

{chamber music columbus ||

Annual Report of the Board of Trustees 2010-2011

Purpose

The Annual Report serves as a historical record of Chamber Music Columbus' accomplishments and its state. Such reports are published after each season for the benefit of the membership and other interested parties. Most of the Board's work is carried out by its committees, thus the committees' reports constitute the major portion of the Board's Annual Report. These are provided in the following pages.

Mission Statement

The mission of Chamber Music Columbus is to present chamber music ensembles of high artistic quality, both established groups and new ensembles of promise, to audiences of the greater Columbus area and to promote the advancement, awareness, and appreciation of a diversity of chamber music among its members and the general public.

Vision Statement

(Note: Unlike a Mission Statement, which should provide a rock-solid foundation and should be changed only with the greatest of care, a Vision Statement can be expected to change over time. The following Vision Statement was proposed during the process of updating our Long Range Plan during the 2006-2007 season.)

- Chamber Music Columbus seeks to fulfill and exceed its mission by presenting the world's finest chamber ensembles to Columbus audiences in a world-class setting, making Columbus a favored destination for artists as well as music lovers.
- We seek to collaborate with other local and regional arts organizations for the benefit of all and to have a greater impact on the community than we can individually.
- We strive to maintain financial stability and make our events accessible to a wide audience by continuing as a volunteer organization operating at the highest standards of professionalism.
- We seek to grow the audience for chamber music by enticing and educating the public and by engaging youth through direct and inspirational contact with great artists.

Board of Trustees

Charles Warner (President), Dan Jensen (Vice President), Sally Cleary Griffiths (Secretary), Saul Blumenthal (Treasurer), Robert Wilhelm (Immediate Past President), Yvonne Burry, Jennifer Hambrick, Katherine Borst Jones, Barbara Keller, Edmund King, Tiffany Montgomery, Camille Mack, Mervin Mueller, Marianne Mueller, Andrew Oldenquist, Deborah Price, Kay Slocum, Sheldon Taft, James Unger and Jay Weitz.

State of the Organization

The 2010-2011 season, our 63rd, was very successful. All concerts were well received by audiences and the press, and Chamber Music Columbus continued to receive strong support from individuals and granting institutions.

REVENUES AND EXPENDITURES

	CURRENT YEAR Projected Year Ending June 30, 2011 (Not Audited)	LAST YEAR Year Ended June 30, 2010 (Per Audit)
INCOME		
Ticket Income		
Season Tickets	47,399	43,228
Single Tickets	20,239	14,736
Total Ticket Income	67,638	57,964
Contributed Income		
Individuals	35,967	38,319
Corporate and Corp. Foundation:	125	3,500
Greater Columbus Arts Council	16,000	14,015
Ohio Arts Council	4,002	4,002
Columbus Foundation/CAF	19,381	19,024
Total Contributed Income	75,475	78,860
Other Income		
Program Ads	2,200	2,900
Revenue From Fund Raising Events		
Benefit Event and Auction	10,080	8,625
Football Auction	4,933	4,633
Investment Income	3,969	2,739
Piano Rental	2,400	1,200
Miscellaneous		
Total Other Income	23,582	20,097
TOTAL INCOME	166,695	156,921
EXPENSE		
Artists' Fees	68,409	81,500
Education and Outreach/Master Classes	9,556	9,094
Venue Rental	25,447	24,932
Production	2,212	9,456
Marketing & Promotion	20,929	24,011
Development	246	360
Fund Raising Expense		
Benefit Event and Auction	3,225	1,963
Football Auction	2,270	1,820
Depreciation	1,000	1,000
General Operating	8,233	8,920
TOTAL EXPENSE	141,527	163,057
NET INCREASE (DECREASE) IN FUND BALANCES	25,168	-6,136
UNRESTRICTED FUND BALANCES		
Beginning	225,593	231,728
Ending	250,761	225,593
ENDING FUND BALANCES CONSIST OF:		
Cash, investments, endowment	240,585	251,420
Receivables and prepayments	15,332	12,928
Battelle piano (net of accumulated depreciation)	40,000	41,000
Less payables and deferred revenue	-45,156	-79,755
ENDING FUND BALANCE	250,761	225,593

