

# {chamber music columbus}

## Annual Report of the Board of Trustees 2006-2007

### **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**

Robert Wilhelm (President), James Unger (Vice President), William Halverson (Secretary), Laurence McCulloch (Treasurer), Ivan I. Mueller (Immediate Past President), Yvonne Burry, John Dickinson, Sally Cleary Griffiths, Katherine Borst Jones, Edmund King, Jules LaPidus, Lyman Leathers, Marianne Mueller, Mervin Muller, Andrew Oldenquist, Deborah Price, Sheldon Taft, Charles Warner, Jay Weitz and Benjamin Wiant.

### **State of the Organization**

The 2006-2007 season, our 59<sup>th</sup>, was very successful. All concerts were well received by audiences and the press. A more detailed review will be found in the report of the Program Committee.

Our board committee structure continues to serve us well. Most of our board members serve on at least two committees. Some committees have additional non-board members who play key roles. These committees and their most active members breathe life into Chamber Music Columbus through the expenditure of countless hours and enormous energy.

We have continued our involvement as charter members of the *Ohio Valley Chamber Music Presenters Network (OVCMP)*, which includes chamber music presenters from Ohio, Kentucky, and, West Virginia. We also sent a representative to one meeting in Cincinnati. Chamber Music Columbus provides the organization's members with a private email communication service, a basic web page and repository for meeting minutes by making use of spare resources on the Chamber Music Columbus web site. The appearance of the Artemis String Quartet from Germany in our forthcoming season is the result of a joint booking arrangement with other OVCMP member organizations. Otherwise, however, OVCMP, has been almost totally inactive and requires revitalization or abandonment. Locally, we also continue to be members of CAMA, the Columbus Arts Marketing Association.

Financially, we are very pleased to report a modest surplus to add to our operating fund, once again putting the organization in the strongest financial position in its history. While this is an enviable position among arts organizations today, it affords us little opportunity to breath easier. Funding trends from our foundation and public sources are all pointing downward, and our grants have now reflected this trend for two consecutive years. Individual contributions from members and friends continue to be our most reliable source of support. We held a special fundraising event in the Fall of 2006 with food and wine at a beautiful mansion in Upper Arlington, featuring a panel discussion on the future of classical music led by Dispatch Senior Arts Critic Barbara Zuck with the executive directors of The Columbus Symphony Orchestra (Tony Beadle), ProMusica Chamber Orchestra (Janet Chen), and CAPA (Bill Connor).

Our Education and Outreach activities continue to benefit greatly from our collaborations with The Chamber Music Connection and The Ohio State University School of Music. The Cypress String Quartet worked with students of The Chamber Music Connection and others invited from local universities for several days in the fall. Their activities included not only master classes and coaching, but a program in a local high school, and a joint concert with CMC students and the Cypress performing together on stage in a special concert at Denison University in Granville. In the spring, Imani Winds worked with several wind ensembles in master classes at The Ohio State University School of Music. We continued to cosponsor the appearance of the Cavani Quartet at The Chamber Music Connection's Spring Festival Weekend in Delaware. We are proud to be achieving exciting and tangible results as we continue to build our education and outreach programs. Chamber Music Connection students continue to perform at the Southern Theatre before most of our concerts, and now often perform from the stage instead of in the crowded lobby areas.

There are too many people to thank individually in this report, but we are indebted and extremely grateful to all the volunteers who have prepared and distributed promotional material, organized the after-concert parties, hosted parties in their homes or at Waterford Tower, prepared program booklets, written program notes, negotiated contracts, tuned pianos, provided transportation for artists, written grant applications, represented us at meetings both in and out of town, written thank-you notes for donations, made music in the lobby before concerts, maintained databases,

prepared and handed out surveys, and performed the countless other tasks that make it possible to produce wonderful concerts.

Respectfully submitted,

Robert G. Wilhelm, Jr., President

## Chamber Music Columbus Revenues and Expenses 2006-2007

	CURRENT YEAR Projected Year Ending June 30, 2007	LAST YEAR Year Ended June 30, 2006
<b>INCOME</b>		
Ticket Income		
Season Tickets	44,225	44,864
Single Tickets	22,612	16,960
Total Ticket Income	66,837	61,824
Contributed Income		
Individuals	33,215	32,530
Corporate and Corp. Foundation:	12,870	7,000
Greater Columbus Arts Council	18,652	6,444
Ohio Arts Council		6,541
Columbus Foundation/CAF	5,464	7,500
Total Contributed Income	70,201	60,015
Other Income		
Program Ads	1,700	1,100
Net Proceeds From Fund Raising Events:		
Benefit Event and Auction	6,325	6,280
Football Auction	2,250	916
Investment Income	7,129	4,093
Piano Rental	1,600	2,600
Miscellaneous	37	23
Total Other Income	19,041	15,012
<b>TOTAL INCOME</b>	<b>156,079</b>	<b>136,851</b>
<b>EXPENSE</b>		
Artists' Fees	63,000	61,000
Education and Outreach/Master Classes	8,255	1,250
Venue Rental	22,552	19,822
Production	6,285	7,229
Marketing & Promotion	24,004	21,697
Development	1,110	370
Depreciation	1,000	1,000
General Operating	5,443	7,865
TOTAL EXPENSE	131,649	120,233
NET INCREASE (DECREASE) IN FUND BALANCES	24,430	16,618
<b>FUND BALANCES</b>		
Beginning	137,193	120,575
Ending	161,623	137,193

