

Excellence in the Arts : Entry # 111

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

126073-Roberts2020

Organization Name

Hartford Symphony Orchestra

Organization's IRS Tax ID #

060637319

Principal Contact Name

Eric Hutchinson

Title

Corporate & Foundation Relations Manager

Email

ehutchinson@hartfordsymphony.org

Phone

(860) 965-7505

Address

166 Capitol Avenue
Hartford, Connecticut 06106
United States
[Map It](#)

Website

<http://hartfordsymphony.org>

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Amount requested this application

\$25,000.00

What is the organization's mission/vision statement?

To enrich lives and community through great music!

Provide a brief history of your organization and its activities.

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 was founded in 1934 and formally established as the Symphony Society of Greater Hartford in 1936. Angelo Coniglione, Jacques Gordon, Leon Barzin, Moshe Paranov, and George Heck were the Orchestra's first music directors. With the appointment of Fritz Mahler in 1953, the HSO began its Young People's Concerts and made several highly acclaimed recordings for Vanguard. In 1964, Arthur Winograd became music director and the Orchestra grew in artistic stature, performing at Carnegie Hall and other New York locations to highly favorable reviews. Under the artistic leadership of Michael Lankester from 1985–2000, the HSO received national recognition for its programming innovations, including the popular Classical Conversations and Family Matinees, as well as a series of landmark theatrical productions. From 2001–2011, Edward Cumming led the HSO to new levels of artistic excellence and innovative programming.

Each season, the HSO plays to audiences numbering more than 95,000 statewide. The Hartford Symphony Orchestra's extensive array of Education and Community Activities serves 23,000 individuals in Hartford and surrounding communities annually.

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

The Hartford Symphony serves people of all ages and demographics from around the State of Connecticut and beyond. Based in Greater Hartford, the HSO provides a mix of paid and free programming in a variety of locations, neighborhoods and venues to ensure that our music is made available to all who seek it.

Describe your organization's governance.

The Board of Directors, with Jeff Verney as the Board Chairperson, meets six times each year with a 69% attendance rate and has a wide variety of committees to serve the organization. In 2014-2015, the Board went through a multi-layered strategic planning process, approved in June of 2015, and continues to work alongside members of the staff to execute numerous plans and systems created through this 5-year strategic framework. We are currently going through a new strategic planning process.

Describe the diversity of your board.

The HSO has a strong commitment to DEI which has become a major focal point of talent and board recruitment. Our current breakdown is as follows.

24 White

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4 African American

1 Asian

1 Hispanic

8 Female

22 Male

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

100% of our board members make some level of financial contribution to the organization.

Project Name

Masterworks 2021-2022 Season

Project Description

Oct 1-3 *Beethoven 7*

Rossini *W. Tell Overture*

Assad *É gol*

Beethoven Symphony No. 7

Nov 5-7 *Bernstein & Copland*

Copland *Rodeo Four Dance Episodes*

Bernstein *West Side Story*

Dec 3-5 *Tchaikovsky & Grieg*

Grieg Music from *Peer Gynt*

Tchaikovsky Act I Finale from *The Nutcracker*

Grieg Piano Concerto

Jan 14-16 *From the New World*

Still *Darker America*

Price Concerto in One Movement for Piano

Dvořák Symphony No. 9"

Feb 11-13 *Firebird*

Bizet *Carmen*

He/Chen *The Butterfly Lovers*

Stravinsky *The Firebird*

Mar 11-13 *Mendelssohn's Italian*

Mendelssohn Selections from *A Midsummer Night's Dream*

Puts Flute Concerto

Mendelssohn Symphony No. 4

Apr 8-10 *Rachmaninoff & Tchaikovsky*

Rachmaninoff Piano Concerto No. 3 in D minor, Op. 30

Tchaikovsky Symphony No. 5

May 6-8 *Scheherazade*

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Shankar Sitar Concerto No. 1

Rimsky-Korsakov *Scheherazade*

June 10-12 *Beethoven's 9th*

Philip Glass Concerto for Saxophone Quartet and Orchestra

Beethoven Symphony No. 9

Total estimated project budget

\$1,361,920.00

Project start/opening

10/01/2021

Project end/closing

05/15/2022

Project venue

The Belding Theater at The Bushnell

Project town

Hartford, CT

Admission fees, attendance, and activity details

Ticket prices are affordable and range between \$38 and \$72 for single ticket buyers. The HSO continues to offer reduced Masterworks ticket pricing for students (\$10 tickets). This season, the number of tickets sold, number of paid/comp tickets and the capacity of each concert will be dependent on state and local gathering restrictions for indoor venues, and has yet to be determined.