FUNCTIONS OF THE BOARD COMMITTEES

Development

- Foundation and corporate fund raising, including networking, proposal writing, follow up, and reporting.
- Individual fundraising
- Recruitment of new society members
- Follow up on non-renewing members
- Development of ownership-perception within the membership: Organizing social functions (e.g., post-concert parties), including the Annual Meeting
- Preparing the Musical Notes, the members newsletter

Education and Outreach

- Hosts outreach/education events with selected chamber groups presenting Chamber Music Columbus' concerts
- Collaborate with Program Committee to factor outreach into artist negotiations
- Contacts and liaisons with other arts promoters to foster collaborative events
- Identify and contact organizations to co-host activities, including colleges and universities, public schools, and community groups

Finance

- Bookkeeping and financial reporting
- Invoicing
- Box office management
- Long range financial planning
- Cash management and investments

Program

- Locate the best music offerings
- Select artists and programs
- Plan and schedule the season
- Collaborate with Education and Outreach Committee to plan outreach events
- Negotiate and execute the contracts with the performers
- Negotiate and execute the contracts with the venues
- Conduct concert operations

Promotion

- Develop and distribute printed marketing materials, season brochures, newsletters, bookmarks, etc.
- Coordinate media coverage including the preparation and distribution of News Releases
- Prepare and place paid and unpaid concert advertisements
- Prepare (in cooperation with the Program Committee) and produce the program notes and booklets for each concert.
- Solicit advertisements for the program booklets
- Develop and maintain the Chamber Music Columbus web page

Sales

- Database development and management
- Subscription sales
 - Individual ticket sales
 - Ticket printing

DEVELOPMENT COMMITTEE

Committee Members

Bob Wilhelm (chair)
Yvonne Burry
Dan Jensen
Tiffany Montgomery
Ivan Mueller
Marianne Mueller
Mervin Muller
Andy Oldenquist
Kay Slocum
Sheldon Taft
Charles Warner

Volunteers: Carole Wilhelm, Riek Oldenquist, Barbara Muller

Objectives for 2010-2011

- Improve our ability to utilize volunteers by developing an on-line database of volunteers with information about their skills and interests, easily accessible to all committees and trustees.
- Improve Development Committee utilization of volunteers for all types of fundraising activities: corporate, individual, grants, and special events.
- Formulate a new strategy for corporate fundraising.

Accomplishments for 2010-2011

We entered the 2010-2011 season in a strong financial condition, despite a difficult economy and a small deficit in fiscal 2010, due to a strong balance sheet. The availability of grant monies had changed dramatically in the 2009-2010 season, but we were prepared in the sense that we knew what to expect and were able to make accurate budgetary estimates. In fiscal 2010, grant monies fell nearly 30% from their peak the prior year, but this actually put them in line with the levels experienced for several years prior. During fiscal 2011, grants began to make a modest comeback, and appear to be stabilizing. State funding (from the Ohio Arts Council) is still suffering from Ohio's budgetary woes, but city funding from the Greater Columbus Arts Council is gradually recovering, while funding from The Columbus Foundation has remained relatively steady. Corporate funding was almost nowhere to be found, but, fortunately, our individual donors continue to demonstrate their steadfast support.

One of the most labor-intensive functions of the Committee is preparing and submitting grant proposals to various foundations. Each granting organization has its own format for submission, its own set of challenging questions, and its own unique requirements for financial reporting. Fortunately, two of our three major granting institutions are now standardizing on the latter, but this entailed attending briefings, on-line training sessions, and completion of an extensive set of on-line reports. In addition to the preparation of the grant requests themselves, final reports are also required, answering specific questions about results, community impact, and more. These add up to literally hundreds of volunteer hours each year and must be completed on each funder's own schedule for submissions. This year, as for many previous years, we submitted a successful grant application to the Greater Columbus Arts Council. Although the Ohio Arts Council voted in favor of funding, we have not received word on the amount, nor from the Columbus Foundation. I would like to particularly thank Dan Jensen for his generous assistance with the grant applications this year. Total grant revenues for the year totaled just about \$40,000.

