Robinson - Yale Symphony Orchestra



Dan Kohn / Orchestra Lumos



Elaine Carroll (she), New Haven Symphony Orchestra



Beth Ulman (she/her), GCTYO



Alex / CD / Sametz



Sandra Miklave - Norwalk Symphony



Alex Cross - Norwalk Gamer Symphony Orchestra



Stuart Adelberg Greenwich Symphony (Board Chair)



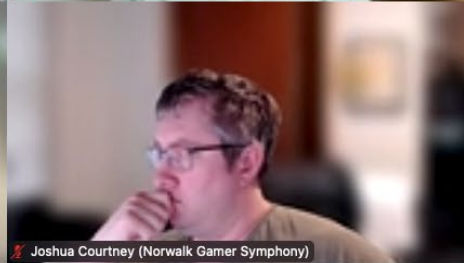
Faith Quinn-Hartford Symphony Orchestra



Ashley Fedigan, Hartford Symphony



Nathan Mu- Berkeley College Orchestra (Yale)



Joshua Courtney (Norwalk Gamer Symphony)



Caleb Bailey - Eastern CT Symphony Orchestra



Ronni Reich, Sametz Blackstone Associates

Bringing the idea to life

- **Guiding criteria: accessible, welcoming, break down barriers**
- **Brand identity**
 - Logo: a “badge” easily used by others, will hold up over complex imagery, have “legs” for subsequent years
 - Color palette: bright, vibrant, energetic, celebratory... not complicated
 - Typography: bold, informal, freely available to all orchestras
- **High-level messaging**
 - Inviting, straightforward, benefit- and outward-focused
- **Website**
 - Punchy, easily navigable and maintained, future-focused
- **Social, ad, and email assets**

