



## **ACG Congratulates the Colorado Symphony On its "Renaissance"**

Arts Consulting Group congratulates the Colorado Symphony on its record-breaking successes in earned and contributed income this season.

Colorado's only full-time professional orchestra increased ticket sales by more than \$1 million and its subscriptions by over 73%, while also achieving significant successes in fundraising and development. The number of individuals donating to the Colorado Symphony's Annual Fund doubled in the last eighteen months. It also posted the largest increase in dollars contributed by individuals in its history - growing from \$1 million to more than \$2.1 million.

the colorado symphony



"We can credit changes made in administration, marketing, and programming with a true renaissance for the Colorado Symphony," said James W. Palermo, the symphony's CEO. "Today, we are experiencing substantial results from these changes and are proud to report that the Colorado Symphony is on strong artistic ground and has gained significant momentum toward financial stability."

"This not only demonstrates the extraordinary commitment the greater Denver community feels toward the organization, but also the deep-rooted enthusiasm for classical music felt by so many individuals," said Tracy Tajbl, the Symphony's Vice President of Development. "Building and maintaining a solid base of support of the Annual Fund from individual and corporate donors will be the primary source that allows the Colorado Symphony to sustain itself now and into the future, and we look forward to working with these donors as the Colorado Symphony continues to grow."

Symphony officials credit the significant increases in recent ticket sales and audience growth to the organization's overhaul of both administrative and artistic programs during the past eighteen months.

"We are excited and proud to announce that the 2010/11 season exceeds the best year on record by far," said Margaret Williams, the Symphony's VP of Marketing and Communications. "This season, sales campaigns have already exceeded total ticket revenues from the previous year by more than \$1 million. This is a 23.5% increase in total earned revenues compared to last fiscal

year." So far this season, almost one-third of all audience members are new to the Symphony, many being drawn to performances by a Groupon offer which resulted in 4,000 individual tickets being sold in one day.

"The Colorado Symphony undertook a complete overhaul of sales and marketing programs at the same time that it examined what Denver communities want and need from a symphony organization," said Palermo. "We asked tough questions. We also conducted research to learn more about what young families in Denver desire in terms of family programming, as well as what educators need from our music education programs."

Recent enhancements to Symphony offerings include collaborations with popular, independent, and world music artists; changes to the concert calendar; a new youth concert initiative and an energized online presence including a new website, social media channels, and online ticket purchasing options.

Arts Consulting Group's Vice President Lee Kappelman conducted an *Executive Search process* in 2009 resulting in the placement of Vice President of Development, Tracy Tajbl. Additionally, Ms. Kappelman, working with ACG Senior Consultant Rebekah Lambert, led the Colorado Symphony through a *Strategic Board Redevelopment Process* in 2010. Working with a Committee comprised of board, staff and community leaders, this nine month consultancy helped the Colorado Symphony assess current board effectiveness and its governance structure while developing recommendations for building and developing the capacity of the Colorado Symphony's board.

Among the elements included in the process:

- ❖ An assessment of Board effectiveness within the context of the Symphony's mission, vision, and values
- ❖ Interviews with community stakeholders
- ❖ Facilitation of discussions and planning activities with Symphony's Committee on Trustees
- ❖ Development of an action plan for 2010-2011 with specific, measurable, attainable, reviewable, and time-sensitive goals (SMART objectives).
- ❖ Recommendations for longer-term strategies related to Board redevelopment.

"Our work with Arts Consulting Group has been extremely beneficial for the Colorado Symphony. Within the last year we have identified the major tenets of change for our institution and with ACG's help, designed an action plan for this next part of our transformation," said Colorado Symphony President & CEO James W. Palermo.

"Our congratulations to the Colorado Symphony for the outstanding results they have achieved this season," said Bruce Thibodeau, ACG President. "These remarkable success stories are testimony to the thoughtful way the board and staff worked to engage and respond to their community while pursuing ambitious and a clearly focused set of strategic objectives. They are a wonderful client, and we are honored to be celebrating their success!"

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