

Excellence in the Arts : Entry # 276

Is your organization a 501(c)3 nonprofit?

Yes

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

Hartford

Where will your project be performed or exhibited?

Hartford

Will this activity occur after August 1, 2023?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

445241-Roberts2020

Organization Name

Hartford Symphony Orchestra

Organization's IRS Tax ID #

060637319

Principal Contact Name

Eric Hutchinson

Title

Senior Manager, Development Operations

Email

ehutchinson@hartfordsymphony.org

Phone

(860) 965-7505

Address

166 Capitol Ave
Hartford, Connecticut 06106-1621
United States
[Map It](#)

Website

<http://hartfordsymphony.org>

Amount requested this application

Excellence in the Arts : Entry # 276

\$25,000.00

What is the organization's mission/vision statement?

Our Mission:

To enrich lives and community through great music.

Our Vision:

HSO will be widely known for and unrivaled in its ability to:

Openly engage our community and its diverse people

Foster joy for music and an appreciation of its transformative power

Our Goal:

To be the organization of choice for music consumers

Our Brand Promise:

Alive through great music!

Provide a brief history of your organization and its activities.

Marking its 79th season in 2022-2023, the HSO is Connecticut's premier musical organization, the second largest orchestra in New England, and widely recognized as one of America's leading regional orchestras.

The HSO captivates and inspires audiences of all ages by presenting more than 100 concerts annually, including the Masterworks Series, POPS! Series, Sunday Serenades, Discovery Concerts, Symphony in Schools, Musical Dialogues, the Talcott Mountain Music Festival, and more. The HSO aims to deliver uniquely powerful and emotional experiences that lift and transform the spirit, and to give back and help create vibrant communities in the Greater Hartford area.

The Hartford Symphony Orchestra named Carolyn Kuan as its tenth music director in January 2011; she is the first woman and youngest person to hold this title. Since beginning her tenure in 2011 she has led the HSO to new artistic heights with community-minded concerts and innovative programming.

The Hartford Symphony Orchestra believes passionately in making diversity, equity and inclusion throughout our organization not only a priority but a core value. This value is born of the conviction that inequity, particularly with regard to racial and ethnic diversity, is an unacceptable barrier to effective and lasting community engagement, and artistic vitality.

Describe the demographics of your audience/people served by your activities.

The Hartford Symphony Orchestra welcomes a diverse audience from all different age groups, economic backgrounds, races, and beliefs. We do not have data on percentages of populations served by our Masterworks program. We are taking serious and impactful steps to ensure that the diversity of our audience appropriately reflects that of the community we serve.

Describe your organization's governance.

Our Board of Directors meets monthly from September-June with about 78% average attendance. The Board of Directors is chaired by Bob Bausmith with Jeff Verney as immediate past chair. We have 31 current board members, 11 of whom are female. We are making strides in diversifying our Board, onboarding two new BIPOC Board Members in the past 12 months.

Excellence in the Arts : Entry # 276

Describe the diversity of your board.

We believe strongly that our Board of Directors should reflect the makeup of the community we serve. This is not a fast process, but it is an important one. As board seats open up, we heavily consider our need to diversify our volunteer leadership and work closely with key members of the community to fill openings with talented individuals.

Male- 64%

Female- 36%

White- 74%

Black- 13%

Asian- 10%

LatinX- 3%

What percentage of your board makes personal financial contributions to your organization?

100%

Project Name

2023-2024 Masterworks Season

Is this project related to the Visual Arts?