Logo



Color palette

Warm



Cool



Logo: building in flexibility

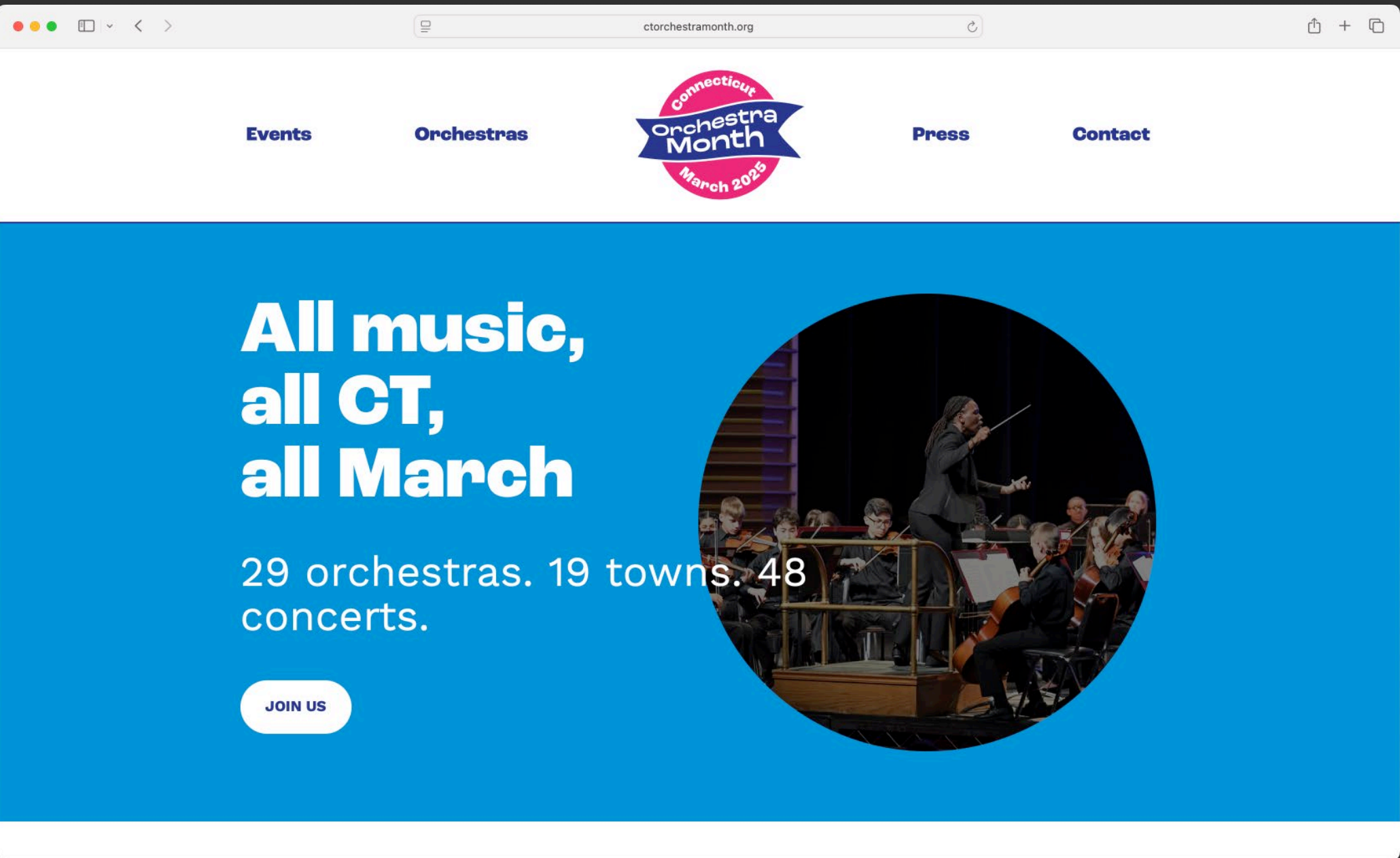




High-level message: about

Connecticut Orchestra Month celebrates the essential role that orchestras play in our diverse communities, provides extraordinary experiences for people from all regions and backgrounds, and spotlights the many gifted musicians who make our state home.

This March celebration showcases the significant cultural, economic, and educational impact that orchestras have statewide. Through performances, educational events, and additional programming, Connecticut Orchestra Month illuminates how our orchestras enrich lives and are central to providing the vibrant arts opportunities that make our state a great place to live, work, and visit.



This March, come celebrate our state's extraordinary musical talents! With classic masterpieces, beloved movies with live scores, diverse musical styles, exciting new works, and more, Connecticut Orchestra Month is your chance to explore—and find the music that's perfect for you.

All across the state, 29 Orchestras are bringing you captivating concerts and educational programs: a month of inspiring experiences and dazzling date nights, lighthearted family fun and virtuosic feats.

YOUR ORCHESTRAS



Connecticut Orchestra Month is an opportunity for orchestras to work together to raise awareness of the excellent live performances and education programs that we offer throughout the state! Whether you're new to orchestras or a devoted classical fan, you and your family can discover a nearby concert to experience in the month of March (and beyond)!

Elaine Carroll

CEO, New Haven Symphony Orchestra

Great Music is Never Far

Connecticut Orchestra Month brings you music from professional, community, collegiate, and youth orchestras-statewide, all month long!



EXPLORE CT'S ORCHESTRAS

ctorchestramonth.org

Experience the magic of live music with Connecticut Orchestra Month! Led by the Hartford Symphony Orchestra, New Haven Symphony Orchestra, and Orchestra Lumos, this statewide celebration brings together incredible musicians from across Connecticut.

Participating Orchestras include:

1.

[American Chamber Orchestra](#)

• Norwalk • Community

2.

[Cheshire Symphony Orchestra](#)

• Cheshire • Community

3.

[Civic Orchestra of New Haven](#)

• New Haven • Community

4.

[Connecticut College Orchestra](#)

• New London • Collegiate

5.

[Connecticut Symphony Orchestra](#)

• West Hartford • Community

6.

[Eastern Connecticut Symphony Orchestra](#)

• New London • Professional

7.

[Farmington Valley Symphony Orchestra](#)

• Farmington • Community

8.

[Greater Bridgeport Symphony](#)

• Bridgeport • Professional

9.

[Greater Connecticut Youth Orchestras](#)

• Fairfield • Youth

10.

[Greenwich Symphony Orchestra](#)

• Greenwich • Professional

11.

