

Excellence in the Arts : Entry # 25

Is your organization a 501(c)3 nonprofit?

Yes

According to your 501(c)3 letter, in what town is your official office located?

New Britain

Where will your project be performed or exhibited?

New Britain

Will this activity occur after February 1, 2023?

Yes

Are you a recent grantee?

Yes

Organization Name

New Britain Symphony Orchestra

Organization's IRS Tax ID #

237168819

Principal Contact Name

Maryann Burns

Title

Executive Director

Email

newbritainsymphony@gmail.com

Phone

(860) 826-6344

Address

114 West Main St. #304
New Britain, Connecticut 06051
United States
[Map It](#)

Website

<https://newbritainsymphony.org/>

Amount requested this application

\$5,000.00

What is the organization's mission/vision statement?

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The mission of the New Britain Symphony Orchestra is to perpetuate the rich tradition of live symphonic music by presenting concerts of a high caliber performed by a professional orchestra, and to provide related education and enrichment activities, thereby contributing to the quality of life for people of all ages.

Describe the diversity of your board.

We have a 15-person Board of Directors, 46% (7) of which are female. We have no African American or Latino/Hispanic members.

87% (13 of 15) have made personal financial contributions thus far in our fiscal year. Our fiscal year is July 1 – June 30.

Detail any changes since your last application.

Starting in 2019 and continuing into this year, we are focusing on strengthening our organizational capacity to strengthen our sustainability. We have made these changes since our last application:

1. Hired an Executive Director, Maryann Burns, in February 2019 to increase capacity for our organization in the areas of operations, marketing, publicity and community outreach. This role had been vacant for several years. We have seen dividends as we have more interest and awareness from community leaders, and our day-to-day operations have stabilized.
2. Cynthia Carlson became our new Board of Directors President in June 2019, after having served as Vice President for one year.
3. Hired a new Music Director and Conductor, Toshiyuki Shimada, in September 2019 who has a stellar musical reputation and experience in growing symphony orchestra organizations. He has met with many community leaders and groups and has been active in promoting our season. His debut main stage concert in November garnered much positive media attention and we saw increased attendance from prior concerts.
4. Participated in capacity building workshops sponsored by the Community Foundation of Greater New Britain in the areas of governance, fundraising and Board roles and expectations.

We also were the benefactors of a generous planned giving gift in 2019.

Our next focus is to revise our governance policies and procedures, Artistic Vision and Strategic Plan. We anticipate these to be completed in 2020.

Project Name

May 9, 2020 Salute to Mothers main stage concert

Project Description

This is our second and final full symphony concert of our 2019-2020 concert season. It will be performed at Central Connecticut State University's Welte Hall.

The concert will be a tribute to mothers by offering a wonderful selection of pieces dedicated to moms, featuring guest soloist **Eva Virsik** on Piano.

The program will include:

Samuel Ward – America The Beautiful (arr. Carmen Dragon)

Antonin Dvorak – Songs My Mother Taught Me (arr. Carmen Dragon)

Frederic Chopin – Piano Concerto No. 2 in F minor, op. 21, 32' *with guest soloist Eva Virsik*

Rimsky-Korsakov – Scheherazade, op. 36

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Project start/opening

05/09/2020

Project end/closing

05/09/2020

Project venue

Central Connecticut State University Welte Hall.

Project town

New Britain

Admission fees, attendance, and activity details

The May concert is a one performance only event. It is open to the public.

Our ticket fees are: \$25.00 for Adult, \$5.00 for non CCSU Students, free for CCSU Students and free for children 17 and under.

Our attendance goal is 715:

- 480 Adult tickets
- 85 Complimentary tickets to area non-profits (20, Hospital of Special Care, 10 St. Lucian's Residence, 35 CCARC, 20 Boys and Girls Club)
- 100 CCSU Students
- 20 Non CCSU Students
- 30 Children 17 and under

How do you intend to promote/market this project?

