

Audience Development Committee Notes  
10/25/2021 at 3:30 PM – Dove of Peace Lutheran Church  
(Committee Members and ProVentures present)

Review of October concert and ticket sales

- Attendance of 534 excluding video concerts
  - o Fri: 143, Sat: 141, Sun: 250
- Attendance down 15% compared to 2019; Revenue down only 6% (~ \$1,000)
  - o Expectation was to be down as much as 35%
- Health and Safety
  - o Minimal issues - primary complaint was too many ID checks
  - o No comments about social distancing among audience
- General Comments
  - o Add another announcement or notice about silencing cell phone (at stretch break?)
- Recorded Pre-Concert Talk – 233 views
- Program booklets/digital programs
  - o Nationwide research on program books proves that program books are less useful than ever before. Verbal notes more effective / engaging.
  - o Digital Programs – We are using our own program booklets instead of OnMedia service.
    - o Accessible via texting works but only 66 hits in October!
- Future Adjustments
  - o Include artist roster in Text and Translations vs. program
  - o Email to patrons with reminder of how to get digital program
- Discussion of possibly moving Saturday concerts to afternoon in future seasons though this did not work well when attempted several seasons ago

PR/Marketing Plans for November/December concerts - resources greatly limited and must be deployed strategically with a focus on media attention and social media (free stuff). Reminder that the October concerts had little to no marketing and beat the Covid-adjusted budget.

- Newspaper Inserts
  - o AZ daily star, GV News, Sahuarita
- NPR Radio spots – yet to be scheduled - ProVentures
- Press: Welz will draft LANGUAGE ABOUT Bernstein/Haydn and Vaughan/Whitman connections.
- “Grassroots”
  - o Laurel designing an eblast for peace groups (Eve to send out, incl. Raging Grannies)
  - o VetTix – Debi to set up (20 seats)
  - o Vets for Peace – ProVentures connecting with buy 1 get 1 discount
  - o Family discount discussion (better for December than November concerts?)
    - ♣ Family in town: buy additional tickets for ½ price (need to determine date and announcement)
    - ♣ Group discount on 4 or more (“you define ‘family’ for yourself”)

- o New patron discount? New subscribers discount?
- o Lapsed subscribers discount (target patrons who have previously subscribed for Oct/Nov concerts – offer discount code)
- o Discussion of possible narrators for December concert: David Fitzsimmons?
- Deliverables
  - o Bookmarks – ProVentures to produce initially for November 8 music at the murals, then subsequent uses
- ♣ November/December
  - Welz hand out at 11/8 MMM event
  - ProVentures to distribute at libraries, restaurant partners (need new partners – see discussion below), resorts, humanities center?
- ♣ January/February
  - “Welz be careful” – Welz
  - o Posters in Starbucks? Posters in Green Valley?
  - o Close-Up Poster for concert LOBBIES

January/February Marketing – [NOTE: JH and JR avails limited due to new work, likely to arrive Monday of performance week

- NPR Blast (with discount offer) ProVentures
- Social media – WK and CL coordinating with Jocelyn on “teasers” and other scheduled posts
- Excerpts of Jocelyn / Jake works on website to familiarize patrons with their musical language - Da Vinci for JH, Let My Love Be Heard for JR
- Possible connections/promotions (primarily grassroots) – more discussion needed
  - o World Premiere bundle (BOGO ½? Free? Staff to determine)
  - o Tucson Values Teachers (needs a respectable discount – at least 25%)
  - o Womens groups: suggestions
    - ♣ GSA - Kristen Hernandez
    - ♣ Charter 100
    - ♣ Combine networks with Tucson Girls Chorus
    - ♣ Big Sisters (BOGO offer) - Julia Tannin
    - ♣ Women’s Resource Center UA
  - o Possibility of notable narrators
    - ♣ Mayor Romero, Gabriela Casarez Kelly, UA Basketball, invite Gabby Giffords – Eve to contact
  - o February connections
    - ♣ Biosphere 2 for February concert (Welz to connect)
    - ♣ Mayor’s tree-planting project
    - ♣ UA Poetry Center (WELZ)
- TV interviews for Jake and Jocelyn (early morning shows) ProVentures to connect

### Promotional ideas for remainder of season

- Restaurant partners
  - Do not have any currently. Suggestions:
    - ♣ Contigo, Feast, Pastiche, Percheno, El Cisne, Noble Hops, Vero Amore (follow up with ProVentures on progress?)
- Visit Tucson Membership – reactivate for \$400 – staff to determine
- Festival of Books: Performing Arts Booth (done)
- Green Valley Rec – Need to decide on renewing partnership
  - Deliver Bookmarks – only for members

### Close-Up Series

- Give the gift of a beautiful voice – promotional campaign during Christmas time
- TBD: Susanna Phillips masterclass with TDSF (still TBD)

### Promotional ideas for videos

- Out of market Patrons
  - Isolate and send email for each concert

### Other discussion:

- Speaking engagements
  - Retirement communities (La Posada, Watermark, etc.)
  - Rotary clubs/OLLI presentations in the past
- Potential e-blast topics: Behind the Scenes/Peek behind the curtain
  - How we select our artists
  - Spotlight on soloists and speakers on “octavo” concerts
  - Spotlight on Max in November

At the conclusion of the meeting, it was agreed that the Committee would focus its efforts on the January and February programs, including the possibility of a special phone meeting to keep the activity moving along and to make sure we have no redundancies.