[Hamden Symphony Orchestra](#)

• Hamden • Community

12.

[Hartford Symphony Orchestra](#)

• Hartford • Professional

13.

[Manchester Symphony Orchestra and Chorale](#)

• Manchester • Community

14.

[New England Chamber Orchestra](#)

• New London • Professional

15.

[New Haven Symphony Orchestra](#)

• New Haven • Professional

16.

[Norwalk Gamet Symphony Orchestra](#)

• Norwalk • Community

17.

[Norwalk Symphony Orchestra](#)

• Norwalk • Professional

18.

[Orchestra Lumos](#)

• Stamford • Professional

19.

[Orchestra New England](#)

• New Haven • Professional

20.

[Ridgefield Symphony Orchestra](#)

• Ridgefield • Professional

21.

[Southeastern Connecticut Community Orchestra](#)

• Waterford • Community

22.

[The Hartt Community Division](#)

• West Hartford • Youth

23.

[Torrington Symphony Orchestra](#)

• Torrington • Community

24.

[University of Connecticut Symphony Orchestra](#)

• Storrs London • Collegiate

25.

[Waterbury Symphony Orchestra](#)

• Waterbury • Professional

26.

[West Hartford Symphony Orchestra](#)

• West Hartford • Community

27.

[Western Connecticut Youth Orchestra](#)

• Ridgefield • Youth

28.

[Willimantic Orchestra](#)

• Willimantic • Community

29.

[Yale Symphony Orchestra](#)

• New Haven • Collegiate


© Sametz Blackstone Associates



ctorchestramonth.org

Events

Orchestras



Press

Contact

Events in March

Explore exciting concerts from orchestras across the state—wherever you are, whatever music you like! We look forward to welcoming you into our concert halls.

WEEK 3 - MARCH 15-21

WEEK 4 - MARCH 22-31

PAST-MARCH 1-7

PAST- MARCH 8-14

March 8

Orpheus and Euridice

Norwalk Symphony Orchestra

2 PM

Music Theatre of Connecticut, 509 Westport

March 8

RSO Quartet at MoCA CT

Ridgefield Symphony Orchestra

7 PM

MoCA CT, 19 Newtown Turnpike, Westport, CT

March 8

The Clock

Orchestra New England

7:30 PM

Battell Chapel, Yale Campus

The concert features Haydn's Symphony "The Clock," plus Lori Leitman's song cycle, Becoming a

© Sametz Blackstone Associates

State-wide campaign

March 2025

All music, all CT, all March

All across the state, 29 Orchestras are bringing you captivating concerts and educational programs: a month of inspiring experiences and dazzling date nights, lighthearted family fun and virtuosic feats.



www.ctorchestramonth.org

Connecticut Orchestra Month <Broadcast@safe-mail-sender.com>
to DL NP_DigitalAdOperations

Tue, Mar 4, 10:06 AM

THIS MARCH
Experience
the power of
**LIVE
MUSIC!**

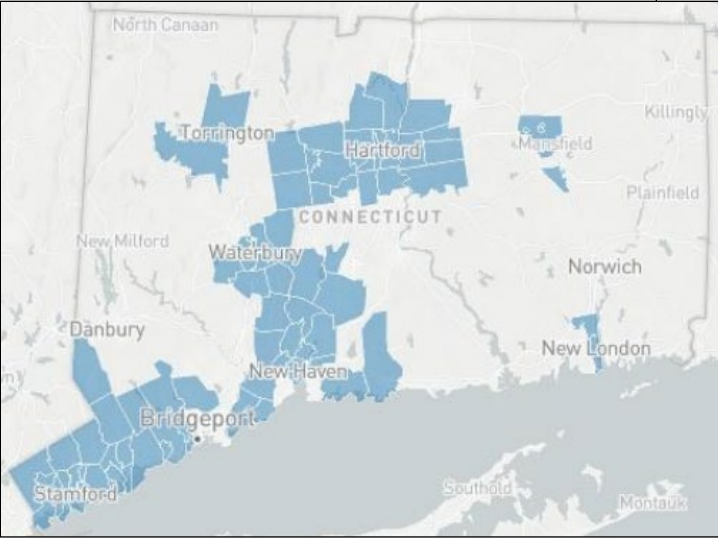




This month-long celebration offers something for everyone—from timeless **classical masterpieces** to **beloved movie scores**, **dynamic new works**, and more!