Another labor-intensive task is planning and putting together special fundraising events. After much discussion of several ideas, we concluded that it would be timely and attractive to build an event around the introduction of the Columbus Symphony Orchestra's new music director, Jean-Marie Zeitouni. Therefore, on March 20 we presented *Life with Music*, a luncheon and conversation with Jean-Marie, facilitated by WOSU's Jennifer Hambrick (a member of our board), who posed questions for the maestro and moderated questions from the attendees. The event also included a silent auction and was held at Miranova. Marianne and Ivan Mueller led the organization of the event and made the arrangements for Jean-Marie to participate. The event netted approximately \$6,700 after expenses, including a \$1,000 gift of support from the Porter Wright law firm. It is worth noting that the profit from this fundraiser almost exactly compensated for our budget shortfall at the close of the last fiscal year.

Other than the gift from Porter Wright to support the *Life with Music* event, our corporate fundraising efforts have been minimal. We do continue to receive considerable in-kind support from Battelle in the form of many volunteer services. Also, as discussed in the Promotion report, Grange Insurance provided printing for our program books. Program ads raised approximately \$2,200, and our annual auction of OSU football tickets netted \$2,663. Thanks to Ivan Mueller for managing the football ticket auction.

Rental of our Battelle Steinway piano to ProMusica and others brought in \$2,400 for the year, and of course we used it ourselves for the Arnaldo Cohen performance.

President Charles Warner prepared letters to send to members and friends around Thanksgiving to solicit end-of year donations. Sally Griffiths printed them and prepared them for mailing. Individual contributions for the year totaled approximately \$36,000.

Carole Wilhelm with help from Riek Oldenquist and others organized another successful series of after-concert parties, all of which were attended by the performing artists. This year, instead of bringing items to provide a full dinner menu, attendees were asked to bring heavy hors d'oeuvres and wine or beverages. This appeared to work well, and will probably be continued. Many hosts

shared responsibility for our post-concert parties. We continue to have the good fortune to use the Waterford Tower party room where two parties were held. Hosts were Barbara and Merv Muller and Kate Erstein as well as Alice and Kenneth Beckholt and Debbie and Dave Niemi. Marilyn and Jim Scanlan welcomed us at Summit Chase. Bob and Carole Wilhelm hosted at St. John's Church. Adrienne and Sid Chafetz arranged for the use of the party room at Park Tower, where Yvonne and Dick Burry hosted. We enjoyed returning to the home of Leslie Laufman and Rodger Mitchell for our final party of the season.

Respectfully submitted by Bob Wilhelm.

EDUCATION & OUTREACH COMMITTEE

Members:

Deborah Price, Co-Chair
Katherine Borst Jones, Co-Chair
Camille Mack
Tiffany Montgomery
Kay Slocum

2010 - 2011 E & O Events:

Residency, Master Classes and Multi-media presentation arranged:

Barber Adagio for Strings – A collaborative multi-media presentation with the Worthington McConnell Arts Center, WOSU Public Media, Chamber Music Connection (CMC) and CMColumbus presenting Tom Larson, author of *Barber's Adagio for Strings – The saddest music ever written*. Lecture, writing workshop and performance featuring students and alumni of CMC with guest artist Hayley Wolfe, violin (Berlin, Germany – originally from Westerville, Ohio).

Brentano String Quartet – Masterclasses with the Brentano String Quartet held at Saint John's Episcopal Church on March 12. Thirty-six (36) students benefitted from the masterclass and approximately sixty (60) students benefitted from a "teaser" performance by the quartet at the church. The masterclasses were held in conjunction with the Chamber Music Connection (CMC).