FUND BALANCE CONSISTS OF:

Cash, investments, endowment	172,149	147,595
Receivables and prepayments	11,460	14,580
Battelle piano (net of accumulated depreciation)	44,000	45,000
Less payables and deferred revenue	-65,986	-69,982

ENDING FUND BALANCE	<u>161,623</u>	<u>137,193</u>
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## Functions of 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

### Members:

Yvonne Burry  
Bill Halverson  
Jules LaPibus  
Merv Muller  
Ivan Mueller (Chair)  
Marianne Mueller  
Andy Oldenquist  
Charlie Warner  
Bob Wilhelm  
Sheldon Taft  
and volunteers: Riek Oldenquist, Jim Scanlan, Carole Wilhelm.

### Functions:

- Fund Raising: Via Foundations\*, Corporations\* and Individuals; organizing Events; renting the Battelle Piano; selling OSU Football tickets  
\*Includes networking, proposal writing, and follow up and reporting.
- Legacy Development.
- Membership Development: Recruit new subscribers; Recruit new members, primarily from subscribers; develop ownership-perception, primarily via social functions (post concert parties and special events).
- Outreach: Outreach to potential younger audience and to other art organizations for potential collaboration.

### Accomplishments:

#### 1. Foundation Fundraising:

##### Columbus Arts Fund

Board Member William H. Halverson prepared the 2007-2008 proposal for the Community Arts Fund of the Columbus Foundation. It was submitted online in October 2006. The proposal was revised slightly in response to suggestions made at a conference (attended by William Halverson and Ivan Mueller) with Senior Community Research and Grants Management Officer Sandra Smith in December 2006, and resubmitted in January 2007. In response to this proposal, \$5,833 was granted.

##### Greater Columbus Arts Council

This year as last we qualified to submit a request for operating support (rather than project support) from the Greater Columbus Arts Council. William H. Halverson and James Unger prepared the 2007-2008 proposal. The proposal was submitted in January 2007. In May, GCAC awarded Chamber Music Columbus \$24,592.40. This is, by a factor of two, the largest single grant we have ever received.

##### Ohio Arts Council

Andrew Oldenquist prepared our grant application to the Ohio Arts Council for Operating Support under the Sustainability program. This application resulted in a grant of \$8,121.

## **2. Corporate Fundraising:**

Ivan Mueller established one on one contacts with a number of corporations and submitted proposals with the following results:

Battelle	Educational support granted
Fifth Third Bank	Educational support granted
Grange	Prints Booklets and postcards 2006-2009
Honda	Grant awarded
Huntington Bank	Proposal unsuccessful
Jones Day	Special Event support given
Key Bank	Proposal unsuccessful
Limited	Educational & Advertising support given
National City	Grant & Special Event support awarded
Nationwide Foundation	Grant and Special Event support awarded
NetJets	Proposal unsuccessful
Reinberger Foundation	Proposal unsuccessful
Ross Labs	Proposal unsuccessful

Total financial support from these sources amounted to about \$14,500. Other support included the Grange printing partnership and the Limited paying for two half-page ads in the Columbus Post.

## **3. Individual Fundraising:**

In February 2006, Jules LaPidus sent letters to the majority of season ticket holders and members, urging them to become members or, if already members, to increase the level of their contribution. Although it is impossible to draw a direct relationship between those requests and the outcome, we did see an increase of some \$3,000 dollars from individuals.

In November 2006, further activities included the following:

1. Letters were sent to recent members not yet renewed; single ticket holders and non-subscribers; and non-members. Although it is still too early to assess the result, we do have three new members and three former members have increased their contributions. Early indications are that a number of increased contributions will accompany orders for season tickets, but that information will not be available until after May 31.

2. An information sheet on the tax implications of charitable contributions to CMColumbus was prepared dealing with IRAs and gifts of appreciated securities. In connection with this activity, a redrafted request for new members for the Cain Society was prepared. This information was sent with the previously described letters.