29 orchestras will spotlight the vital role that orchestras in Connecticut play in the state's cultural life and in the arts education of





Getting the word out

For Immediate Release

Media Contact:
Name, Title
Email | Phone Number

[Insert Orchestra Name] Joins 28 Orchestras Statewide in Celebrating Connecticut Orchestra Month This March

CONNECTICUT (February 12, 2025) — [Insert Orchestra Name] will join 28 other orchestras this March to celebrate **Connecticut Orchestra Month**, a statewide initiative that highlights the joy and accessibility of live orchestral music.

Connecticut Orchestra Month spotlights the vital role that orchestras in Connecticut play in the state's cultural life and in the arts education of students across the state. The 29 orchestras which are participating in Connecticut Orchestra Month illustrate the richness of Connecticut's orchestral resources. Together, they represent:

- 2,400 musicians performing in orchestras across Connecticut.
- 282 performances taking place each year, reaching audiences of over 186,000 people.
- 350 community and educational events engaging 45,000 student participants, including students at 230 schools.

Audiences across Connecticut and in [insert orchestra town] can experience a wide variety of performances, from classic masterpieces and live film scores to diverse musical styles and exciting new works. With 29 participating orchestras offering captivating concerts and educational programs, the month promises something for everyone—whether it's an inspiring evening out, a dazzling date night, or a fun-filled family outing.

As part of the musical celebration, [Insert Orchestra Name] will present:
[list performances and events if available].
First-time concertgoers and seasoned audience members alike are encouraged to attend and experience the power of live orchestral music.

[Insert Orchestra Name Leadership Name] says: "[Quote from Music Director or Executive Director, e.g., 'Connecticut Orchestra Month is an exciting time for orchestras across the state. It provides an opportunity to share our music with new audiences and showcase how accessible and meaningful orchestral performances can be.']"