Fry Street Quartet – Three Day Residency with rehearsals, master classes and side-by-side performance with CMC. students and associated faculty was arranged and presented in April 2011 at St. John's in Worthington and Gethsemane Lutheran Church. Thirty-seven (37) CMC students benefitted directly from the performance experience while over fifty (50) students benefitted from the master classes and mini performance presented at the Friday CMC session. An outreach performance by the FSQ with eight (8) CMC students and faculty was presented at the Ohio State School for the Blind. The entire residency concluded with the side-by-side performance at the Gethsemane Lutheran Church of Beethoven Op. 18 No. 5, the last movement of Schubert's Death and the Maiden, and an arrangement of Orange Blossom Special.

Pre-concert Performances by Student Ensembles:

Performances were given by CMC and OSU ensembles before concerts this season.

CMColumbus CMC Scholarship:

CMC's board voted a few years ago to provide scholarship for study at CMC to be given to deserving students. (Total \$1,200. \$600 each for fall & winter tuition)
The 2010 Fall and 2011 Winter recipients included Heeyeon Chung, violin student of Leonid Polonsky, Nikita Annenkov, cello student of Pei An and Mitchell Reiner-Coffey, bass student of Gary Wasserman and John Pellegrino.

Cavani Quartet Performance with CMC Senior Fellows Heeyeon Chung, Kaho Sugawara, Rebekah Lee, and Margaret Kelley, violins; Ruthie Cordray, Megan Young and Nikita Annenkov, cellos plus CMC alumni/faculty Robert Firdman and James Rubino, violins; Stephanie Price, Annalisa Boerner and Debbie Price, violas.

The Cavani String Quartet with CMC Senior Fellowship Students, alumni and associated faculty listed above joined together in rehearsal and performance presenting the finale movement of Mendelssohn's Octet. The Cavani gave master classes and coachings as part of the CMC annual Spring Festival. Dr. Nancy Gamso secured the use of the facility. This event marked the 19th consecutive year CMC presented the Cavani and the Spring Weekend Festival and the 6th year of the collaboration with CMColumbus.

Chamber Music Columbus Student Awards:

Invitation letters go out each year to area teachers for recommendation of student recipients. Tickets and certificates requested are sent out by Sally Griffiths who also prepares the news releases.

Chamber Music Columbus Tickets for targeted Music Directors & students:

Free tickets are offered to music students from The Ohio State University, Capital University, Otterbein University and Ohio Wesleyan University as well as to CMC. High 5 tickets are available via TicketMaster and are offered to CMC students directly through CMCols.

Chamber Music Columbus 2011/2012 proposed events:

Johannes String Quartet – residency
Trio Solisti with violist Hsin-Yun – masterclasses
Wu Han and David Finckel – masterclasses
New York Woodwind Quintet – masterclasses

Respectfully submitted by co-chairs, Deborah Price and Katherine Jones

FINANCE COMMITTEE

Members:

Dan Jensen, *chair*

Saul Blumenthal, *treasurer*

Mervin Muller

Bob Wilhelm

Objectives: The Committee's objective is to maintain accounting records and controls over the finances of CM Columbus. It accomplishes this objective by the following activities.

Financial Planning:

- Prepared and presented to the Board an annual budget for the 2011-2012 fiscal year and concert season based on information provided by other Board committees and on thorough discussion with the Board. The budget was unanimously approved by the Board.
- Reviewed objectives of the current Long-Range Plan as a guide to action.
- Oversaw the investment of the available fund balance of CM Columbus.
- Maintained close coordination with the Development Committee to assure consistent planning and responsiveness to recent cuts in grants from funding organizations.
- Augmented the CM Columbus website with the ability to process secure transactions accepting all major credit cards and PayPal for donations, season ticket purchase, and other special sales such as tickets for fundraising events.

