

Sierra Vista Symphony Association
Season 29 Annual Report
FY 2023/2024



Membership Meeting

June 16, 2024

Sierra Vista Symphony Association

Annual Membership Meeting

June 16, 2024

1:00 p.m.

Garden Place Suites

Table of Contents

2023 – 2024 Board of Directors	Page 4
Agenda	Page 5
Season 28 Membership Meeting Minutes	Pages 6 – 8
President’s Report	Page 9
Office Manager’s Report	Page 10
Financial Report	Page 11
Proposed Budget	Pages 12– 13
Proposed Musical Program	Page 14
Membership and Development Report	Page 15
Education Report	Page 16
Community Relations Report	Page 17
Fundraising Report	Pages 18 – 19
Advertising Report	Page 20
House and Auditorium Report	Page 21
Publicity Report	Page 22
Nominating Committee Report	Page 23
Season 28 Membership Form	Page 24

The Sierra Vista Symphony Association is a 501(c)(3) non-profit organization dedicated to supporting a high-quality symphonic orchestra in order to bring live music to Sierra Vista and surrounding communities and to serve as a focal point for musical education and artistic excellence in the area.

Federal ID No. 86-0768498

PO Box 895, Sierra Vista, Arizona 85636

Office: 21 E. Wilcox Dr., Sierra Vista, Arizona 85635 (Chamber of Commerce Building)

520-458-5189 info@sierravistasymphony.org

<http://www.sierravistasymphony.org><http://facebook.com/svsymphony>

2023 – 2024 Board of Directors

Debra Dinkel, President

Kevin Enright, Vice President

Debra Koltveit, Secretary

Amanda Boyles, Treasurer

Iris Adler, Education Committee

Janet Bobar, Fundraising Committee

Ed Boyles, Nominating Committee Chair

Steve Conroy, Advertising Chair

Richard Laszok, Membership & Development Chair

Pam Enright, Education Committee Chair

Michelle Franz, Publicity Chair

Kathy Dinkel, Education Committee

Lisa Heinemeier, Orchestra Representative

Carol Moir, Community Relations

Bill Purciello, Education Committee

Beth Searls, Fundraising Committee

Barry Smith, Website

William Tucker, Fundraising Committee Chair

Conductor & Artistic Director, Toru Tagawa

Librarian, Marilyn McNamara

Personnel Manager, Jeneanne Rabon

Office Manager, Dawn Novack

Bookkeeper, Pam Collins

AGENDA

2024 Annual Meeting

1. Call to Order
2. Establishment of Quorum
3. Minutes of the 2023 Annual Meeting
4. Reports:
 - a. President's Report – Debbie Dinkel
 - b. Office Manager's Report – Dawn Novack
 - c. Treasurer's Report – Amanda Boyles
 - d. Proposed Program – Toru Tagawa
 - e. Membership & Development – Richard Laszok
 - f. Education Committee – Pam Enright
 - g. Community Relations – Carol Moir
 - h. Fundraising Committee – William Tucker
 - i. Advertising Committee – Steve Conroy
 - j. House and Auditorium Committee – Kevin Enright
 - k. Publicity Committee – Michelle Franz
 - l. Nominating Committee – Ed Boyles
 - m. By-Laws Review Committee – Ed Boyles
5. Other Business and Questions
6. Election of Board Members by Association Membership
7. Adjournment
8. Election of Board Officers by New Board Members

**Sierra Vista Symphony Association
Membership Meeting 28th Season
Garden Place Suites
Sunday, June 11, 2023**

Member Attendees: Iris Adler, Janet Bobar, Amanda Boyles & Ed Boyles, Steve & Marge Conroy, Debbie Dinkel, Kathy Dinkel, Kevin & Pam Enright, Michelle Franz, Lisa Heinemeier, Deb Koltveit, Rich Laszok, Carol Moir, Bill Purciello, Dan & Beth Searls, Barry & Wafaa Smith, Bill Tucker, Roger & Mary Harris, Lane Farmer, Renae Humburg, Millie MacGregor, Bobbie Moore, Mary Mueller, Rick Mueller, Betty Richter, George Aubrey

Non-member Attendee: Susan MacGregor

Call to order at 1:15 pm

Susan verified we had a quorum

Minutes accepted, motion by Bill P / seconded by Michelle

Agenda accepted

President's Remarks—Rich Laszok

- It's been a great year for the symphony, in large part due to Toru
- Attendance: we are at pre-COVID levels overall
 - At the children's concert, there were 22 schools and 800 children and chaperones
 - Concert in the Park 2022 had 600 attendees, this year it was 669
- Finances are better this year than last
- This is Rich's third and final year as President; he will remain on the board
- Rich was presented with a gift from the Board of Directors

