



## Community Update

June 10, 2014

*...promoting and supporting the world-class artistic excellence and stature of the Minnesota Orchestra and ensuring its preservation in our community for future generations.*

*Presented by*

Mariellen Jacobson – Chair  
Jonathan Eisenberg – Vice Chair  
Linda Murrell – Treasurer  
Nils Halker – Secretary  
Michael McNabb – Director



## Agenda

- Who we are
  - Leaders, mission, strategy, tactics
  - Financial report
- What we have accomplished
- New collaborative initiatives with other stakeholders
  - How you can participate and help
- Other SOSMN initiatives for the months ahead
  - Group discussion topics
- How we communicate and your key role
- Questions and Feedback
  - Actions you can take tonight!



## WHO WE ARE

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## Save Our Symphony Minnesota

- Grass roots, community-based organization
- Audience members, season and occasional ticket holders, donors, friends
- Formed in August 2013
- Almost 11,800 followers on Facebook
- Active on Twitter, multiple blogs
- Sponsored rallies, letter writing, etc.
- Strongly supported immediate end to lockout, leadership change, return of Osmo Vänskä
- Dedicated to preserving a world class orchestra in Minnesota

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## Our leadership team

- Mariellen Jacobson – Chair
- Jonathan Eisenberg – Vice Chair
- Linda Murrell – Treasurer
- Nils Halker – Secretary
- Michael McNabb – Director
- MaryAnn Goldstein – Director (SOSMN founder and past Chair, currently 'on assignment' in the U.K.)

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## SOSMN Mission

The mission of Save Our Symphony Minnesota (SOSMN) is to promote and support the world-class artistic excellence and stature of the Minnesota Orchestra and to ensure its preservation in our community for future generations.

<http://www.saveoursymphonymn.org/about-us.html>

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## SOSMN Strategic Vision

SOSMN is dedicated to organizing, energizing and engaging the community of orchestra lovers to help the Minnesota Orchestra recover from the devastation caused by the recent 16-month lockout. We seek to ensure that the orchestra returns to its proper position as one of the very best orchestras in the United States that serves our community with superb performances and educational programs and is recognized for artistic excellence throughout the country and in the international musical world. Our near-term focus will be on the following key priorities:

- Restoring the orchestra's premiere artistic leadership
- Attracting the nation's most talented musicians to complete the orchestra's complement
- Installing new, capable and trustworthy organizational leadership at MOA
- Driving needed changes in governance, transparency and institutional culture
- Helping MOA engage our youth and other historically underrepresented audiences
- Encouraging MOA to pursue innovative marketing efforts with a particular focus on social media
- Empowering orchestra devotees to be effective advocates for the organization's future

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## SOSMN Strategies & Tactics

### Strategies and Tactics

To achieve our mission and fulfill our vision, SOSMN will be engaging the community and advocating on behalf of audience members in the following ways:

- Working with the Minnesota Orchestra and the community to improve relationships among all stakeholders
- Communicating with Minnesota Orchestra musicians, artistic leadership, management, staff and board members on a regular basis
- Helping to restore the MOA's fiscal health by supporting their marketing and fundraising activities
- Raising awareness of issues or concerns regarding the Minnesota Orchestra on a real-time basis through social media, publications, media releases and other appropriate avenues
- Collecting, studying and summarizing publicly available financial, management, legal and governmental information about MOA to promote transparency and keep stakeholders informed
- Providing an online platform for information sharing and through which patrons' voices will be heard
- Providing tools and information to audience members to empower them to be effective advocates
- Collaborating with the Young Musicians of Minnesota and other community groups, businesses and individuals
- Working with state and local elected officials on issues needing their attention
- Sharing our experiences with audience advocacy organizations in other communities having a similar mission

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## SOSMN Finances – our expenses since August 2013

Contractor Fees	3,150
Credit Card / Banking Fees	182
Event Supplies	761
Food/Beverage	87
Gifts	587
Memberships	50
Merchandise	1,029
Office Supplies	371
Outside Services	516
Postage	250
Printing and Publishing	3,406
Web/Software	1,505
Total Expenses	\$11,893

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## SOSMN Finances – our income since August 2013

In-Kind Contributions	4,098
Individual Contributions	8,582
Interest	1
Merchandise	5
Reimbursement Requested	60
Total Income	\$12,745

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## SOSMN Finances – Contributing

- \$852 in the bank
- Contributions are tax deductible. Our Fiscal Sponsor is Save Our Symphony, a Michigan nonprofit corporation located in Detroit and qualified as exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code.
- Contributions can be made via PayPal or by check – links are on our Facebook page and website.

