

TUPELO SYMPHONY ORCHESTRA

SUMMARY 2010- 2011 SEASON

The Tupelo Symphony Orchestra Association completed another successful year with renewed focuses on arts development and presenting high-artistic performances, arts education programs, and nurturing/developing new partnerships that afforded high-quality outreach arts experiences to a traditionally under-served region in North Mississippi.

Our goals were to provide public access to the arts for the residents of N. Mississippi and to implement a very effective outreach program. With the help of two major grants,(The Carpenter Foundation and The Mississippi Arts Commission) our organization was able to maintain and expand on existing programs and services to include not just the city of Tupelo but programming in our surrounding counties.

High-quality artistic performances were planned and implemented for our 39th season. In our endeavor and commitment to artistic excellence during the 2010-2011 concert series, Steven Byess served as our musical director and conductor for all concerts. The Tupelo Symphony is composed of 65-80 professional musicians of the region with a large number teaching at the university level in three states. Veteran professional musician and educator, David East served as Orchestra Manager. Margaret Anne Murphey, President and Executive Director provided valuable leadership and assistance to implement the strategies for success.

Performances for the 2010-2011 Season began with an orchestral performance on Saturday, October 30, 2010, at the Link Centre in Tupelo featuring guest artist Natasha Korsakova, a beautiful and dynamic violinist.

. *Christmas with the TSO*, our holiday concert held on December 11, 2010, at the Link Centre dazzled audiences with beautiful traditional Christmas music that featured guest African-American vocal artists, Calvin (baritone) and Juana Ellis (soprano).

On January 29, 2011, The Ioudenitch Family served as guest artists. The audiences were entertained by Van Cliburn gold Medalist Stanislav Ioudenitch, his wife, Tatiana Ioudenitch, pianist, and daughter Maria Ioudenitch, violinist. This concert was the first Chamber music concert performed by TSO. Byess and Ioudenitch planned a program that was a masterful mix. The audience was enthralled.

On Saturday, February 26, 2011, the Tupelo Symphony Orchestra presented *The Planets* by Gustav Holst and featured a real-time 3D animation of recent NASA photographs and video footage at the Tupelo Civic Auditorium as the symphony performed this colossal and extraordinary opus. This creative programming enabled us to fill the Tupelo Civic Auditorium and helped to achieve a goal of reaching a more diverse audience. This concert was multi-generational and had wide-audience appeal.

Another concert, *John Philip Sousa: El Capitan* was presented on Saturday evening, March 26, 2011 and featured the 150-voice chorus from Mississippi State University under the direction Dr. J. Bruce Lesley. This collaboration contributed to a more diverse audience with regional attendees. Presenting “El Capitan” in concert was a

new dimension for TSO. This concert was repeated Sunday afternoon, March 27, 2011 as a regional outreach matinee concert in New Albany, Mississippi at the New Albany High School Auditorium with the MSU Chorus.

Yaron Kohlberg, 2nd place winner of the 2007 Cleveland International Piano Competition and top prize winner in various other international piano competitions, served as guest artist for the final concert of the season on April 16, 2011 at the Link Centre. The concert, entitled *Orchestral Spectacular*, concluded the 2010-2011 concert season. The concert featured Patrick Rafferty, Tupelo Symphony Concert Master for the past 20 years, playing Mozart's Violin Concerto #3 as his final performance with the Tupelo Symphony Orchestra. In addition this program premiered a new composition by American composer, Sara Carina Graef, entitled *Cooling in the Peppermint Wind*. This new composition will be included in the 2011-2012 Children's Concert Series.

Other special concerts/collaborations included the July 4, 2010 concert at Ballard Park in Tupelo. TSO partnered with the Tupelo Parks and Recreation Dept. for this patriotic program for which TSO recruited a large chorus of varied ethnic backgrounds to sing with the orchestra. The Tupelo Symphony also partnered with the Tupelo Ballet to provide live orchestral music for the city's annual performance of *The Nutcracker* on December 4, 2010 at the Performing Arts Center at Tupelo High School. 2010 was the thirteenth year of this collaboration. The Tupelo Symphony provided live music (a swing band) for the Tupelo Charity Ball on February 11, 2011 at a cost to TSO of \$5000 in our outreach endeavor. We were and are actively seeking new and younger adults for our concert audiences.

Citing educational outreach as a main goal of our organization, the Tupelo Symphony provided free children/youth concerts for elementary-high school students of the region. On Friday, February 25, 2011, the Symphony presented two children's concerts entitled *Symphonic Storytelling* to approximately 2800 students of the North Mississippi region at the Tupelo Civic Auditorium. On Friday, October 29, 2010, the Tupelo Symphony collaborated with the city of Fulton, Mississippi and citizens of Itawamba County to present a children's concert at the Davis Center on the Itawamba Community College Campus for over 3000 3rd grade-6th grade students of the Fulton City Schools and Itawamba County schools. "Side by Side" is an educational program the Tupelo Symphony established in April 2004 for the purpose of recognizing and encouraging young musicians by giving them the opportunity of sitting in a section and playing with the orchestra for one-two numbers on a given program.

One of the most notable successes of the year in our endeavor to widen our patron base and concert audiences was the implementation of the Patron Technology Program that we learned about at the 2010 League of American Orchestras annual meeting in Atlanta, Georgia. This program enabled our organization to step into the 21st century by marketing and selling our tickets for single-concerts on the Internet. We are now able to

sell our season tickets on the Internet as well as the single concert tickets. As a result, we have a new patron base with individuals that had never attended our concerts.

The Tupelo Symphony made its programming accessible to all the people in the community by providing concerts at the Link Centre and Tupelo Civic Auditorium, both of which are located in the center of the city and are handicap accessible in the areas of parking, entrances/exit ramps, restroom facilities, hearing-impaired interpreters, and seating. The public was involved in the planning and evaluation with our partners with the Create Foundation, our long-range planning sessions, and our collaborations with the outreach cities where concerts were provided. We reviewed and revised our long-range plan with wide-community input. We also partnered with the regional public and private school systems for our children/youth concerts and continued our partnerships with community colleges/universities. We are extremely proud of our successful outreach programs to surrounding rural areas in Union County, Itawamba County and Monroe County as well as Lee County for adult programming and educational activities and concerts for grades 2-8. Events were promoted by phone, flyers, brochures, mail, internet, website, radio, television and partnerships with area leaders/arts organizations. Our support has increased due to our outreach to surrounding rural communities.

The Tupelo Symphony has evaluated our activities this past year with the parties mentioned above. Our long-range planning team and Board of Directors have worked extensively this year to evaluate our organization's missions, goals, and access strengths, weaknesses and develop strategies to continue both artistic and financial success of the organization both short term and long term. This was our most successful evaluation tool. With our extensive planning with these diverse groups and our surrounding communities, the Tupelo Symphony will continue on its successful path to provide high-quality arts experiences and arts education to the citizens of North Mississippi and further its role as the flagship arts organization for the area.