Office Manager's Report—Susan MacGregor

- Not many changes from last year
 - Still writing grants, and have submitted two of 15 possible
 - Archives are available for anyone to view in the office
- Rich noted that Susan is the glue that holds the board and the symphony together

Treasurer's Report—Debbie Dinkel

- Bank accounts are current as of 31 May, and available on page 11 of the annual report
- Question from Mary Mueller about how to improve upon from this year's loss and next year's increase in the budget. The gap is to be filled by increased advertising and a concerted effort in grant application, which is helped by the SVSA's ability to use GrantWatch at the Legacy Foundation. The board is also planning to rework its membership solicitation and reach out to more businesses for concert sponsorships. We do not want to repeat the dire fiscal situation of ten years ago.

Artistic Director—Toru Tagawa

- Played the 1st Adagio from Sonata #1 by JS Bach to an appreciative audience.
- Went through next season's plans and noted that the October concert will have an additional piece—Debbie Dinkel will be directing *Star Wars*, as she had the highest bid from our Men Who Cook Fundraiser.

- Brief discussion on the Concerto Competition, won this year by Garrett Parnaby and his trombone. He will perform at the January concert.
- Spoke of a Grand Canyon Colorado River trip, on which he and three other musicians played a few pieces for four groups every night for seven nights.
- The Cochise Youth Orchestra and the Concerto Competition winner will be performing at the children's concert in January.
- The Clarinet Concerto will be a world premiere performance

Membership and Development—Rich Laszok

- We have 93 members, and \$54,000, our goal was \$55,000
- We have no problems getting new members to renew, but we are struggling to get and find potential new members

Education—Pam Enright

- Three members on the committee, and some changes to how they're approaching the children's concert
- This year there were two children's concerts, with approximately 800 students and chaperones.
- Two people called the day before the concert and asked if they could help—Susan told them when to be there
- At the April concert, as usual, the Art and Writing Competition entries were displayed. This year, Toru was there to take pictures with the winners—a big success.
- There were five participants in the Concerto Competition, won by Garrett Parnaby, a trombonist. He will play a piece at the January concert.
- A new way to contact students and schools.
 - Previously, committee members met with each school personally
 - This year, the information previously presented to each school individually was uploaded in small blocks to be accessed by teachers at their leisure.
 - We are looking to find a way to track users and send that information out in the letters sent to all fifth-grade teachers in the county in October.

Fundraising—Bill Tucker

- Besides advertising, our fundraising events will help us make up the difference needed for our increased budget numbers. This year, we met our goal of \$35,000 with \$37,000. Next year, our goal will be \$45,000. We are aiming for business and corporate sponsors.
- This is the biggest committee, with the most responsibility toward meeting our financial needs for the Education Committee and the concerts.
- Always open to new ideas.

Advertising—Steve Conroy

Last year's goal was \$12,000, this year's is \$16,000. Well on the way with \$13,780 so far

Looking for new sources, and will help develop ads if needed.

Publicity—Michelle Franz

- Using social media, Instagram and Facebook to contact, share, and post events.
- Currently reaching all of Cochise County, New Mexico, Ohio, and Pima County.
- We're international now, as we have an audience in China and Mexico.
- Took advantage of Toru to have his answer audience questions.
- Live dates with Jeff Davenport on Cool FM

- I encourage all of you to share anything you see on the Symphony's FB page.
- This year, we had ticket giveaways and outreach to three groups: Cavers (earth), Birders (air), and Astronomers (sky)
- Goal is to have so many people at the concerts that we have to open the pods.

House / Auditorium—Kevin Enright

- Concerts are at the Klein Center for Performing Arts, using Duane Chun as the point of contact to arrange all logistics for concerts
- Average concert attendance was 477—350 in October and January, with 592 (!) in April. This led to cramped conditions in the hall with the meteor exhibits from the astronomers. We didn't rent the cafeteria since we hadn't expected such a large crowd.
- Continue to use Culver's for support at intermission.