## **4. Special Fundraising Event:**

The Special Event, under the leadership of Yvonne Burry, was a multi-arts event staged at a large, private home in Upper Arlington. Our centerpiece activity was a panel discussion that included arts media notables Barbara Zuck (Dispatch), Bill Conner (CAPA), Tony Beadle (Columbus Symphony) and Janet Chen (ProMusica). We had several music activities and a

silent auction, in addition to wine and food tasting. The event raised approximately \$6,300, including \$3,000 corporate support. However, attendance was not strong - mostly the usual, loyal supporters. No large fundraising event is scheduled for 2007, but we will make personal appeals to members for generous contributions.

### **5. Battelle Piano:**

The Battelle Steinway piano was rented to other presenters on 3 occasions, providing a net income of \$1,600. Philippe Bianconi also used the piano for one of our own concerts.

### **6. OSU Football**

Jim Scanlan's efforts to sell OSU football tickets on eBay netted \$2,250.

### **7. Legacy**

Under the leadership of Charlie Warner, during the past year the James N. Cain Legacy Society added new members and reached out to the audience to join in this effort to support and perpetuate CMColumbus through a dedicated page and testimonial from Jules LaPidus (with picture) in the program.

### **8. Post-concert parties**

Post-concert parties have run smoothly with Riek Oldenquist handling reservations, Carole Wilhelm arranging hosts, and Bob Wilhelm providing web signup and preparing nametags. Reservations are received about equally between the telephone and electronic notification. Emphasis to encourage members to bring guests who are prospective members continues.

Hosts included:

Laurence McCulloch and Bill Hayton  
Mutsuyo and Jim Unger and Anne and Wes Harnish  
Alice and Ken Beckholt and Debbie and David Niemi  
Peggy Alexander and Ed King  
Judy Kleen, Linda Royalty, and Nancy and Len Powlick  
Martie and Joe Bullock

We continue to be fortunate that the condominium president offers The Waterford Towers party room at no cost. Attendance at parties in 2007 has been a bit smaller. We will make an effort to see why, but it has allowed for comfortable gatherings. Several new subscribers and members have attended parties this season.

### **9. New member orientation**

Bill Halverson at the Great Southern Hotel organized a reception for new members on October 21, 2006, immediately preceding the first concert of the season. Approximately 20 board members and spouses hosted 36 new subscribers. The cost was modest, the feedback from both guests and Board members was very positive, and the Board intends to repeat the event in October 2007, using a similar format.

## **10. Outreach**

The results from this effort were less than Merv Muller, leading this activity, hoped to achieve. Students from seven of twelve schools identified as being interested receive free tickets. Music teachers were asked to identify students and their parents who would wish to receive free tickets to a concert. All twelve schools were contacted at least twice. No school responded from the initial request to identify students. Merv spoke with or e-mailed music teachers to try to understand why we received so little cooperation and help in identifying students who might be interested in attending a free concert. Apparently, music teachers are so busy that, with two exceptions, they lacked time to identify any students without being pressured to do so.

April 30, 2007

Submitted by  
Ivan I Mueller  
Chair

## EDUCATION & OUTREACH COMMITTEE

### Members:

Deborah Price, Co-Chair  
Katherine Borst Jones, Co-Chair  
Jules LaPibus, CMColumbus Consulting member  
Yvonne Burry, CMColumbus Consulting member  
Ed King, liaison from programming committee

### Accomplishments during 06-07 Season:

- A successful residency with the Cypress String Quartet. (*This helped complete one of the goals of the E & O Three Tier Plan presented in 2004.*) The residency included rehearsals, master classes, school outreach concerts, and a concert by the *Cypress String Quartet* with CMC Fischhoff 2006 Silver Medal winners, *opus.*, and advanced students of CMC. The rehearsals and master classes were held at the CMC home, St. John's Episcopal Church, and the Southern Theatre. Hilliard Davidson High School music dept and its director Mark Sholl hosted the school concert. The Cypress concert with *opus.* and advanced CMC students was hosted by Denison University Music Department as part of the CMC Conservatory Series. Deborah Price organized the Cypress events with assistance from Ed King.
- The Imani Winds gave a set of well-received master classes on the OSU campus. Kathy Jones organized the classes and the ensembles featured were made up of college and graduate students of OSU.
- CMColumbus presented the Cavani Concert for the CMC Spring Festival. Over 100 chamber music students attended the concert as well as an audience made up of CMColumbus supporters, CMC associated family, friends and faculty and community members. Jemison Auditorium was packed!
- The Student Awards program continues with students honored by CMColumbus. The students are offered concert tickets and honorees have their names listed in CCMS programs.
- Student and family discount tickets were provided directly to CMC encouraging attendance by youth to CMColumbus concerts during the season.
- CMC student ensembles and an OSU wind ensemble performed before the CMColumbus concerts at the Southern theatre. The ensembles presently perform from the stage via request from staff of the Southern. This provides a performance opportunity for the students on a fantastic stage as well as a pleasant welcoming statement for CMColumbus patrons without crowding the foyers.
- CMC student performers attended the after-parties and appreciated the opportunity to meet the artists and CMColumbus members.