Accounting and Reporting:

- Received and disbursed all funds for CM Columbus operations and maintained accounting records and related documents for all transactions.
- Coordinated with CAPA on the ticket sales, expenses, and attendance of each concert at the Southern Theatre.
- Received and processed contributions and subscriptions and acknowledged them to members and subscribers.
- Prepared financial statements and regularly reported at Board meetings on the results of year-to-date operations and concert attendance.
- Prepared financial statements in support of grant applications.
- Issued invoices for piano rentals and for program advertisements.
- Complied with tax requirements, including filing with the U. S. Internal Revenue Service the required annual tax return.
- Engaged an outside auditor and prepared various schedules and analyses in support of the auditor's work.

Long-Range Objectives:

Continued efforts to implement effective budgetary and financial controls supported by strong accounting records and reporting.

Respectfully submitted by: Dan Jensen

PROGRAM COMMITTEE

Members:

Ed King, Co-Chair
Jim Unger, Co-Chair
Katherine Borst Jones
Jennifer Hambrick
Barbara Keller
Andrew Oldenquist
Kay Slocum
Jay Weitz

1. **Summary of the Season:** Chamber Music Columbus (CMC) presented six regular season concerts and one concert co-presented with Chamber Music Connection in May at Delaware featuring the **Cavani Quartet**. The regular season consisted of concerts performed by one vocal ensemble (**Chanticleer**); one piano recital (**Arnaldo Cohen**); one string quartet with solo clarinet (**Carpe Diem String Quartet** with **Jerry Kirkbride**); one brass ensemble (**Burning River Brass**); and two traditional string quartet (**Brentano String Quartet** and **Fry Street Quartet**).
2. **Highlights:**
 - Chanticleer presented an all new program “Out of This World.” It was different from the program the ensemble originally planned to present, the programs for which had been printed considerably before the concert, so an insert with the program and vocal texts were created to update that concert’s program book. The ensemble arrived a day early, so they toured the city, shooting video in the Short North that eventually became the backdrop of their first-ever music video.
 - The Carpe Diem Quartet: One the objectives of CMC programming is to present local talents.
 - The Burning River Brass presented a mixed program of classical, popular, and film music to a large and enthusiastic audience. It was the first time CMC presented a brass ensemble of this size.
 - CMC Board member and WOSU on-air host Jennifer Hambrick interviewed Chanticleer Music Director Matthew Oltman on stage at the Southern Theatre preconcert. The discussion highlighted Chanticleer’s process for program development and their commissioning, education, and outreach programs. See Jennifer’s report on this season’s CMC pre-concert audience engagement events, below.
 - The Fry Street Quartet was interviewed by Jennifer during her midday program on WOSU Classical 101 and performed live on the air one day before the concert on WOSU. See Jennifer’s report on this season’s CMC pre-concert audience

engagement events, below. Participating in our outreach and master classes were the Brentano Quartet and the Fry Street Quartet. See details in the Education Committee report.

3. Chamber Music Columbus Pre-Concert Audience Engagement Events, 2010-11:

Chamber Music Columbus engaged its audience and prospective concert-goers during the 2010-11 season through two unique pre-concert events at the Southern Theatre and on WOSU's Classical 101.

Before our season-opening presentation of Chanticleer, Classical 101 midday host Jennifer Hambrick interviewed Chanticleer music director Matthew Oltman onstage at the Southern Theatre before a sizeable and enthusiastic audience. The conversation was light and lively and gave our audience a glimpse into the inner workings of one of the world's finest a cappella choruses: how Chanticleer rehearses, how Oltman constructs programs for the group's concerts, and how Chanticleer taped its first-ever music video right here in Columbus earlier that day. The interview also explored Chanticleer's exciting new and ongoing artistic ventures, including its commissioning program and its online audio-on-demand initiative.