Nominating and Bylaws—Ed Boyles

- Move to accept the slate, Bill Tucker / Janet; accepted unanimously.
- Move to accept changes to bylaws, Pam / Beth; accepted unanimously

Announcements

- Food purchased from Indochine, whose owner is one of the chefs at Men Who Cook
 - Dessert purchased from Ramsey Canyon Inn, whose owner was a first-time participant in Men Who Cook
 - Thanks to the hotel for giving us monthly meeting space, and a discount for musicians and Toru to stay overnight after concerts
 - There is a membership form on the back page of the Annual Report
 - Entertainment provided by Debbie Dinkel, Lisa Heinemeier, Toby Chadwick
- Meeting Adjourned 2:30 pm.

New officers:

President: Debbie Dinkel

Vice President: Kevin Enright

Secretary: Deb Koltveit

Treasurer: Amanda Boyles

President's Report

2023 – 2024 Annual Report

On behalf of our Board of Directors, I would like to welcome you to our 2024 Annual Membership Meeting. I am so happy that you are here. THANK YOU for your membership and your love for our amazing orchestra!

As the year began, my first goal for the 2023-2024 concert Season 29 was to pursue as many outlets as possible to raise awareness for the existence of the Sierra Vista Symphony Orchestra. In this pursuit, along with Toru's programming, we experienced a **doubling** of our audience attendance and ticket sales. That is wonderful progress!!!

I. Public Relations:

Tucson

KUAT-Classical 89.7 & 88.3 (Tina Haro)

KVOI-AM (Christopher Lidberg)

KXCI-FM 91.3 (Stephanie Engs)

KMXZ-FM 94.9 MIX-FM/KLXP 96.1- FM (Debbie Wagner General Manager)

AZ Daily Star advertising in Caliente section

Sierra Vista

Herald Review: We have developed a good rapport with the Herald's Editors, Jennifer Sorenson and Andrew Paxton and reporters Matt Hickman and Alan, advertising providing articles prior to each concert.

Mike Fabian *K101/KWCD*

John Whalen *90.0 KWRB*

CoolFM Jeff Davenport (Michelle Franz)

I sent out mass emails to local music lovers, CMTA members, and asked musicians to forward poster to friends and family members.

Two musicians, Jean Rankin (cello) and Rebecca Robinson (french horn), put up posters in Bisbee, Tombstone, and Elgin.

II. I would like to extend a special thank you to Susan MacGregor, Lucia Smith, and Dawn Novack for their contributions to the ongoing processes of the Office Manager position. Each has contributed greatly to this position and its duties.

I look forward to our 30th Season with great anticipation of further expansion for: awareness, Grant Awards, Corporate Sponsorships, Memberships and Advertising. Thank you to the Board Members for their unending commitment and dedication. All of this couldn't happen without them!

Sincerely,

Debbie Dinkel

Office Manager's Report

2023 – 2024 Annual Report

The SVSA ended Season 29 with 78 members, compared to 92 in the 28th Season. Season 30 memberships are just beginning. We have 35 members as of June 16, 2024, 5 of those are new members.

Continuing with previous Office Manager's Susan and Lucia's progress, the ornaments and magnets will continue to be sold through Season 30. We have a new 30th Season ornament available for purchase. Banners will also be posted in various locations, same as prior years. We are looking into other avenues to bring attention to the Symphony and encourage new members to join our organization.

Advertising and social media have been an essential priority in bringing in more memberships and donations. I focused on structuring our social media outlets by sharing upcoming events and selling tickets online. In an attempt to appeal to new members, we have started creating virtual flyers and short videos.

I have assisted Debbie Dinkel and Lisa Heinemeier in submitting grant requests for upcoming concerts.

I created and began selling tickets for our upcoming Pancake Breakfast fundraiser and Season 30 concerts. I have been working closely with the Symphony President to format flyers, postcards, programs, and itineraries for the upcoming concert season. I also remain in constant communication with the Treasurer, Bookkeeper, and other board members.

I have the pleasure of addressing member inquiries and providing information to potential donators and concert attendees on a daily basis. I look forward to the upcoming season, and contributing to the Sierra Vista Symphony Orchestra.

Respectfully,

Dawn Novack
Office Manager

Treasurer's Report

2023 – 2024 Annual Report

The Sierra Vista Symphony Association (SVSA) has enjoyed a substantial boost in revenue because of focused advertising and fundraising activities. These efforts resulted in a profit increase in the Men Who Cook Event, a near two-fold increase in concert ticket sales, strong Bingo earnings and increased advertising revenues. Community support for the Artistic Director/Conductor and superb soloists has also contributed to a sizeable increase in formal concerts and Music at Twilight ticket sales.