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## ACCOMPLISHMENTS

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**SOSMN**

## We built our online base of support

Note: this slide contains several images that "floated in" during the presentation

Save Our Symphony Minnesota  
11,790 likes · 337 talking about this

Save Our Symphony Minnesota  
10,000 likes · 1,304 talking about this

Save Our Symphony MN @SOSMinnesota · July 3  
N-X I W-H-K-F-N-D MAHIER 51 Written in the summers of 1901-1902 when Mahler was 41, this massive 5 movement work... fb.com /6Xyl-n24z

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**SOSMN**

## We published articles

**MINNPOST**  
How management's self-inflicted wounds are killing Minnesota's two world-class orchestras – and what to do about it  
By Jonathan L. Eisenberg | 06/10/13

Shared on Facebook

**MINNPOST**  
HOME POLITICS & POLICY HEALTH EDUCATION ENVIRONMENT ARTS & CULTURE BUSINESS

Community stories

**10 key points the public should know about the Minnesota Orchestra situation**  
By Maryann Goodstein, Jon Eisenberg, Marjorie Jacobson and Kris Halter | 09/27/13

Shared on Facebook

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# We engaged the community



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# We issued press releases

For Immediate Release:



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SAVE OUR SYMPHONY  
SAVE OUR SYMPHONY

For Immediate Release:

Contacts:  
 Mariellen Jacobson, SOSMN Treasurer  
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[www.saveoursymphonymn.org](http://www.saveoursymphonymn.org)



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Minnesota Orchestral Association Federal Tax Return Reveals CEO Total 2011 Compensation of Over \$600,000 Including Over \$200,000 of Bonuses

*Audience advocacy group questions amount, timing of bonuses.*

Minneapolis –Minnesota Orchestral Association’s (MOA’s) recently-released federal income tax return for fiscal year 2012 reveals that President and CEO Michael Henson received total compensation of \$619,313 in calendar year 2011.

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**We brought out the facts**







**Conclusions**

- MOA leadership has no remaining credibility
- MOA leadership must be held accountable
  - Financial mismanagement
  - Unprecedented and disastrous lockout

**Chronology**

2008-present Minnesota Orchestral Association (MOA) raises more than \$50 million for the Orchestra Hall renovation, clearly implying that there will be no change to the quality of the orchestra in the near future.

Feb 2013 Chair of MOA Finance Committee tells MOA Board: "If the deficit is between \$10 million and \$5 million in fiscal 2010, it will be of the same size range for the next two years of the musicians' contract. This is a serious liquidity issue, and the MOA already has \$11 million in debt. Our job is to leave behind a sustainable business." Another Board member: "...reminded everyone that what is said today cannot go out of this room."

<http://www.auditor.leg.state.mn.us/fad/pdf/fad1310.pdf>

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**Mariellen Jacobson, M.B.A. – Treasurer**  
**Jonathan Eisenberg, J.D. – Vice Chair**

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**We got some good press coverage**



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**State of the Arts**  
MPR News Where creativity makes news

**State of Minnesota Orchestra finances: Did management manipulate the numbers?**  
By Doug Grow | 11/21/13

**Star Tribune**  
News and reviews  
**Group urges Minneapolis to take over Orchestra Hall**  
Euan Kerr January 2, 2014, 3:27 PM

UPDATED at 5:30 with full management statement

Group ba  
misled or Save Our Symphony Minnesota, a group working to end the 15-month contract  
Article by: KRISTIN T dispute that has brought the Minnesota Orchestra to a halt, is calling on the  
Save Our Sym City of Minneapolis to assume control of the Orchestra Hall – and the  
end the lockout Orchestra's multi-million dollar endowment.

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# We helped end the lockout!

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The Washington Post PostTV Politics Opinions Local Sports National World Business

Style

npr topics programs listen

the two-way BREAKING NEWS FROM NPR

america international economy must reads contact us

HOME SEARCH

The New York Times

MUSIC

## Lockout Over, Minnesota Orchestra Faces Challenges as It Salvages Its Season

By MICHAEL COOPER JAN. 15, 2014

EMAIL FACEBOOK TWITTER

The end of the corrosive 15-month lockout of the Minnesota Orchestra on Tuesday was greeted with relief by musicians, management and fans, who took to the "Save Our Symphony Minnesota" Facebook page and other websites to praise the impending return of music to Orchestra Hall.