On the day before our final concert of the season, the Fry Street Quartet came to the WOSU studios for a live on-air performance and interview during Jennifer Hambrick's midday program on Classical 101. In between the Fry Street's performances of movements from the Beethoven and Schubert quartets they performed in full at the Southern Theatre the following evening, members of the quartet spoke with Jennifer Hambrick about some of their activities with Chamber Music Connection students and about the Fry Street's history as an ensemble. This live in-studio presentation received immediate and extremely positive feedback from Classical 101 listeners. The 20 minutes of air time given over to the performance and interview also gave Jennifer several opportunities to promote the good work of Chamber Music Columbus to the station's tens of thousands of midday listeners throughout Central Ohio. Jennifer Hambrick also immediately published video of the in-studio online as an installment in the Cubicle Concert series on WOSU's classical music blog, again to promote the Fry Street's concert the following night on Chamber Music Columbus' series.

Looking ahead, Jennifer Hambrick has already confirmed artist availability with members of the Academy of St. Martin-in-the-Fields Chamber Ensemble and pianist Jon Nakamatsu for events to take place at the Southern Theatre before the first two concerts of Chamber Music Columbus' 2011-12 season. She will also schedule promotional in-studio performances and interviews on Classical 101 as artists' travel schedules permit.

Respectfully submitted by: Ed King

PROMOTION COMMITTEE

Committee Members:

Marianne Mueller (chair)
Yvonne Burry
Sally Griffiths
Jennifer Hambrick
Barbara Keller
Camille M. Mack
Charlie Warner
Francis Webb
Jay Weitz
Bob Wilhelm (webmaster)

Volunteers: Jerome Edwards, Anne LaPidus and Lillian Webb

Objectives for 2010-2011:

To publicize and promote the concerts using a variety of methods.

Accomplishments for 2010-11:

- Mailed approximately 7,800 season brochures. Distributed about 1,000 season brochures and 3,000 bookmarks.
- Created and placed ads in *The Columbus Dispatch*, *Alive*, *The Other Paper*.
- Listed concerts in arts event calendars like those in *Columbus Monthly*, *Ohio Magazine*, and *The Columbus Dispatch*.
- Traded ads with CAPA, CATCO, CSO, Opera Columbus, ProMusica, CSO Youth Orchestra, Women in Music, Early Music in Columbus, City Music and Chamber Music Connection, BalletMet, OSU School of Music.
- Donated tickets to fundraising auctions, music schools, educational organizations, and the media for promotional purposes.
- The Committee prepared three editions of the program booklets printed by Grange Insurance, prior to the season.
- The Committee created and printed three sets of postcards 1,700 each promoting two concerts on each set.
- The Committee also distributed posters, and news releases.
- Chamber Music Columbus offered discounted tickets to selected groups (including employees of supporting corporations, OSU and other educational organizations).
- Continued participation in the WOSU Arts Partnership Program and thereby received increased number of announcements and valuable exposure to our concerts.
- Utilized a major donation to WOSU for promoting the season.
- Created and posted a season poster for the Southern Theatre window.
- Promoted our concerts at the CAMA booth at the Columbus Arts Festival.
- Participated in the CAMA monthly flier distribution program.

The Committee performed the following activities to promote **single ticket sales**:

- Designed promotional posters for all concerts.
- Distributed posters to neighborhood establishments.
- Sent three postcard mailings about upcoming concerts.
- Sent email reminders prior to each concert to people on our email list.
- Offered tickets to all of our concerts through the High-5 program that allows students aged 13-18 to buy tickets for \$5.
- Offered a limited number of free tickets to students of Chamber Music Connection and to music students of OSU, Capital University, Ohio Wesleyan, and Otterbein College.
- Targeted special audiences for specific concerts.
- Participated in WOSU Member Card, Entertainment 2010.
- Continued discount exchanges with local arts organizations.
- Encouraged Chamber Music Columbus members to donate their WOSU Day Sponsorships to be used for Chamber Music Columbus announcements on WOSU.
- Offered discount tickets through *The Columbus Dispatch's* Reader Rewards program, Time Warner Presidents Club Rewards Program, and ticket give-away through Sunny 95.
- Promoted Chamber Music Columbus concerts, events, and community of volunteers through three issues of e-newsletter. Under the editorial guidance of Jennifer Hambrick, the Newsletter Team produced and published three issues of Chamber Music Columbus' interactive e-newsletter, *CMColumbusNow*. Each issue contained Chamber Music Columbus news items (e.g., event notifications, volunteer opportunities) feature stories about and interviews with Chamber Music Columbus artists, and CMSpotlight features highlighting the contributions of different Chamber Music Columbus members or volunteers.
- In October 2010, Jennifer Hambrick and Debbie Price helped promote Chamber Music Columbus in the community beyond the Southern Theatre as co-organizers of a unique event at the McConnell Arts Center of Worthington. "An Evening with Thomas Larson" showcased a talk by Thomas Larson about his book *The Saddest Music Ever Written: Samuel Barber's Adagio for Strings* and featured performances by students of the Chamber Music Connection. See [report of some other committee – Education and outreach?].

WOSU media partnership

WOSU Public Media continues to be a significant supporter and promoter of Chamber Music Columbus' activities. During the 2010-11 season, CMColumbus continued its relationship with WOSU Public Media through purchased underwriting credits announcing CMColumbus concerts on WOSU's classical music service and through a Media Sponsorship Agreement with the station.

Chamber Music Columbus also continued to deepen its relationship with WOSU Public Media through the active involvement of Chamber Music Columbus trustee and Classical 101 midday host Jennifer Hambrick. In addition to publishing a number of posts related to Chamber Music Columbus concerts and events on WOSU's classical music blog throughout the 2010-11 season, Jennifer Hambrick was able to promote our April 30 concert of the Fry Street Quartet, by inviting the quartet to perform and speak during her live program on Classical 101. Jennifer published a videorecording of a portion of the Fry Street Quartet's

20-minute in-studio performance as an installment in the Cubicle Concert series on WOSU's classical music blog, which attracts thousands of regular readers around Central Ohio, throughout the country, and around the world. More such on-air and online promotional opportunities may exist on Classical 101, pending Chamber Music Columbus artists' availability.

The Committee performed the following activities related to **Web Site promotion**:

- The Chamber Music Columbus web site has been online for more than ten years. In addition to listing the concert schedule, program notes and critical reviews are provided, and links to other sites provide an in-depth resource for information on the artists, composers, and music. It also provides information about Chamber Music Columbus, its organization, its history, and an invitation to join. There is a page with the latest news and another with links to other local arts organizations and organizations that help fund our operation. Members can sign up for after-concert parties using an on-line form.
- This year, for the first time, we added secure credit card and PayPal transactions purchasing subscriptions, making donations, and paying for special offers or events. This has been rapidly accepted by our members and supporters and its usage continues to grow.
- The on-line newsletter, *CMColumbusNow* (discussed above) is implemented as a separate website on the same host and administered by our webmaster.
- Audience surveys have been augmented with an on-line option which has proved popular. In our last major audience survey, approximately half of the respondents used this option, and volunteers entered the remaining data from paper forms using the same on-line form, making analysis of the data much easier and more direct. This year we used a similar method to collect information on donations for the silent auction portion of our "Life with Music" fundraiser.
- At another level, our board and key volunteers have access to a password-protected repository for documents and reports that are regularly updated. There is an on-line board calendar to schedule all meetings and activities. There are group mailing lists for each committee and for all trustees. All board members have their own Chamber Music Columbus email addresses, and there are special e-mail addresses for info, tickets, piano rental, news, and party reservations. Separate web pages have been developed for each committee to promote efficient communication. Many of these facilities are under-utilized, so further training and encouragement are planned.