The SVSA completed the 10 months of the prior fiscal year with \$105,061.16 in assets with both the Endowment Fund and the "Operations Fund" maintaining a balance over \$30,000. The two funds are managed by Edward Jones and continue to experience steady gains.

The accompanying financial exhibit shows revenue and expenses through April 30, 2024, and a SVSA Board of Directors approved proposed budget for the 30th season.

There is much optimism for the coming season as audiences have been steadily increasing over the past few years.

Thank you for your continued support of the Sierra Vista Symphony Orchestra and I hope to see you at the concerts and fundraising events.

Respectfully Submitted,

Amanda Boyles
SVSA Treasurer

Sierra Vista Symphony
Cash Basis

Sierra Vista Symphony
Association
Proposed Budget
Fiscal Year 2024 - 2025

	FY23-24 Approved Budget	23 - 24 YTD Actuals thru 04-30-24 (Bottom Line)	FY24-25 Proposed Budget	Year over Year Incr/Decrease 23-24 to 24-25
Revenues				
Memberships	\$55,000.00	\$50,350.00	\$52,000.00	(\$3,000.00)
Donations, Gifts	\$4,500.00	\$821.64	\$1,500.00	(\$3,000.00)
- Endowment Fund Donations	\$2,000.00	\$1,000.00	\$1,400.00	(\$600.00)
Subtotal - Memb/Don/Endow	\$61,500.00	\$52,171.64	\$54,900.00	(\$6,600.00)
Fundraising/Special Events				
- Men Who Cook - March 2024	\$17,000.00	\$21,251.00	\$22,000.00	\$5,000.00
- Music at Twilight #1 Beach Party	\$0.00	\$2,065.00	\$2,000.00	\$2,000.00
- Music at Twilight #2	\$0.00	\$9,746.30	\$5,000.00	\$5,000.00
- Music at Twilight #3	\$0.00	\$2,191.00	\$600.00	\$600.00
- Music at Twilight 2023	\$7,500.00			
- Miscellaneous Fundraising	\$2,500.00	\$0.00	\$1,600.00	(\$900.00)
- Bingo	\$11,000.00	\$9,008.00	\$11,000.00	\$0.00
- Pancake Breakfast #1	\$2,000.00	\$0.00	\$1,000.00	(\$1,000.00)
- Pancake Breakfast #2 (Proposed)	\$0.00	\$0.00	\$1,000.00	\$1,000.00
-Fundraising Brochure	\$5,000.00	\$0.00	\$4,200.00	(\$800.00)
- All Other Fundraising	\$2,300.00	\$801.00	\$1,200.00	(\$1,100.00)
Subtotal - Net Fundraising	\$47,300.00	\$45,062.30	\$49,600.00	\$2,300.00
Concert Ticket Sales	\$16,000.00	\$30,532.00	\$35,000.00	\$19,000.00
Program Advertising	\$15,000.00	\$17,820.00	\$18,000.00	\$3,000.00
Grants	\$15,000.00	\$15,950.00	\$17,000.00	\$2,000.00
Summer Concert	\$12,000.00	\$8,300.00	\$9,000.00	(\$3,000.00)
Memorial Gifts	\$2,000.00	\$300.00	\$700.00	(\$1,300.00)
All Other Revenue	\$3,000.00	\$150.00	\$700.00	(\$2,300.00)
Subtotal - Net Other Revenues	\$63,000.00	\$73,052.00	\$80,400.00	\$17,400.00
Total Revenues	\$171,800.00	\$170,285.94	\$184,900.00	\$13,100.00
Expenses				
Concert Expenditures:				
- Musicians' Compensation	\$82,500.00	\$79,864.00	\$82,000.00	(\$500.00)