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# We helped end the lockout!

garden at your fingertips

wednesday JANUARY 15, 2014

StarTribune 24°/22°

WINNER OF TWO 2013 PULITZER PRIZES

top news DEADLINE IN STADIUM BOND SPAT


local news


MNsure's troubles leave poor stranded

MINN. ORCHESTRA DEAL ENDS 15-MONTH LOCKOUT

Concerts to resume next month with... includes pay cuts

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 We helped drive leadership change

 31°

**MINNPOST**

MINNESOTA ORCHESTRA

StarTribune

Top News Local Politics Opinion

MINNESOTA ORCHESTRA

HOME POLITICS & POLICY HEALTH EDUCATION ENVIRONMENT ARTS & CULTURE BUSINESS

MARCH 25, 2014

**NP** NONPROFIT QUARTERLY

HOME NEWS


**Minnesota Orchestra CEO Henson to step down in August**


By Brian Lambert | 03/21/14

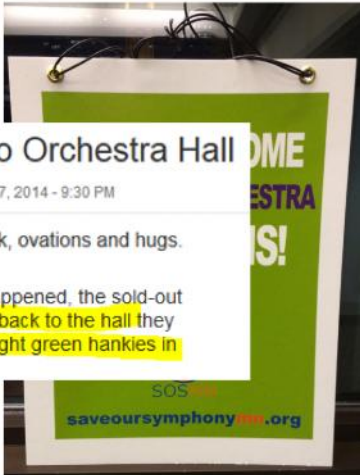
**This took long enough ...** Kristin Tillotson of the Strib says: "Michael Henson, president and CEO of the Minnesota Orchestra, will step down in August, it was announced late Thursday. **Some viewed Henson's departure as setting the stage for the return of former music director Osmo Vänskä, who resigned last October but has indicated he might wish to come back.** ... Mariellen Jacobson, treasurer of the volunteer support group Save Our Symphony Minnesota, said she is 'happy to hear the board and Henson have concluded it was time for him to leave, but I wish it was sooner.'"

**President under Fire**

*Note: this slide contains several images that "floated in" during the presentation*

 We welcomed the musicians back







**Minnesota Orchestra returns to Orchestra Hall**

Article by: GRAYDON ROYCE, Star Tribune | Updated: February 7, 2014 - 9:30 PM

After long contract dispute, musicians return to work, ovations and hugs.

Despite, or perhaps because of all that has happened, the sold-out house Friday warmly welcomed the musicians back to the hall they have called home since 1974, even waving bright green hankies in the air.





*Note: this slide contains several images that "floated in" during the presentation*



## We welcomed the musicians back



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## We fought to get Osmo Vänskä back

The New York Times

MUSIC

Debating Fate of Leaders

Artscape

Like Artscape's facebook page | Follow Pamela Espeland on Twitter

### Finnish flags for Vänskä; 'Belle' to open Mpls-St. Paul Film Festival

By Pamela Espeland | 04/01/14



On Friday night, the audience made its wishes known by shouting, rhythmically clapping and stamping on the new white-oak floors, waving Finnish flags and unfurling "Finnish B" banners.

CTIONS HOME SEARCH

MUSIC

A Maestro Is Back, His  
No Decisions Yet on Minnesota Ensemble's Co

MARCH

Note: this slide contains several images that "floated in" during the presentation

MINNEAPOLIS — Dozens of audience members at Orchestra Hall this week waved small Finnish flags or wore items on the flag's colors: blue and white scarves, shirts or dresses.

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## We fought to get Osmo Vänskä back



## And it happened!

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StarTribune MINNPOST

HOME POLITICS & POLICY HEALTH EDUCATION ENVIRONMENT ARTS & CULTURE BUSINESS

Arts & Culture

Music **Vänskä to return as Minnesota Orchestral Music Director**

By Doug Groer | 04/24/14

MINNESOTA ORCHESTRA

Music director's 2-year contract renewed

Osmo Vänskä to return as Minnesota Orchestral Music Director

Published April 24, 2014

Join us for a CD signing with Osmo Vänskä in the lobby post-concert.