Respectfully submitted by: Marianne Mueller

SALES COMMITTEE

Committee Members

Sally Griffiths (chair)
Saul Blumenthal

Objectives for 2010-2011

The Sales Committee provides the infrastructure to support Chamber Music Columbus, especially the Development, Finance and Promotion Committees. It provides an administrative function and it maintains the CMColumbus patron database. Its long-range goal is to make this function more accessible.

Accomplishments for 2010-2011

Successful selling of single tickets for Southern Theatre concerts through CAPA and TicketMaster ticket offices. Created special offers for staff from Battelle, Nationwide, CAS, OMTA, and OSU for "25% off" that increased ticket sales and awareness for select concerts.

Successful season ticket sales drive for 2010-2011 season.

Season ticket renewal forms for 2011-2012 were printed with merged data from database, including current reserved seat numbers and current membership status to refer to when calculating discount. The documentation that was completed last year made this process much faster than in previous years.

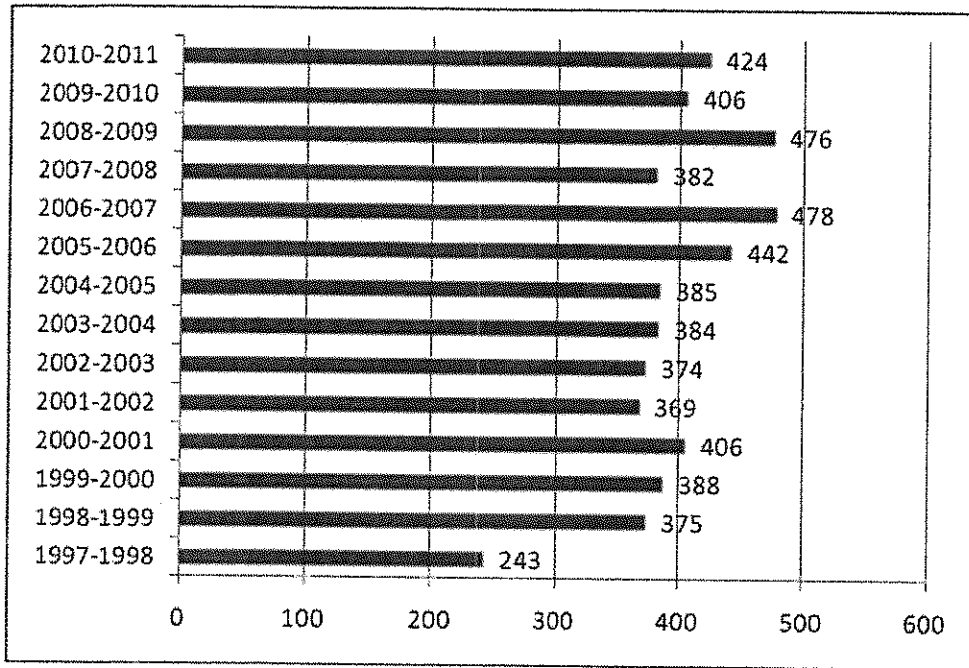
Presented offer to new season ticket holders to receive 25% off the new season ticket price. Produced and sold single tickets for the Cavani String Quartet concert, May 20, 2011.

Redesign of the database continued.

Merged and purged ProMusica, Early Music, McConnell Arts Center, and CSO mailing lists into ours to mail our 2011-2012 season brochure. We've received season ticket orders now from people we recruited from most of these lists.

Sent emails to over 1,000 patrons prior to each concert and to communicate other important information.

Below is a graph of the average concert attendance over the past 14 seasons (these numbers do not include the summer concerts in the earlier seasons or the Cavani String Quartet concerts that have been added in conjunction with the Chamber Music Connection in the later seasons). Blockbuster concerts in the 2005-2006 season (Guarneri, Finckel and Han, Richard Goode), 2006-2007 season (King's Singers, Philippe Bianconi, and Imani Winds), 2008-2009 (Guarneri String Quartet), and 2010-2011 (Chanticleer) accounted for the larger audiences during those seasons.



Average Attendance

Report submitted by: Sally Griffiths