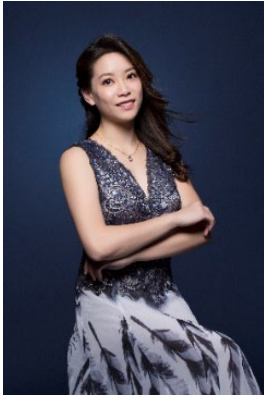
- Maestro's Fees	\$8,400.00	\$8,775.00	\$9,000.00	\$600.00
- Concert Hall Rental	\$7,500.00	\$8,775.00	\$9,000.00	\$1,500.00
- Music Purchase/Rental	\$2,000.00	\$1,771.00	\$1,800.00	(\$200.00)
- June Concert	\$12,000.00	\$0.00	\$13,000.00	\$1,000.00
- Concerto Competition Exp	\$2,500.00	\$950.00	\$1,200.00	(\$1,300.00)
-Children's Concert Exp	\$0.00	\$515.00	\$1,000.00	\$1,000.00
- Event Advertising	\$3,000.00	\$5,195.00	\$5,000.00	\$2,000.00
- Program/Ticket Printing	\$5,000.00	\$3,114.82	\$3,500.00	(\$1,500.00)
- All Other Concert Expenses	\$1,500.00	\$246.00	\$1,500.00	\$0.00
Subtotal -Concerts	\$124,400.00	\$109,205.82	\$127,000.00	\$2,600.00
Miscellaneous Advertising				
- Herald Review Media	\$0.00	\$458.00	\$1,000.00	\$1,000.00
Other Expenses				
- SVSA Store	\$0.00	\$2,169.00	\$0.00	\$0.00
Administrative Expenditures:				
- Personnel & Related	\$18,000.00	\$28,572.00	\$22,000.00	\$4,000.00
- Office & Related	\$9,000.00	\$11,603.00	\$12,000.00	\$3,000.00
- Accounting, Tax & Bank Fees	\$6,000.00	\$5,697.00	\$6,000.00	\$0.00
- Insurance Fees	\$3,000.00	\$2,625.00	\$3,000.00	\$0.00
- License, Permits & Memberships	\$750.00	\$743.00	\$1,000.00	\$250.00
- All Other Admin Expenses	\$500.00	\$518.00	\$700.00	\$200.00
Subtotal -Administrative	\$37,250.00	\$49,758.00	\$44,700.00	\$7,450.00
Fundraising Expenses:				
- Men Who Cook	\$7,500.00	\$6,052.00	\$7,000.00	(\$500.00)
- Music at Twilight #1 Beach Party	\$1,500.00	\$524.00	\$1,500.00	\$0.00
- Music at Twilight #2	\$0.00	\$2,141.00	\$1,200.00	\$1,200.00
- Music at Twilight #3	\$0.00	\$903.00	\$500.00	\$500.00
- Fundraising Brochure	\$500.00	\$358.00	\$1,300.00	\$800.00
- Other Fundraising Expenses	\$650.00	\$713.00	\$700.00	\$50.00
Subtotal - Fundraising Expenses	\$10,150.00	\$10,691.00	\$12,200.00	\$2,050.00
Total Expenses	\$171,800.00	\$172,281.82	\$184,900.00	\$13,100.00
Net Revenue (Revenue Minus Expenses)		(\$1,995.88)		
PayPal		\$0.00		
Cash in Bank		\$31,934.59		
Petty Cash		\$50.00		
CD/Money Market Edward Jones		\$33,177.36		
Endowment Inv Edward Jones		\$39,899.21		
Submitted by Amanda Boyles, Treasurer		Total: 105,061.16		

Season 30 Proposed Program

Toru Tagawa, Artistic Director and Conductor

Season 30

Bach to Mozart



October 26, 2024

Fanya Returns

JS Bach/Stokowski: *Toccatina and Fugue*

Rachmaninoff: *Rhapsody on a Theme by Paganini*

Grieg: *Piano Concerto in C minor, Op. 18*

Pianist – Fanya Lin

January 11, 2025

Pines of Rome

Verdi: *Nabucco Overture*

Chaminade: *Concertino for Flute Op. 107*

Flute – Concerto Competition Winner Natalie Rice

Grieg: *Peer Gynt Suite No. 1*

Hooked on Classics

Brahms/Phillips: *Hungarian Dance No. 5*

Cochise County Youth Orchestra

Barber: *Adagio for Strings*

Respighi: *Pines of Rome*



April 12, 2025

Mozart and Dvorak

Mozart: *Symphony No. 40*

Dr. Theodore Buchholz: *Cello Concerto in B minor*

Beethoven: *Overture to Fidelio*

Membership and Development Committee

2023 – 2024 Annual Report

1. The following is a summary of the membership drive results for the 2023-2024 Season:

Category	Total Members	Total Donation
Concert Master	1	\$5,000
President Circe	4	\$10,000
First Chair	3	\$4,500
Symphony	4	\$4,000
Concerto	2	\$1,800
Rhapsody	16	\$8,250
Toccatina	28	\$9,250
Concertina	17	\$3,050
General	4	\$340
Corporate	0	-
Total	78	\$46,000

2. The Membership Drive goal was \$55K. The Membership drive was \$9K below our goal. While the membership goal was not achieved, the Membership Drive was considered a success since 95% of current members renewed their memberships. The Membership Drive goal for the 2024-2025 season will be \$50K.

