

**Excellence in the Arts : Entry # 194**

**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**

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(860) 965-7505

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Hartford, Connecticut 06106-0000  
United States  
[Map It](#)

**Website**

<http://hartfordsymphony.org>

## Excellence in the Arts : Entry # 194

### Amount requested this application

\$25,000.00

### What is the organization's mission/vision statement?

To enrich lives and community through great music.

#### **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

### 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 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. 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. Each season, the HSO plays to audiences numbering more than 95,000 statewide.

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

Although we do not have exact demographics on our audience, the HSO has been dedicated to expanding the diversity of our audiences, not only in terms of race and ethnicity but age, as well. We have made large strides as we strive to include more BIPOC and Latin X audience members by altering our programming and marketing strategy. We have also integrated Forte!, our Young Professionals Group into our performances to attract younger concert goers to our Masterworks Season.

### Describe your organization's governance.

Our board meets monthly with around 80% attendance. 100% of our board members make a person financial contribution to the organization. Recently, our Executive Director has been named President & CEO. This coming fall, our board will transition chair leadership from Jeff Verney to Bob Bausmith.

### Describe the diversity of your board.

68% Male

32% Female

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78% Caucasian

7% Asian American

4.5% LatinX

10.5% African American

In solidarity with our Black and brown neighbors, we are committed to look inward, and we acknowledge our responsibility to be a catalyst for change including organizational training, seeking out diverse talent, and developing more inclusive programming.

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

100%

**Project Name**

Masterworks 2022-2023

**Is this project related to the Visual Arts?**

Yes

**Will the artists associated with this project be financially compensated?**

Yes

**Project Description**

Please see our 2022-2023 Masterworks Brochure attached.

**Total estimated project budget**

\$1,361,920.00

**Project start/opening**

10/07/2022

**Project end/closing**

06/11/2023

**Project venue**

The Bushnell

**Project town**

Hartford

**Admission fees, attendance, and activity details**

Tickets: \$38-\$72

Staff Tickets/Student Tickets: \$10

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Up to 135 Comps per Masterworks Weekend (45 per night)

3 concerts per weekend, 9 weekends

We estimate attendance at 900 per performance.

### **How do you intend to promote/market this project?**

This project will receive extensive promotion on social media, website, eblast, TV and radio advertising, digital signage and direct mail.

### **How is your organization going to use Roberts funding?**

Funding from the Roberts Foundation is used to support the general operations of cost incurred by our Masterworks Season, such as music rental, hall rental, musician salaries, advertising, staffing and ticketing.

### **How will Roberts support be recognized?**

Roberts will receive extensive recognition through logo usage in print, on digital media, mentions on TV and radio and concert signage.

### **What is your organization's definition of artistic excellence?**

The HSO defines artistic excellence as the creation of high caliber music that both impacts and represents the community that surrounds and supports us.

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

Each season, the HSO strives to enrich lives and community through great music. Of Masterworks season is becoming increasingly reflective of the community we serve and is changing lives through great music.

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

Our audience values the impact of great live music. We ensure each and every person who enters our doors is given that experience. Our performances not only provide a great musical experience for our audiences, but help to boost the economy here in Hartford and beyond through commerce, restaurant patronage, attendance at multiple events, and city exploration.

### **How will this project be evaluated?**

The HSO constantly evaluates our Masterworks Season after each performance on the basis of musical quality, attendance, revenue, repertoire, audience feedback, operational smoothness, and overall impact. We make adjustments as we go to ensure a season that gets better with each performance.

### **Cover letter**

- [HSO-Cover-letter-22-23.pdf](#)

### **Board list**

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- [Board-of-Directors-List-9-17-2021.pdf](#)

### IRS 501(c)3 determination letter

- [8-HSO-IRS-Determination-Letter-1.pdf](#)

### Financial statement

- [HSO-FY20-Audit-Report-1.pdf](#)

### Last year operational budget

- [FY21-Budget-by-itself-1.pdf](#)

### Current year operational budget

- [FY22-Approved-Budget.pdf](#)

### Balance sheet

- [Balance-Sheet-HSO-3-months.pdf](#)

### Project budget

- [HSOMasterworksBudgetFY23.pdf](#)

### Does your organization produce an annual report?

Yes

### Annual report

- [Annual-Message-2021.pdf](#)

### Has your organization adopted a strategic plan?

Yes

### Strategic plan

- [HSO-Strategic-Plan-Current.pdf](#)

### Does your organization have a formal policy or organizational commitment to ensure that visual artists are financially compensated?

No

### Grant Report

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

The HSO is so grateful to the Roberts Foundation for our long standing relationship. We can't be us without you. Thank you!

**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