About Connecticut Orchestra Month

Connecticut Orchestra Month March 2025

connecticut Orchestra Month March 2025

Hartford Symphony Orchestra

A European Sketchbook | March 2

A New World: intimate music from FINAL FANTASY | March 6

Mozart's Requiem | March 14-16

Harry Potter and the Deathly Hallows Part 1 in Concert | March 29

All Music,
All Connecticut,
All March

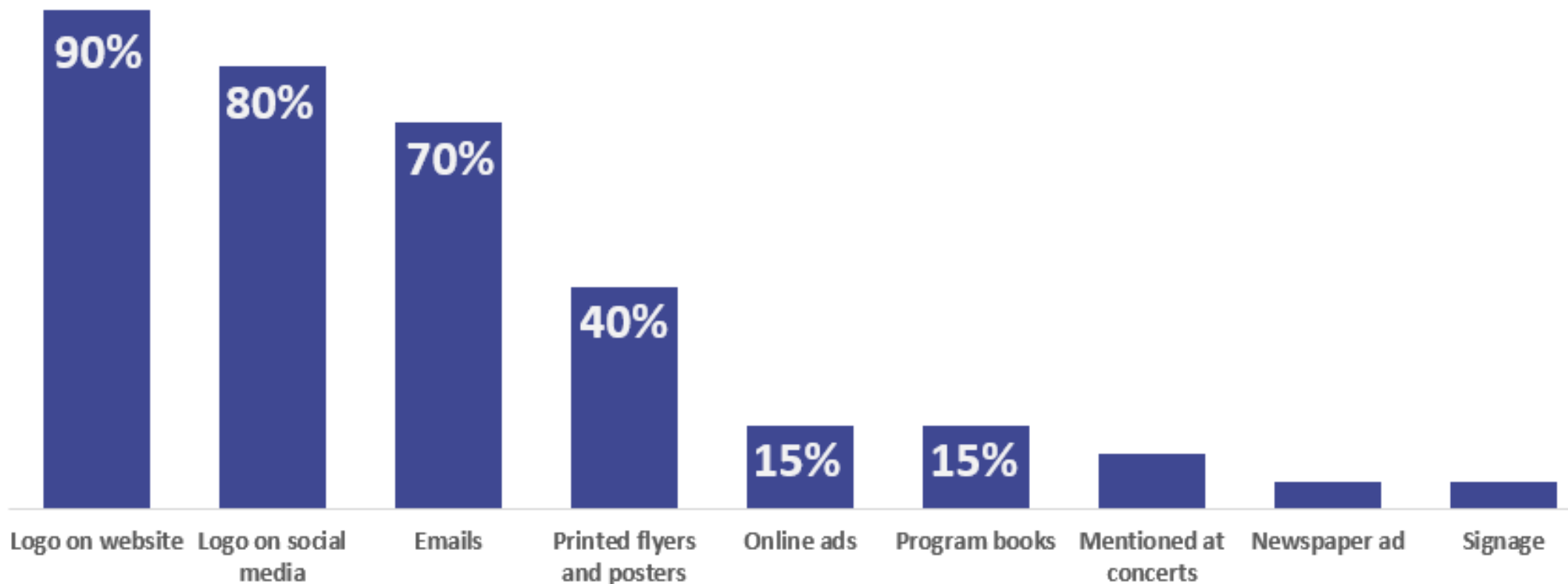
← Your Orchestra Name

← Your Concert Details

← Your Orchestra Photo

Mobilizing in March

- **90% of orchestras engaged their audiences**



Mobilizing in March

It's Officially Connecticut Orchestra Month!

Hartford Symphony Orchestra

A European Sketchbook | March 2
Mozart's Requiem | March 14-16
Notes and Narrative with Clayton Stephenson | March 18
Harry Potter and the Deathly Hallows Part 1 in Concert | March 29

MUSIC FOR EVA & OTHER COOL THINGS
MARCH 9TH | ST. FRANCIS CHURCH

Logos for Connecticut Orchestra Month and a church icon.

ORCHESTRA LUMOS Michael Stern MUSIC DIRECTOR

CONCERTS ▾ SUPPORT US ▾ COMMUNITY ▾ ABOUT US ▾

[DONATE NOW](#)

March 2025 is Connecticut Orchestra Month!


This month Orchestra Lumos joins with 29 orchestras and 2400 musicians across the state. Together we'll perform 48 concerts in March 2025, reaching over 180,000 audience members!


TV COVERAGE OF ORCHESTRA LUMOS AND CT ORCHESTRA MONTH

[MORE DETAILS](#)

Mobilizing in March

Having trouble viewing this email? [View in browser](#)

 **OUR MISSION | EVENTS | DONATE**




**NHSO is Joining
28 Orchestras Statewide
for Connecticut
Orchestra Month!**




[Click to Visit CT Orchestra Month Website](#)

Connecticut Orchestra Month spotlights the vital role that orchestras in Connecticut play in the state's cultural life and in the arts education of students across the state. The 29 orchestras which are participating in Connecticut Orchestra Month illustrate the richness of Connecticut's orchestral resources. Together, they represent:

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- 350 community and educational events engaging 45,000 student participants, including students at 230 schools.

 **Eastern Connecticut
Symphony Orchestra**
Toshiyuki Shimada
Music Director & Conductor

[Tickets & Events](#) [Explore](#) [Donate](#)



**MARCH
29**
FANFARE FOR
LIFE & SPRING
Adam Adov *piano*

 **ORCHESTRA
LUMOS**

**Joins 28 other
orchestras this
March to celebrate
Connecticut
Orchestra
Month**



AI Overview

In 2025, Connecticut celebrates Connecticut Orchestra Month in **March**. This initiative highlights the state's vibrant orchestral scene and the 29 orchestras that participate. The month features numerous performances, educational programs, and community events, showcasing the joy and accessibility of live orchestral music.

Here's a more detailed look:

Purpose:


Connecticut Orchestra Month aims to raise awareness of the state's orchestras and their contributions to culture, education, and the arts.