3. Membership analysis and recommendations for increased memberships: Our membership drive relied solely on trying to have current members renew memberships. Our attempts to attract new members has not been successful. Consequently, as the membership roles dwindled because members became ill, moved, or passed away we simply could not continue to achieve a membership goal of \$55K, even if every current member renewed their membership. The symphony conducted a survey during the final season performance. The survey provided interesting insights of members musical likes and dislikes. More importantly, the survey provided contact information of non-members who are interested in the symphony. These people will be contacted to see if they might be willing to become new symphony members.

Respectfully submitted,

Richard Laszok

Chair

Education Committee

2023 – 2024 Annual Report

The Education Committee was productive this year, facilitating the Children’s Concert and the Concerto Competition. One of the Sierra Vista Symphony Association’s goals is to present music of all genres to children and families, as well as the community.

This year we had two Children’s Concerts that allowed 750 students to attend, in total. They were introduced to the different instruments of the orchestra and the sounds they could each produce. We encouraged students to write or draw their experiences from the concert and many said they enjoyed the introduction of the instruments and chose an instrument they would like to learn. This year we also had the opportunity to invite the Cochise County Youth Orchestra to play with the Sierra Vista Symphony for one piece. We also had the winner of last year’s Concerto Competition play with the Symphony. This gave the students a glimpse as to what they could do as students, if they chose to do it.

We also had a Concerto Competition this year. The winner for this year will play next year at the Children’s Concert as well. The competition involved two try-outs, with the second try-out naming the winner. The students are of the higher caliber and they work very hard to compete at this level. Each winner received a nominal monetary stipend.

The Sierra Vista Symphony Association works hard to present musical experiences to all students, but to do that, it takes financial support. Even though the students get to see the symphony for free, the orchestra must still be paid. Please consider donating financially to the Sierra Vista Symphony Association and designate it toward the Education Committee for the Concerto Competition and/or the Children’s Concerts. This can be done at:

<https://sierravistasymphony.org>

Respectfully submitted,

Pamela G. Enright

Education Committee Chair

Community Relations 2023 – 2024 Annual Report

Over the past year the Symphony Association has designated that residents of assisted living facilities to receive free tickets for a concert during the 2023-2024 Symphony season. I visited the following facilities to solicit interested residents.

Mountain View, Hummingbird, Haven, and Via Elegante. At least three of these facilities were interested when they were offered the tickets for the October Concert two were downright excited about the possibility. I waited ten days and returned to each of the interested facilities. The results were none of the facilities were able to deal with the transportation problems. They also lacked staff to accompany the residents to the concert. They suggested that I return in the spring to further pursue the possibility.

By February, I had recontacted all four of the facilities in the hope that they could attend the April Concert. Sadly, this was not possible as neither transportation nor was staff available to attend with residents. I was also notified that 9:00 pm was too late for most residents.

I am hopeful that during our thirtieth season we can reach out to these and other deserving local groups to offer the delight of attending a Symphony concert.

Sincerely,

Carolyn Moir

Community Relations

Fundraising Committee

2023 – 2024 Annual Report

The Fundraising Committee had a moderately successful year, bringing in about \$36,000 from several fundraising events. While the primary purpose of the fundraising events is (obviously) to raise funds, the secondary purposes are to raise community awareness of the SVSO and to increase membership and attendance at our concerts. Income is the metric to measure the success of our primary function, but we are still searching for a metric to accurately measure our secondary purposes, as awareness, membership and attendance can be attributed to multiple factors.

A breakdown of our fundraising activities for Concert Year 2023-4 is as follows:

Men Who Cook: \$16000

Bingo: 11,000

Sep M@T: \$2000

Feb M@T: \$5000

April M@T: \$1300

Misc (Magnets, ornaments, etc): \$1000

Total: \$36,300 net fundraising for the year.

In Jan 2024 we published our fundraising booklet in an attempt to broaden our reach and increase awareness of the symphony and how it benefits the community. Because of the cost of the booklets (almost \$6 each), we have targeted these booklets to businesses that we feel may yield optimum results to our bottom line. We are now working on a lower cost version of the booklet for wider distribution and hopefully increased revenue generation.

In addition to our major fundraiser of Men Who Cook, this Fall we are sponsoring an evening of entertainment featuring the very popular tropical rock (Jimmy Buffet-style) singer Mark Mulligan. The event will be held at Tombstone Brewing Company in SV on 14 September. Tickets will cost \$30.

