

# STATEWIDE CORPORATE SUPPORT

NORTH CAROLINA  
**SYMPHONY**  
STATE HEADQUARTERS  
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# 2014/15 REPORT TO THE COMMUNITY

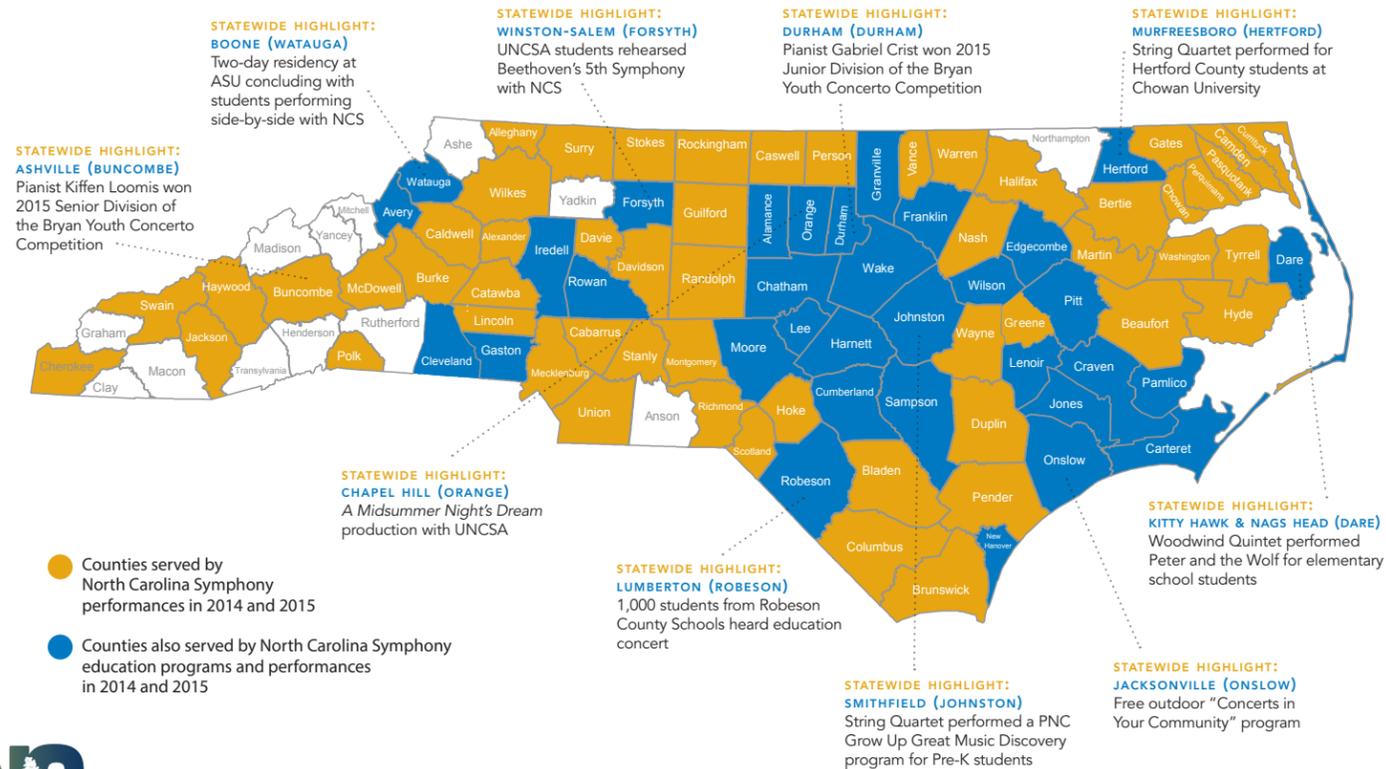
# NORTH CAROLINA SYMPHONY



Printing of the 2014/15 Report to the Community is courtesy of Jerry's Printing Service

## Statewide Impact

Serving the state with great performances of orchestral music and music education



## Dear Friends,

As I think back on the 2014/15 season, I feel an enormous sense of pride. Using our strategic plan, "Strategy 2017," as a guide, we continue to make a difference across the state. Last season, the Symphony received some of the largest gifts in our history, had a record-breaking year in ticket sales, was named as one of four inaugural orchestras in a national festival, and extended its collaborations with other cultural organizations in the state, including the Hayes School of Music at Appalachian State University and the University of North Carolina School of the Arts.