Next meeting: Nov 30 (unless a phone meeting first)

## Notes from Special True Concord Audience Development Zoom, November 4, 2021

IN ATTENDANCE: Nancy March, Eve Shapiro, Julia Pernet, Lendre Kearns, Eric Holtan, Welz Kauffman, Josh Keeling, Chantel Leon

PURPOSE - to further clarify from our October 26 meeting what the marketing/communication major efforts would be for the remainder of True Concord's 21/22 Season, understanding that we are still in a Covid blur and sales predictions and audience behavior are bigger wildcards than ever. This clarification and Committee approval (both completed at the conclusion of this special meeting) will allow Audience Development Chair Eve Shapiro to provide as complete a picture as possible at the November 10 Board Meeting.

- a. At our previous meeting, it was discussed that due to:
  - limited financial resources - the marketing/communication budget for 21/22 is 40K, or over 1/3 lower than previous seasons;
  - because the December 2021 holiday concerts tend to do well in any given season ;
  - because the March 2022 Bach B Minor Mass is well, if not completely, pre-sold from the 19/20 season;
  - and because we see opportunity with two world premieres (Hagen in January, Runestad in February) with strong thematic hooks, that
- b. we would focus as much effort as possible on marketing the January and February 2022 shows.
- c. all 4 weeks of shows - December, January, February and March - would benefit from AZPM radio buys and newspaper inserts and whatever interviews ProVentures can generate and whatever deployment the scarce budget dollars will allow - and the plan for the premiere shows in January and February would consist of the following:
  - i. on the True Concord website, short soundbites from Hagen and Runestad works (likely Da Vinci and Let My Love Be Heard respectively) for the potential audience member to get a feel for the composer's sound world – Josh is handling;
  - ii. also on the True Concord website would be video recorded conversations between Hagen, Eric and Welz, and between Runestad and his poet Boss, Eric and Welz. These website additions will be available no later than December 1- Josh and Chantel are handling;
  - iii. inserts into the text/translation programs for December will be promos for Hagen/January, Runestad/February and Bach/March. Bundling these three programs with a discount will be considered in the New Year.
  - iv. Kauffman noted that it can be attractive to the media to have a day in the life/week in the life of a composer and premiere, typically done by having a reporter follow the composer around for the premiere week. Chantel suggested this might be done in simpler and more effective way if True Concord's social media tools are turned over to the composers and poet – Chantel will explore.

d. promotional plans/media hooks-pitches/community connectivity for January and February would consist of:

JANUARY 2022 – Hagen world premiere with women, voting rights and visual arts as themes. Hagen available beginning Tuesday of premiere week (January 25/26/27), allowing for rehearsals/shows/Eric meetings, etc.

- i. *Find suitable locations to show some of the art work/portraits* – looking for advice from gallery owners, Jeremy at TMA, etc.– could be hotels, coffeehouses, visual art education outlets – Welz. (Chantel noted that the composer – Hagen – owns the rights to the portraits and is considering the production of cards, stickers, prints and other merch - Chantel to explore how these could be used by True Concord, a memento/gift for the young women/girls?);
- ii. *Connect to a politician who represents voting rights* – Eve Shapiro. Likely connection here would be to narrate at one of the January shows an appropriate piece of the spoken narration, and/or a connection through ethnicity. Eve in contact with Pima County Recorder;
- iii. *Connect to young women/girls*. Lendre and Chantel exploring Big Sisters and Girl Scouts. Welz has reached out to and confirmed that members of the Tucson Girls Chorus (already on stage for the premiere performances) are willing and able to perform in the concerts, specific pieces from the spoken narration (Suzuki? Malala?).

In addition, Hagen and husband Takach (a True Concord singer) have agreed to do a “Meet the Composer-type” donor event (they are a pop *a capella* duo) – Fund Development Committee exploring.

FEBRUARY 2022 – Runestad/Boss premiere with climate change/environment as theme – Composer/poet avails February 22/23/24 (poet may have more time), dependent on Eric and his needs of the composer/poet for rehearsals/shows

- a. *Biosphere 2/UofA* – Welz is exploring connections between the country’s climate change “ground central” and the Runestad/Boss premiere. Eve Shapiro reached out to her connections at B2 and the other environmental UofA research centers. The plan as of now is a panel discussion on campus with the composer/poet, Joaquin Ruiz, Director B2; Gregg Garfin (another UofA rep – can’t read my handwriting on this); a student/scholar from UofA; Eric. Then, in April (22/23/24), an event at B2 itself connected to their annual Earth Day celebration. NOTE: Important to organize a photo op for Eric, Jake and Todd at Biosphere 2 once events are confirmed.
- b. *Poet* – connection to Tyler/Poetry Center? Book signing at Tucson bookstore?
- c. *Million Trees Program* - Eve reaching out to Mayor Romero around something connected to the Mayor’s Million Tree program.