How do you intend to promote/market this project?

The demographics of HSO ticket buyers continues to show its outreach to almost all cities and towns in Connecticut along with neighboring states. The HSO uses traditional marketing strategies such as print and online advertising, mailing campaigns, telemarketing, radio advertising, as well as collaborating with other community organizations in Greater Hartford. We use Facebook, Twitter, Instagram and our electronic newsletter to reach younger and more technically-savvy audience members.

How is your organization going to use Roberts funding?

The Hartford Symphony Orchestra will use any funding associated with the Roberts Foundation to offset the costs of the 2021-2022 Masterworks Series. This could include but is not limited to: musician costs, music licensing, facility rental, technical costs, guest artists, contracts, security, and staffing.

How will Roberts support be recognized?

The Roberts Foundation will be recognized in our concert programs at each event, as well as on our website, in our weekly e-blasts, on Masterworks marketing materials, and in any media coverage associated with the Masterworks Series.

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What is your organization's definition of artistic excellence?

For the Hartford Symphony orchestra, artistic excellence is the ability to create and produce great music in a way that is accessible to the community, while maintaining our core values throughout the production process.

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

We have made sure to program excellent music that best showcases the talents of our musicians and we offer tickets to the general public at a price that is affordable and in a place that is accessible. Our programming also takes into account our commitment to Diversity, Equity and Inclusion; allowing us to showcase composers and musicians of color.

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

As Connecticut's Premier musical organization, our Masterworks Series keeps great classical music alive and provides an entertaining and artful experience for concertgoers throughout the state. Our concerts also help to feed the local economy, as our patrons dine in local restaurants and visit small businesses as a part of their visit to the symphony.

How will this project be evaluated?

The Hartford Symphony Orchestra evaluates the success of its Masterworks concert series using two metrics. First, it uses feedback from the Music Director, artistic staff, and orchestra members, and critical reviews in local news publications like *The Hartford Courant* to determine the artistic quality and audience appeal of performances. Secondly, it sends a survey to all online ticket buyers requesting feedback about their satisfaction at HSO concerts and ideas for future concerts. All patrons are encouraged to provide their email addresses to HSO staff to ensure that they can participate in this process.

The "Hall Hosts" program provides an opportunity for volunteers to act as guides as patrons arrive at the hall. One of their most important tasks is to provide patron feedback to the HSO staff. The HSO also welcomes and takes into consideration the wide variety of letters, emails and general comments it receives directly from audience members.

Cover letter

- [HSO-Cover-letter-21-22.pdf](#)

Board list

- [HSO-Board-of-Directors-Affiliations-List-FY20-with-Board-Tenure.pdf](#)

IRS 501(c)3 determination letter

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

Financial statement

- [HSO-FY20-Audit-Report.pdf](#)

Last year operational budget

- [FY20-Budget-Approved-by-itself.pdf](#)

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Current year operational budget

- [FY21-Budget-by-itself.pdf](#)

Balance sheet

- [Balance-Sheet-2-28-21.pdf](#)

Project budget

- [HSOMasterworksBudgetFY22.pdf](#)

Does your organization produce an annual report?

Yes

Annual report

- [Link-to-FY-20-Annual-Message.pdf](#)

Has your organization adopted a strategic plan?

No

Grant Report

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

Series Sponsors

Edward C. and Ann T. Roberts Foundation - \$25,000, Pending

Concert Sponsors:

The Cly-Del Manufacturing Company - \$10,000 confirmed

Saunders Fund for Innovative Programming - \$10,000 confirmed

Endowed Memorial Concerts:

Alexander Campbell McNally Memorial Concert

Koski Memorial Concert

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?

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Yes