# We helped bring musicians back !

Thomas Turner  
*Viola*



Kenneth Freed  
*Viola*



David Pharris  
*Clarinet*



Robert Dorer  
*Trumpet*



Michael Gast  
*Trom*



Timothy Zavadil  
*Clarinet/Bass Clarinet*



Photo credit: <http://www.minnesotaorchestra.org/about/who-we-are/artists-and-performers/orchestra-musicians>

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## NEW COLLABORATIVE INITIATIVES

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## New Collaborative Initiatives

- Marketing and Fundraising
  - Board Co-Vice Chair Karen Himle has assembled a task force of board, staff, musician, FOMO, OX, SOSMN and community leaders
  - Three group meetings this summer plus smaller-group and individual initiatives around:
    - Season ticket sales (next season to be announced SOON!)
    - Individual ticket sales
    - Individual support – Maestro Circle, community gifts, challenge grant – broaden the base of support!
    - Corporate support – sponsorship and philanthropy

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## New Collaborative Initiatives

- Marketing and Fundraising, continued
  - 20s-30s initiative started (Ken Huber leading)
  - 
- SOSMN needs your help!
  - Writing “blurbs” for each concert (well in advance) that we can make available on our website and post on our Facebook page
  - Someone to start building a database of community orchestras, bands, chamber groups, youth orchestras, university/college groups, other arts organizations – conductors, websites, contacts, characteristics, etc.

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## New Collaborative Initiatives

- SOSMN needs your help, continued
  - Someone to start developing a database of “non-traditional” potential audience demographics – who, where, typical communication methods, trusted sources, buying patterns, special interests, etc.
  - Contacts at corporations or professional associations that might be interested in concert/event sponsorships
  - Contacts in the booming downtown condo/apartment districts
  - Writers/videographers for light-hearted promo videos

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## OTHER SOSMN INITIATIVES IN THE MONTHS AHEAD

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## Beyond Ticket Sales and Fundraising....

- While recognizing that ticket sales and fundraising are a significant immediate priority, SOSMN plans to maintain a focus on these and other areas as well in the months ahead:
  - MOA administrative staffing – understanding how open positions are advertised, ensuring that good candidates are aware of them and apply
  - Marketing & audience development – identifying unserved target markets, their interests & needs & buying patterns, how to reach them
  - Governance – ensuring public participation, published Board minutes, open annual meeting, strong ties between Board/management and the audience
  - Financial transparency – quarterly reporting, “plain English” explanations, opportunities for Q&A

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## Beyond Ticket Sales and Fundraising....

- Other areas (cont'd):
  - Organizational culture & healing/reconciliation
  - Guiding Principles – guideposts for future Board actions
  - Special events – Symphony Ball, community concerts, parades, fantasy camp, taking the music to the people
  - Outreach – to and through other arts organizations and community groups
  - Education – for children and adults, concert previews, articles in the popular press
  - Liaising with elected officials

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## Discussion Topics

1. How do we help MOA sell season (subscription) tickets?
  - What are the hurdles?
  - What can we or MOA do to help people vault over the hurdles?
2. How do we make sure that a crisis/lockout like this never happens again?
  - What is missing at this point?
  - How can we raise community awareness?

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## HOW WE COMMUNICATE – AND YOUR KEY ROLE

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## Facebook

- “Like” our page and click on “Get Notifications”



- “Share” our posts – multiply our reach!

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## Facebook

- Invite your friends to “like” our page




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## Twitter


- “Follow” us (@SOSMinnesota)



- “Retweet” our posts




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## Other

- Forward our e-newsletters



- What other tools would you like?

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## Action items for tonight


- Make a list of 10 personal friends who you could invite to purchase season tickets, 5 people to make a donation, and a few people you could invite to concerts to introduce them to the orchestra.
  - We will provide you some “talking points” over the next few weeks.
- Do you belong to a music ensemble/club, book club, or other such group? Talk to them about concerts or donating or sponsoring an event and tell us how it went.
  - We will work with MOA to see if “group ticket discounts” can be made available (and at what level) and to clarify sponsorship acknowledgements and logistics.

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## QUESTIONS AND FEEDBACK

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# Your Thoughts



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# THANK YOU!

A PDF of these slides may be downloaded here:  
[www.saveoursymphonymn.org/presentations.html](http://www.saveoursymphonymn.org/presentations.html)  
or by scanning the QR code below:



-  [www.SaveOurSymphonyMN.org](http://www.SaveOurSymphonyMN.org)
-  Save Our Symphony Minnesota
-  @SOSMinnesota
-  SaveOurSymphonyMN@gmail.com

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