In addition, the Fund Development Committee is working on a *Meet the Composer-type /Poet* event attached to the annual True Concord season “first look” event, announcing True Concord 22/23.

**MORE NOTES:**

James Reel has suggested to Welz that the above package of events, or something similar, could be of interest to Mark McLemore (AZ Spotlight and Illustrated) and Reel has e-introduced Mark and Welz. Welz to connect PV on all of the above.

Kauffman noted that the above has been put together with no budget and with very little time and hopes that some if not all of it can come to pass. And he and Eve both encourage comments and ideas from the Committee as well, noting that we are in actuality just 8 weeks (allowing for holidays) from the Hagen premiere.

Finally, other avenues were raised by Lendre and Chantel, to be pursued dependent on time and resources including but not limited to: diversity connections, Greek Life UofA, Chicano/Hispanic Student Affairs and Resource Center UofA. Out of these ideas came the question as to whether True Concord was still a member of the Tucson Hispanic Chamber of Commerce – Josh/Chantel are checking. Lendre asked whether we shouldn't be creating a Tucson influencer list, folks who Board members could invite to concerts and introduce to the True Concord experience. There was interest in pursuing this. Lendre and Welz to discuss.

Eve closed the meeting thanking her Committee for participating in this special meeting.

**True Concord Voices and Orchestra  
Fund Development Committee Report  
October 13, 2021 Meeting  
Submitted by Susan Markovich, Chair**

- Reviewed Fund Development Report: received \$237,234 as of 10/1/21 toward this year's recommended Fund Development goal: Same as 20/21 goal plus a potential 5% stretch goal. See attached report.
  
- Donor visits were assigned. Discussed possible new donors from the Midwest region and special demographic groups.
  
- Discussed the value of consistent messaging to donors regarding getting to know Welz and our exciting plans for the future.
  
- Discussed and/or other means of contacting donors: Thanksgiving thank you note signed by board members; parties, similar to those pre-Covid, to recruit, thank, and preview to coming season; and the upcoming year-end donor letter.
  
- Next Fund Development Committee Meeting: Friday, November 12, 2021

## Fund Development Report

10/1/2021

Fiscal Year 2022

As of 10/1/2021

Fund	Committed & Received	Received	Budget
Board Gifts	\$ 31,700	\$27,800	
Individual Gifts	\$ 25,765	\$ 24,585	
Corporate Gifts	\$ 61	\$ 61	
Foundations	\$ 10,000	\$ 10,000	
Government	\$ 174,789	\$ 174,789	
<b>Total:</b>	<b>\$ 242,314</b>	<b>\$ 237,234</b>	

Hillman Family Foundation  
SVOG + Supplemental

Fiscal Year 2021

As of 6/30/2021

Fund	Committed & Received	Received	Budget	% Budget Cmt'd	% Budget Rcv'd
Board Gifts	\$ 94,217	\$ 94,217	\$ 95,000	99%	99%
Individual Gifts	\$ 234,309	\$ 234,309	\$ 227,019	103%	103%
Corporate Gifts	\$ 10,524	\$ 10,524	\$ 6,690	157%	157%
Foundations	\$ 35,000	\$ 35,000	\$ 35,000	100%	100%
Government	\$ 29,874	\$ 29,874	\$ 29,679	101%	101%
<b>Total:</b>	<b>\$ 403,924</b>	<b>\$ 403,924</b>	<b>\$ 393,388</b>	<b>103%</b>	<b>103%</b>

Special Campaign As of 5/31/2021

Fund	Committed	Received	Budget	% Budget Cmt'd	% Budget Rec'd
Board Gifts	\$ 78,863	\$ 78,863	-	-	-
Indiv & Corp Gifts	\$ 101,445	\$ 101,445	-	-	-
<b>Total:</b>	<b>\$ 180,308</b>	<b>\$ 180,308</b>	<b>\$ 180,000</b>	<b>100%</b>	<b>100%</b>

Fiscal Year 2020

As of 5/31/2020

Fund	Committed & Received	Received	Budget	% Budget Cmt'd	% Budget Rcv'd
Board Gifts	\$69,407	\$ 65,977	\$ 90,000	77%	73%
Individual Gifts	\$215,908	\$ 215,888	\$ 273,000	79%	79%
Corporations	\$4,550	\$ 4,542	\$ 12,000	38%	38%
Foundations	\$40,000	\$ 40,000	\$ 33,500	119%	119%
Government	\$26,750	\$ 26,750	\$ 26,500	101%	101%
<b>Total:</b>	<b>\$ 356,616</b>	<b>\$ 353,157</b>	<b>\$ 435,000</b>	<b>82%</b>	<b>81%</b>



True Concord Voices & Orchestra Governance Committee Meeting, October 12, 3:45pm, by Zoom

Report to the board:

The Governance Committee is currently pursuing five potential board candidates. The board is encouraged to bring suggestions for board members to the Governance Committee at any time during the year. Connections in the Green Valley area, Connections to Business, and familiarity with the current initiative areas are particularly encouraged. There are seven board seats open.