The North Carolina Symphony is recognized as a Symphony on the move – stories mentioning the Symphony in 2014/15 appeared in the *San Francisco Globe*, the *Washington Post*, the *New York Times*, and of course in many media outlets across our state. Each year, we touch the lives of more than 250,000 of our citizens in communities large and small, fulfilling our mission of music education and statewide service. I am especially proud that the Symphony impacts the lives of our children as we reach more than 50,000 students each year through our nationally recognized curriculum-based education program.

Serving as the Board Chair for the North Carolina Symphony Society has been a high honor. Like me, my successor Don Davis is a "Symphony Kid," who first heard the orchestra as a youngster. A long-time Trustee, he has served over the years on the nominating, audit, finance and executive committees, and is our immediate past Treasurer. Don, who retired from Progress Energy as its Executive Vice President, also served as the Symphony's Interim President & CEO for a year before Sandi Macdonald came to us in 2011. My wish for him is to benefit from the same great teamwork and sense of mission that I have experienced in my work with your North Carolina Symphony. Working together, all of us – donors, patrons, musicians, Trustees, and staff – will help the Symphony reach ever greater heights.

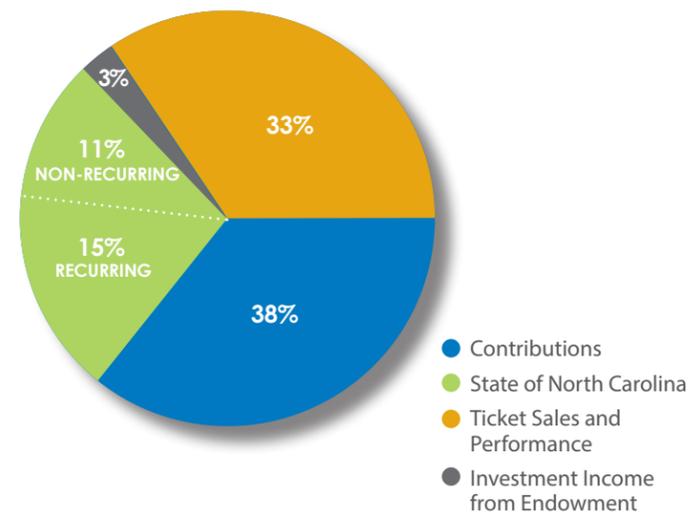
Sincerely,

**JEFF CORBETT**

*Board Chair (2013-15)  
North Carolina Symphony Society*

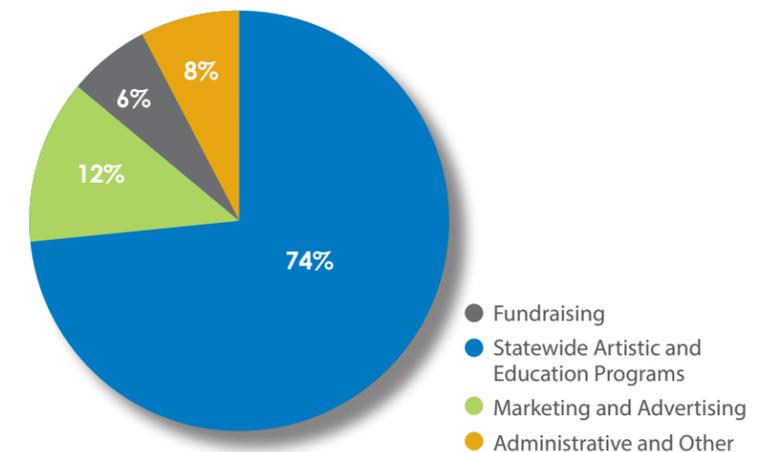
## FY2015 INCOME BY CATEGORY

as a Percentage of the Total Operating Budget



## FY2015 EXPENSES BY CATEGORY

as a Percentage of the Total Operating Budget



To be North Carolina's State orchestra, an orchestra achieving the highest level of artistic quality and performance standards, and embracing its dual legacies of statewide service and music education.