No

Project Description

A full season announcement featuring concert details is attached. Our 9 Masterworks Concerts will be:

SEPTEMBER 29-OCTOBER 1, 2023

Elgar's Enigma

OCTOBER 20-22, 2023

Dvořák & Price

NOVEMBER 10-12, 2023

Ravel & Debussy

DECEMBER 8-10, 2023

Beethoven 5+5

FEBRUARY 9-11, 2024

Enduring Love Stories

MARCH 8-10, 2024

Copland & Bernstein

APRIL 12-14, 2024

Vivaldi's Gloria

MAY 10-12, 2024

Mozart & Prokofiev

Excellence in the Arts : Entry # 276

JUNE 7-9, 2024

The Planets

Total estimated project budget

\$1,526,272.00

Project start/opening

09/29/2023

Project end/closing

06/10/2024

Project venue

The Bushnell Center for the Performing Arts

Project town

Hartford, CT

Admission fees, attendance, and activity details

Based on realistic current attendance, we estimate about 2,000 attendees per weekend, times 9 concert weekends, for a total of 18,000 attendees. This is inclusive of paid and comp tickets. Tickets range from \$35-\$69 per person, with \$10 staff and student tickets available. There will be a total of 27 performances.

How do you intend to promote/market this project?

We have a robust marketing plan which includes direct mail concert guides, e-blasts, social media marketing, television advertising, indirect advertising through local partners such as the MetroHartford Alliance and The Bushnell, radio engagement, and print marketing during our summer series concerts.

How is your organization going to use Roberts funding?

The generous funding from the Roberts Foundation is used to help offset the substantial costs of running this concert series, subsidizing musician salaries, production costs, marketing costs, and venue expenses.

How will Roberts support be recognized?

Support from the Roberts Foundation is widely recognized through extensive logo usage. We have sponsor signage on each floor of the Bushnell during the concerts. We feature the Roberts Foundation on our website, in our eblasts, direct mail pieces, social media, and in tandem with any communication about Masterworks that we distribute.

What is your organization's definition of artistic excellence?

For the Hartford Symphony Orchestra, Artistic Excellence is the intersection of technical perfection and emotional expression in a way that honors the composer's intent and elicits an emotional response from a diverse audience.

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

Excellence in the Arts : Entry # 276

Masterworks aligns perfectly with the Hartford Symphony Orchestra's definition of artistic excellence. There is no better vehicle for technical and emotional expression than the music of the talented composers featured on this series. Our mission is to enrich lives and community through great music. I can think of no better way to enrich lives than through the incredible music we perform.

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

Our Masterworks Series is the cornerstone of the HSO's legacy. The works we perform and the productions themselves help to keep classical music alive and provide the community with an experience like no other. Masterworks connects our community to guest artists, musicians, conductors, and composers of a caliber that are the envy of orchestras around the country. We offer discounted tickets to students, giving them a professional experience for only \$10. The Hartford Symphony gives the Greater Hartford Community a sense of pride in their own local talent.

How will this project be evaluated?

This project will be evaluated through a number of data points, including:

- Financial success compared to budgeted goals
- Post-concert audience surveys
- Attendance and attendance increases from concert to concert
- Advancement of our DEIJ goals
- New audience attraction

Cover letter

- [HSO-Cover-Letter-2023-Roberts.pdf](#)

Board list

- [FY23-HSO-Board-Roster-Contact-Sheet-as-of-March-1-2023.pdf](#)

IRS 501(c)3 determination letter

- [8-HSO-IRS-Determination-Letter.pdf](#)

Financial statement

- [HSO-Audit-FY21.pdf](#)

Last year operational budget

- [FY22-Final-Actual-vs-Budget.pdf](#)

Current year operational budget

- [FY23-Budget-approved.pdf](#)

Balance sheet

Excellence in the Arts : Entry # 276

- [4.-FinCom-03-20-23-Balance-Sheet.pdf](#)

Project budget

- [FY24-Masterworks-Budget-DRAFT-2023.04.13.pdf](#)

Does your organization produce an annual report?

Yes

Annual report

- [HSOAnnualMessage_Sept22_V2SINGLEPAGES.pdf](#)

Has your organization adopted a strategic plan?

No

Grant Report

- [Hartford-Symphony-Orchestra-Grantee-Reporting-Form.pdf](#)

Other materials?

- [HSO_MWRenewalMailer_Feb23_V2_NOMARKS.pdf](#)

The Hartford Symphony Orchestra is incredibly grateful to the Roberts Foundation for their years of dedicated partnership and support. We couldn't be us without YOU!

Thank you, sincerely.

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