We have a marketing plan in place that includes promotion through:

- Posters
- Newspaper and magazine articles
- TV spots/interviews
- Radio spots/interviews
- Greater New Britain Chamber of Commerce mailing
- Social Media – website, Facebook, Twitter and Constant Contact
- Community Calendars – Greater New Britain Chamber of Commerce, CT Now, The Patch, Greater New Britain Arts Alliance, New Britain Downtown and others
- Concert sponsorships
- Concert program ads
- Word of Mouth

How is your organization going to use Roberts funding?

The Roberts Foundation will be recognized using its name and logo as a grantor in our concert program book, our social media marketing, on our website and in all other media outlets as stated above.

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What is your organization's definition of artistic excellence?

We believe that music is the universal language of mankind, and as such has the power to unite, to inspire, and to promote the perfection of human culture. The New Britain Symphony Orchestra's artistic vision is to celebrate and reflect the goodness of the community and to create a sense of well-being and belonging through the medium of live concerts performed by an orchestra of talented and dedicated professional musicians of the highest caliber.

How does this project align with that definition, and how does it advance your mission?

A Salute to Mothers, which takes place on Mother's Day Eve, has been designed to attract patrons from a wide range of ethnic and religious backgrounds in New Britain and the surrounding area; the bond between mother and child transcends all boundaries and unites us in a common experience . We feel this concert will foster a shared sense of our common humanity. Our conductor, Toshiyuki Shimada, has created a program celebrating mothers and other strong women, which is intended to attract a multi-generational audience. Our soloist, Eva Virsik, is a Steinway artist. Maestro Shimada, an internationally renowned conductor, is dedicated to bringing outstanding quality music to New Britain. He will be a guest speaker at the introductory music appreciation class at CCSU and the concert will be required attendance for its students, thus fulfilling the education aspect of our mission statement. We also anticipate New Britain High School students will be attending the concert rehearsal on May 7.

How will your audience and the community benefit from this project?

We feel that the May 9 concert will be an excellent vehicle for positive interaction between different cultures and multiple generations. As always, our conductor will begin the concert with a patriotic piece, this time America the Beautiful, which promotes a sense of national pride and belonging. Also, as always, we will be giving free tickets to the Hospital for Special Care, to CCARC, to St. Lucian's Residence, to the Boys and Girls Club and all CCSU students may attend the concert free of charge. Our conductor, Maestro Shimada, will be addressing various groups in the community prior to the concert, discussing the program, and promoting the importance of music in all of our lives.

How will this project be evaluated?

We will measure our success through these means:

1. Ticket sales
2. Attendance
3. Sponsorships sold
4. Program Ads sold
5. Surveys/polling of patrons
6. Staff observation of patron satisfaction
7. Donations
8. Media coverage

Cover letter

- [NBSS-cover-letter.pdf](#)

Current year operational budget

- [NBSS-Budget-vs-Actuals-01-27-20.pdf](#)

Balance sheet

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- [NBSS-Balance-Sheet-01-27-20.pdf](#)

Project budget

- [NBSO-May-9-2020-concert-budget.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

No

Other materials?

- [NB-Herald-article-Nov-2019-concert-11-10-19.pdf](#)
- [NBSO-Roberts-Foundation-2018-Grant-Budget-and-Actuals.pdf](#)

We do not have any liabilities. Our assets are in the form of cash and investments. A portion of our investments is a restricted endowment of \$178,000. This sum is in the Janney investment account labeled 'restricted' on our balance sheet report.

We have experienced a number of challenges as well as growth spurts over our 71 years, as do many organizations. Presently, we consider our organizational lifecycle to be in a 'Renew' phase. We recognize we are in yet another rebuilding phase and wish to position our organization for long term sustainability and growth.

The filling of the Executive Director and Music Director/Conductor positions and other capacity building activity we have completed and plan to do with our Board makes us confident we will gain greater capacity for our organization which will lead to success in providing musical enrichment for even more members of our community. Grants such as those from this Foundation will assist us in continuing our upward momentum.

Have you contacted the Executive Director by email or phone to discuss this proposal?

Yes

Is your cover letter signed by your senior executive? on your letterhead? with your official office address?

Yes