*"I am inordinately proud of every time an individual audience member stops me in the street to sing the praises of the orchestra, whether it was for a Beethoven Symphony or a 4th grade education concert."*

GRANT LLEWELLYN, NCS Music Director

**HIGHLIGHTS FROM THE 2014/15 SEASON**

The North Carolina Symphony bookended its 2014/15 season with performances featuring saxophone legend (and Symphony Trustee) Branford Marsalis – the season opener in September, 2014, showcasing Mr. Marsalis playing both classical and jazz, and a special benefit performance in June of 2015 from Branford Marsalis and Friends. In addition to his quartet, audiences heard the Symphony perform with North Carolina's own Kruger Brothers and Rhiannon Giddens. All of those guest artists donated their time and talents for the sold-out evening.

Other guest artists throughout the year included pianist Lang Lang, violinist Joshua Bell, and vocalist Storm Large singing with the always amazing Pink Martini. More season highlights included the Symphony performing Leonard Bernstein's score to West Side Story while the film played on a giant screen; Handel's *Messiah*; an orchestral/theatrical collaboration with the UNC School of the Arts of William Shakespeare's *A Midsummer Night's Dream*; a two-day residency with students at Appalachian State University; and free outdoor "Concerts in Your Community" programs in nine communities across eastern North Carolina. The season also featured Symphony musicians performing for its new Millennial Chamber Music Program in nightclubs in Raleigh and Chapel Hill; as well as its popular Soundbites series that mixed chamber music and delicious food in a restaurant setting.

The Rex Healthcare Summerfest Series at Cary's Koka Booth Amphitheatre saw 10 exciting concerts thanks to wonderful sponsors and an increased investment by the Town of Cary. Summerfest audiences heard a mix of classical music and Pops performances, including a two-night Russian Festival, a weekend of music from stage and screen, Music of the '80s, and the Symphony's annual Independence Day concert.

*"As I prepare my elementary school music students in the classroom, it gives me a great feeling to know that they will experience the same excitement I felt when I was their age and attended a North Carolina Symphony Education Concert."*

JENNI SONSTROEM, Wake County Music Teacher

**NORTH CAROLINA SYMPHONY EDUCATION SUPPORTERS**



**SYMPHONY EDUCATION PROGRAM BIGGEST IN U.S.**

Music education has always been a cornerstone of the mission of the North Carolina Symphony. Last year, more than 50,000 schoolchildren in North Carolina worked with their teachers in the most extensive education program of any major U.S. orchestra.

Students follow curriculum-based lesson plans that outline the fundamentals of music, teach about the instruments that make up a Symphony orchestra, and profile the great composers. An education concert, either at one of their local schools, or in a field trip to Meymandi Concert Hall, introduces students to the power of live orchestral music.

**STATE OF THE SYMPHONY**

During the past season, we had many things to celebrate as we went about our work as the state's Symphony. We had a record-breaking year in ticket sales, and our fundraising efforts allowed us to balance the budget. Both are absolutely vital, since private support continues to be the most important source of revenue for the North Carolina Symphony.

We met the state's \$8 million Challenge Grant for the sixth year in a row. Once the Symphony garners \$8 million in private support through ticket sales and donations, the challenge grant provides an additional \$1.5 million from the state. The legislature's support is built on our dedication to serving the state – each year we travel more than 18,000 miles to perform for more than 250,000 North Carolinians, including 50,000 fourth and fifth graders.