We have requested a fundraising budget of \$12K for the upcoming calendar year, and we project net fundraising to be in excess of \$30K again. We will devote additional effort to obtaining sponsorships for each of our fundraising events.

William Tucker

Fundraising Committee

Advertising Committee

2023 – 2024 Annual Report

The Advertising Committee is pleased to announce that we sold thirty-five ads that generated \$16,570.00 in advertising revenue, which was up from the previous year. Our goal for 2024-2025 is to increase the number of ad sales from 35 to 39.

We lost several advertising sponsors that have gone out of business, which may be due to the economy and inflation. We will attempt to solicit previous as well as new advertising sponsors for the coming year. We are asking all of our membership to pass along the names of potential advertisers to the office and we will follow up with the contacts.

The advertising committee is recruiting and needs a new member to join the committee and be trained in the process. If you are open to joining the Advertising Team and eventually becoming the advertising chair, contact the President or the office manager. You are essential to the Symphony continuing to provide phenomenal entertainment to our community. We will provide training and assistance in the process of talking with prospective advertisers.

For next year, we will retain the same advertising rates. I've requested the board review the rates and make the final determination on rates. We will continue with promoting the additional advertising time on our overhead projection of Key Sponsors and Advertisers in the Buena Auditorium prior to each of the three performances, during intermission, and following each performance. The rates are very reasonable and we hope to expand our advertisers through this venue. Our first letters will go out within the next few weeks.

We wish to thank all of our generous advertisers for the 2023-2024 season, and we welcome their continued support for our next season. When you patronize our advertisers, please thank them for keeping the Sierra Vista Symphony a part of our community. We hope to expand our contributor base and create more advertising revenue this coming season. Any suggestions from Association Members are always welcome.

V/r



Steve Conroy

House and Auditorium Committee

2023 – 2024 Annual Report

Buena High School's Klein Center for Performing Arts (KCPA) remains the home for most Sierra Vista Symphony concerts in 2023-24. Dr. Duane Chun, the KCPA and the Lighting & Sound staff supported the Symphony with their administrative and technical skills. The ushers for our concerts, were student volunteers from CAS Key Club under the leadership of Mr. Julian Barkley, Center for Academic Support (CAS) High School Key Club Advisor. In addition, we received support from Sulphur Springs Valley Electric Cooperative (SSVEC), who advertised a chance for employees to volunteer and attend the concert. We appreciate their support and look forward to their support in the future. Organizations within the community who wish to volunteer, please contact our Office Manager at 520-458-5189.

I would like to mention and thank the City of Sierra Vista for requesting the Sierra Vista Symphony Orchestra to play at the city sponsored Concert in the Park series. It has provided the Symphony an opportunity to share different musical genres with the community. I would also like to thank the Sierra Vista Community Band, who allowed us to use their equipment (music stands and musical instruments) for the summer Concert in the Park.

Free concert tickets were distributed to Sierra Vista educators to recognize their tremendous efforts in our community; our Student Concerto Competitors; and the Children's Concert artwork, essay winners. The average attendance at our concerts was 477 patrons.

Due to a large crowd attending April's concert, seating patrons quickly and before the concert began was an issue. The House Chair recommended to the SVSA BoD three ideas for consideration:

1. Reserving 3-4 rows at the back of theater for individuals who arrive after the concert has begun, which would reduce late comers from disturbing other attendees while seeking seats during the concert.
2. Removal of unoccupied reserved seating 10 minutes prior to the concert. This would speed up the seating of patrons prior to the concert. As a reminder, reserve seating is available by calling the Symphony Office. The office manager will have to notify patrons of the 10-minute rule (if adopted).
3. Request Toru take additional time between musical pieces to allow patrons in those back rows or standing in the back to find seats with House ushers assistance.

It has been a pleasure to support the Symphony these last few years and will pass the flag off to another BoD member at the end of the season. I want to thank the House Committee members who helped make my job easier at all events and I have enjoyed getting to know each Board Member. These wonderful, behind-the-scene individuals are what makes this Symphony and community, IMHO, the best!

Kevin Enright

House Committee Chair

Publicity Committee

2023 – 2024 Annual Report

As part of our efforts to promote all of our upcoming events, I have successfully booked, scheduled, and coordinated live interviews on CoolFM Online with Jeff Davenport. The interviews reach all of their approximately 50,000 followers in Cochise County and serves as a great platform to reach a wider audience and generate renewed interest at no cost.