Show more

 **Hartford Symphony Orchestra**
<https://hartfordsymphony.org> › the-hartford-symphony...

The HSO Joins with 28 CT Orchestras to Celebrate ...

Feb 13, 2025 — Connecticut Orchestra Month is a statewide celebration of the vibrant orchestral scene across Connecticut. With 29 participating orchestras ...

 **New Haven Symphony Orchestra**
<https://newhavensymphony.org> › News

NHSO Joins 28 Orchestras Statewide to Celebrate ...

Feb 11, 2025 — Connecticut Orchestra Month is a statewide celebration of the vibrant orchestral scene across Connecticut. With 29 participating orchestras ...

 **Musical America**
<https://www.musicalamerica.com> › news › newsstory

By Orchestra Lumos

Feb 12, 2025 — Connecticut Orchestra Month is a statewide celebration of the vibrant orchestral scene across Connecticut. With 29 participating orchestras ...

 **Connecticut by the Numbers**
<https://ctbythenumbers.news> › ctnews › celebrate-the-mu...

Celebrate the Music! March is Connecticut Orchestra Month

Mar 3, 2025 — March is being celebrated around the state as Connecticut Orchestra Month. Across the state, 29 Connecticut Orchestras have joined together ...

The HSO
Celebrate
Feb 13, 2025
Orchestra J
Hartford

NHSO Joi
Celebrate
Feb 11, 2025
"Connecti

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 **Visit Connecticut**
<http://ctvisit.com> › articles › celebre-el-mes-de-la-orquest...

Celebrate Connecticut Orchestra Month

Mar 15, 2025 — March is the perfect time to experience it, as orchestras statewide are joining together to celebrate Connecticut Orchestra Month. ... CT ...

 **Instagram · hartfordsymphony**
60+ likes · 2 months ago

It's officially Connecticut Orchestra Month! March is here, ...

It's time to celebrate Connecticut Orchestra Month! From timeless classics to exciting new works, there's a concert for everyone to enjoy this month.

 **Hey Stamford!**
<https://www.hey Stamford.com> › celebrating-connecticut...

Celebrating Connecticut Orchestra Month with Stamford's ...

Feb 24, 2025 — This statewide celebration highlights the rich cultural landscape of live orchestral music and makes it more accessible to audiences of all ages ...

 **Facebook · Norwalk Symphony Orchestra**
9 reactions · 2 months ago

Norwalk Symphony Orchestra

Connecticut Orchestra Month has begun! 29 orchestras statewide join in celebrating Connecticut Orchestra Month for the month of March which ...

 **WTNH.com**
<https://www.wtnh.com> › on-air › nyberg › nyberg-celebr...

Nyberg: Celebrate orchestra month with Connecticut's 29 ...

Feb 19, 2025 — March is orchestra month in Connecticut a time to celebrate with the 29 orchestras that we have across our state.

 **Instagram · hartfordsymphony**
10+ likes · 3 months ago

Hartford Symphony Orchestra | Celebrate Connecticut ...

hartfordsymphony on February 12, 2025: "Celebrate Connecticut Orchestra Month!



ctvisit.com

CTVISIT
CONNECTICUT TOURISM OFFICE

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EVENTS

MEETINGS

REGIONS


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MAKE CAMPAIGN

SEARCH

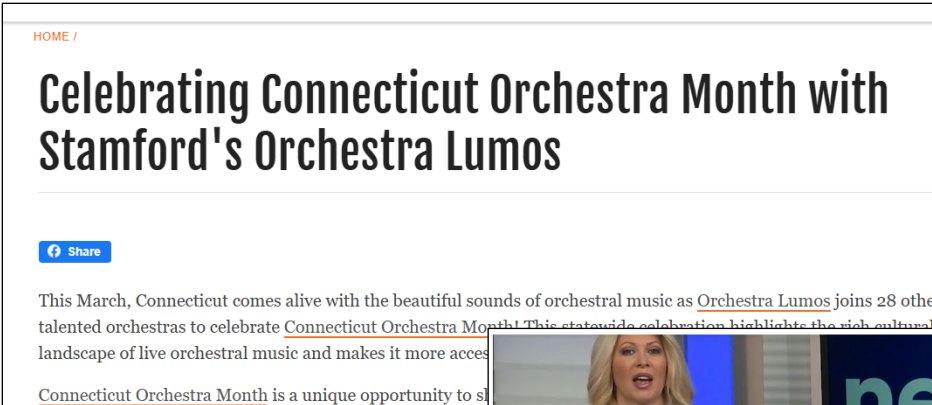
SHARE

INSPIRATION

CELEBRATE CONNECTICUT ORCHESTRA MONTH

- Website traffic

- Media coverage



Connecticut Orchestra Month: Boosted Social Post:

Flight: 3/01/25 – 3/31/25

Impressions

46,203

Unique Reach

41,864

Post Engagements

1,105

Clicks

2,093

Links Clicks

905

CTR

4.53%

• Click rates average 1%-2%.

Connecticut Post

Sponsored

March is Connecticut Orchestra Month!! Celebrate the power of 29 live orchestral music with performances across 19 towns in CT. Whether you're a lifelong classical fan or new to the symphony, there's something for everyone!

Sponsored by Connecticut Orchestra Month.



CTORCHESTRAMONTH.ORG

Connecticut Orchestra Month

Events in March Explore exciting conce

180

Email Performance: 3/5/25 Send

Subject Line	Send Date	Quantity	Opens	Clicks	Open Rate	Click Rate
Celebrate the power of 29 live orchestral music across the state.	03/05/25	50,000	8,058	1,299	16.12%	2.60%

LINK SUMMARY

Index	Link URL	Clicks	%
1	https://ctorchestramonth.org/	131	10.08%
2	https://ctorchestramonth.org/	95	7.31%
3	https://ctorchestramonth.org/	100	7.70%
4	https://ctorchestramonth.org/	138	10.62%
5	https://ctorchestramonth.org/	15	1.15%
6	https://ctorchestramonth.org/	34	2.62%
7	https://ctorchestramonth.org/	284	21.86%
8	https://ctorchestramonth.org/	103	7.93%
9	https://ctorchestramonth.org/	39	3.00%
10	https://ctorchestramonth.org/	83	6.39%
11	https://ctorchestramonth.org/events/	143	11.01%
12	https://ctorchestramonth.org/orchestras/	134	10.32%
		1,299	

Average open rate: 10%-20%

Average click rate: 2%

Looking to the future

- **Build on all we've learned—and the buzz generated**
 - Boost from the League on April 15: Simon convened CT orchestra leadership to celebrate CT Orchestra Month
- **Ideally...**
 - Build in longer lead time
 - Expand participation
 - Market more strategically
- **Potentially...**
 - Expand website event calendar to year-round
 - Collaborate on artistic themes, repertoire, artists
 - Host CT legislator / tourism awareness events

Thank you



Steve Collins
Hartford Symphony Orchestra
SCollins@hartfordsymphony.org

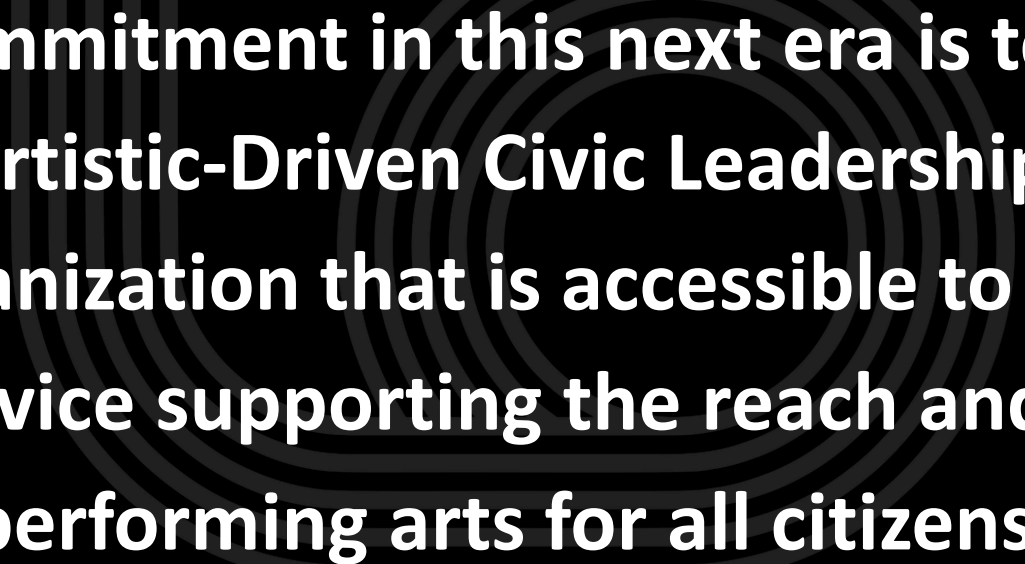
Dan Kohn
Orchestra Lumos
dkohn@orchestralumos.org