In our role as the state's largest performing arts organization, we impact the cultural life and creative economies of communities across North Carolina. Our work is truly made possible by our brilliant musicians, who are the heart of our organization. From the 175 full orchestra concerts to the 40+ chamber music, ensemble, and outreach programs, they give their all every time they step on stage. Led by Music Director Grant Llewellyn, the North Carolina Symphony continues to pursue its commitment to providing visionary performances, educating our children, and serving our state.

Kids have fun at a MetLife Instrument Zoo



**PHILANTHROPIC SUPPORT IS KEY**

In addition to strategic and important support from the State of North Carolina, generous annual giving from individuals, corporations, and foundations enabled the North Carolina Symphony to present a fantastic season and pursue our educational mission. These generous benefactors, including an eight percent increase in new donors, enabled the Symphony to fulfill important initiatives while balancing the budget in 2014/15.

Throughout the year, the North Carolina Symphony brings people together in support of excellence in music performance and music education. Notable special events included a sold-out "Friends of Note" luncheon to benefit music education; a dinner honoring cellist Zuill Bailey; receptions honoring pianist Lang Lang and violinist Joshua Bell; pre-concert events in Southern Pines honoring music education in Moore County; and gatherings in Tarboro, Jacksonville and New Bern prior to the Symphony's "Concerts in Your Community" program.

**BOARDS OF TRUSTEES**

**North Carolina Symphony Society, Inc.**

The Society Board is the governing, policy and operating board of the Symphony Society. It secures financial resources, approves program goals, engages in strategic planning and oversees budgets, continuing the Society's mission to achieve the highest level of artistic quality and performance standards, and embracing the dual legacies of statewide service and music education.

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Mr. Jeffrey A. Corbett, *Past Chair, Raleigh*  
Mrs. Ruth Dzau, *Vice Chair, Durham*  
Dr. Mary Susan Fulghum, *Vice Chair, Raleigh*

Mr. Joe Bastian, *Treasurer, Chapel Hill*  
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Ms. Patty Briguglio, *Cary*  
Mr. Martin H. Brinkley, *Raleigh*  
Mr. Steve Burriss, *Raleigh*  
Mr. Philip P. Cave, *Raleigh*  
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Mr. Robert E. Zaytoun\*\*, *Raleigh*

\*Ex Officio Members \*\*Governor's Appointee

**FULFILLING OUR PROMISE TO NORTH CAROLINA**

Your continued support counts, and is a wise investment. Here's why:

Classical Concerts Performed .....	90
Pops Concerts Performed .....	40
Education Concerts Performed .....	39
Collaborations with Other NC Organizations .....	30+
Miles Traveled .....	18,000
Concerts Outside the Triangle .....	60
People Served .....	250,000+
Years of Service to NC .....	83

*"Our work is made possible by patrons' purchase of tickets to concerts and their philanthropic support. There is no better way to experience the North Carolina Symphony than as a Symphony ticket buyer and donor."*

SANDI MACDONALD, NCS President & CEO

**North Carolina Symphony Foundation**

The Foundation Board holds the permanent endowment of the Symphony, solicits additions to the endowment, safeguards and invests assets and prudently expends funds for the exclusive use and benefit of the Symphony Society.

Mr. Edward M. Coman, *President, Raleigh*  
Mr. Richard L. Daugherty, *Vice President, Raleigh*  
Col. Matt Segal, *Treasurer, Cary*  
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Mr. Donald M. Rorke, *Chapel Hill*  
Mr. Josiah Stevenson IV, *Pinehurst*  
Mr. Larry Wilson, *Raleigh*

\*Ex Officio Members

TOP PHOTOS (L-R): Symphony Quartet plays at Kings; Principal Cellist Bonnie Thron hosts a table at a Musicians Circle donor breakfast; Grant Llewellyn and Branford Marsalis; Lang Lang and Trustees Patty Briguglio and Catharine Arrowood; Joshua Bell performs with Grant Llewellyn and the North Carolina Symphony. (Photos by Michael Zirkle)