In addition to the Facebook live radio interviews, I have also attended several community meetings where I distributed fliers and shared information about the concerts and fundraisers. All of our events are cross posted to include reaches to New Mexico, Mexico, Pima, Maricopa and Santa Cruz. This direct outreach to local residents has helped to create buzz and excitement within the community.

Furthermore, I attended Chamber of Commerce meetings where I networked with other business professionals and left business cards to spread the word about our event. This networking opportunity has the potential to attract more attendees, sponsors and memberships.

Overall, these efforts have been instrumental in increasing awareness and generating interest in our little gem as we begin our 30th Season and beyond. I am confident that with continued promotion, publicity and outreach, we will have a successful turnout and make a positive impact in the community.

Sincerely,

Michelle Franz

Publicity Committee Chair

Nominating Committee

2023 – 2024 Annual Report

In accordance with the Sierra Vista Symphony Association By-Laws, the nominating committee shall submit a slate of directors to the Board of Directors for approval at a regular meeting two months prior to the annual membership meeting. Those approved by the Board of Directors (BOD) will be presented to the membership for a vote of approval or rejection at the annual membership meeting.

The table below details the membership status and is the slate of directors approved by the BOD and is presented for approval or rejection by the voting members at the annual membership meeting.

Returning Board Members				
Name	Current Term	Up for Re-election	Mid-Term Electees	
Amanda Boyles		X		
Barry Smith		X		
Beth Searls		X		
Bill Purciello		X		
Bill Tucker		X		
Carol Moir	X			
Debbie Dinkel	X			
Debra Koltveit	X			
Ed Boyles		X		
Iris Adler	X			
Janet Bobar		X		
Kathy Dinkel	X			
Lisa Heinemeier	X			
Michelle Franz	X			
Rich Laszok	X			
Steve Conroy	X			

Members: Ed Boyles, Barry Smith (Board Member), Bobbie Moore (General Member)

Nominations from floor are offered at this meeting.

Respectfully Submitted,

Ed Boyles

Nominating Committee Chair

S · I · E · R · R · A V · I · S · T · A

Symphony Orchestra



30th Season 2024 - 2025

The Sierra Vista Symphony Association
 PO Box 895, Sierra Vista, Arizona 85636
 The Symphony Office is located in the Sierra Vista Chamber of Commerce Bldg. (21 E. Wilcox Dr.)
 Phone: 520-458-5189 / Email: info@sierravistasymphony.org / Website: www.sierravistasymphony.org
 The SVSA is a 501(c)3 non-profit organization [TIN: 86-0768498]

NAME (as it will appear in program) _____

Mailing Address _____

City/State/Zip _____

Telephone _____ Email Address _____

MEMBERSHIP CATEGORIES

For 30th Season (July 2024 – June 2025)

<u>Category</u>	<u>Contribution</u>	<u>Benefit</u>
Maestro	\$10,000 and Up	8 Reserved Seating tickets
Concertmaster	\$5,000 to \$9,999	7 Reserved Seating tickets
President's Circle	\$2,500 to \$4,999	6 Reserved Seating tickets
First Chair Club	\$1,500 to \$2,499	5 Reserved Seating tickets
Symphony	\$1,000 to \$1,499	4 Reserved Seating tickets
Concerto	\$800 to \$999	3 Reserved Seating tickets
Rhapsody	\$500 to \$799	2 Reserved Seating Tickets
Tocatta	\$300 to \$499	2 General Admission Tickets
Concertina	\$150 to \$299	1 General Admission Ticket
General	\$75 to \$149	Invitation to Annual Membership Meeting

*Please contact the SVSA office to select seat location for the entire season.
 All membership categories include a listing in the three concert programs.*

Membership Category _____ Amount Contributed _____

Number of tickets per concert (you may request fewer tickets than full member benefit) _____

Additional Contribution to Endowment Fund \$ _____

Additional Contribution: \$ _____

- | | | |
|--|---|--|
| <input type="radio"/> Tickets for Students or Soldiers | <input type="radio"/> Children's Concert | <input type="radio"/> Concerto Competition |
| <input type="radio"/> Sponsor a Musician | <input type="radio"/> Concert in the Park | <input type="radio"/> Greatest Need |

I do not want my name listed in the concert programs _____ (Initials)

Name on Card _____ Exp. Date _____

Debit/Credit Card # _____ CSC (3 or 4 digit) _____

Make Checks Payable to: SVSA or Sierra Vista Symphony Association