Roger Sametz
Sametz Blackstone
roger@sametz.com



LOUISVILLE ORCHESTRA

TEDDY ABRAMS • MUSIC DIRECTOR



**Our commitment in this next era is to foster
“Artistic-Driven Civic Leadership,”
by being an organization that is accessible to all people and a
vital public service supporting the reach and vitality of the
performing arts for all citizens.**



free events!

Unprecedented initiative; a series of free concerts and events across the state of Kentucky

32,000
Kentuckians

Since November 2022, reached over 32,000 Kentuckians in 40 counties over 139 events

collabs

Collaborations with award winning artists including Michael Cleveland & Flamekeeper, Chris Thile, Tessa Lark, and Ben Sollee

For more information on In Harmony, see [here](#)



Collaborations



Michael Cleveland & Flamekeeper
In Harmony Tour with Louisville Orchestra

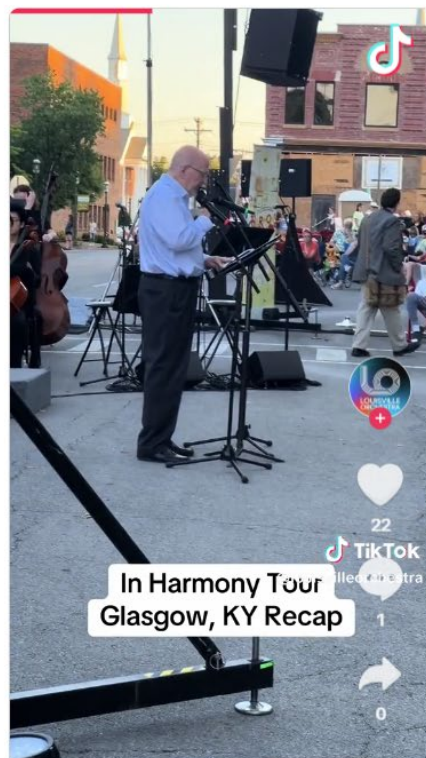


Chris Thile
In Harmony Tour with Louisville Orchestra





Social Media



ideos on TikTok

Wa

Watch now



Watch more exciting vic

Watch now



iting videos on TikTok

Watch now

Funding & Lobbying Strategy

- What social and political opportunity are you helping lawmakers to solve?
- Hire a lobbyist - non-negotiable
- Do your research with lawmakers - these are going to be personal relationships you build
- This is a continual effort - listen to your lobbyist
- Every decision is put through a political lens
- Ask for what you want - big numbers don't scare lawmakers. Small vision will make them lose interest
- This is hard and the most rewarding work you will do.



"The Louisville Orchestra's visit to Harlan County in May represented not just an investment in the economy of our county, the City of Harlan, and the arts, but a promise of unity and genuine camaraderie with the people of Eastern Kentucky through the universal language of music. "In Harmony" certainly lived up to its name."

Dan Mosely, Judge Executive of Harlan County

Happy Top Park - Beattyville, KY





Mobile Stage

- Allows access and CBA align performance spaces for community engagement services.
- **More strategic footprint while on tour.**
- Literally can have a stage anywhere, eliminating performance barriers.



IN THE COMMONWEALTH TOUR
OF THE LOUISVILLE ORCHESTRA

HARMONY



Thank You

COMING TO A
CITY NEAR YOU

Building a Compelling Case

June 13, 2025