At E & O Meetings, attendees discussed the following possible events for 07-08:

- Master classes with the St. Lawrence String Quartet for CMC ensembles. These are already booked and will be hosted by CMC at St. John's.
- Residency with the Juniper Festival is also booked. The residency is patterned on the successful Cypress String Quartet residency. Discussion was made regarding the venue for the performance by the Juniper/CMC combined ensembles (this is part of the CMC 07-08 Conservatory Series). A suggestion was made to investigate use of the Southern Theatre for its wonderful acoustics, the fantastic opportunity for the young artists to experience the stage, and the convenience of the use of the piano and additional instruments already placed there for the Juniper Festival.
- A pre-concert reception (similar to the one this fall for new members) is proposed to honor teachers from the area. Select teachers would also receive two free tickets to the concert that evening as well as recognition in the program or a statement from the stage mentioning something such as "At this evening's performance we are delighted to have with us, in the audience, several of our community's music teachers. We are proud to celebrate their efforts in teaching our young people the love of music."
- The three tiered plan presented to the Chamber Music Columbus board in May 2004 continues to be a guiding source for the E & O project design. The original plan includes three goals. Goal #1 is to bring chamber music performance, awareness, and education to targeted students and schools. Goal #2 is to bring professional chamber music performance, awareness, and education to targeted students and schools. Goal #3 is to host and present a collage event made up of student ensembles (elementary through post graduate) and possibly a professional chamber music performance at the Southern Theatre for school age students and their families to bring awareness of the chamber music idiom and inspire the audience to learn more and attend future chamber music concerts. Discussion within the committee also includes the arranging of open rehearsals and /or "side by side" opportunities for amateurs as well as students
- Discussions continue regarding CMC students attending after parties.
- Discussions continue regarding collaborating with CMC the design and initiating of a premier chamber music competition in the central Ohio region.

Submitted 5/23/07 by Deborah Price, co-chair.

## FINANCE COMMITTEE

### Members:

John Dickinson, chair  
Laurence McCulloch  
Ivan Mueller  
Bob Wilhelm

**Objectives** - The Committee's objective was to maintain control over the finances of CM Columbus. It accomplished this objective by the following activities:

**Financial Planning** – Prepared and presented to the Board an annual Budget for the next period, plus revisions where needed, after communicating with other Board committees to determine their needs. Prepared interim projections for the budget of the current year. Made a recommendation to the Board about ticket prices and membership fees for the 2007-2008 season. Oversaw the investment of the available fund balance of CM Columbus. Participated in the revision of the Long-Range Plan.

**Accounting and Reporting** – Received and disbursed all amounts for CM Columbus operations and performed an accounting for all transactions. This included coordination 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 reported at Board meetings on the results of operations year-to-date, including concert attendance. Prepared financial statements in support of grant applications. Invoiced for piano rentals and for program advertisements. Completed tax requirements, including filing the Federal Annual tax return.

**Audit** – Engaged an outside auditor and prepared many analyses in support of the auditor's work.

For the coming 2007-2008 season, the Committee intends to continue the same objective and activities, plus two initiatives included in the new Long-Range Plan: create a long-range financial plan and prepare a document detailing how financial procedures are performed.

**PROGRAM COMMITTEE**  
**Annual Report 2006-2007**

**Members:**

Ed King (chair)  
Katherine Borst Jones  
Jules LaPidus  
Andrew Oldenquist  
James Unger  
Jay Weitz  
Bob Wilhelm

**Chamber Music Columbus** presented six regular season concerts on Saturdays between October 2006 and April 2007 at the Southern Theatre and one concert in May 2007 in Delaware, Ohio, featuring the Cavani String Quartet.

**The functions of the committee are to:**

- Plan music offerings; the committee is responsible what our audience hears.
- Arrange local talent for joint appearance with visiting musicians.
- Review and execute contracts.
- Carry out concert day operations, including lodging and local transportation for the performers, arranging rehearsal time, and coordinating with the stage crew of the Southern Theatre.
- Provide material for the program book, notably the program notes, as well as for the season brochure and other publicity.
- Arrange master classes, school concerts and outreach activities in conjunction with the Education Committee.

**Highlights of the Season:**

- One concert with string quartet featuring local talent: The *Cypress String Quartet* with *Katherine Borst Jones*, flute. The Cypress Quartet is also the first quartet for a mini-residency taking part in master classes, school concerts, and a joint concert with the students of Chamber Music Connection.
- A vocal ensemble: The *Kings Singers* concert is remembered as a sold-out chamber music concert on the Saturday of the Ohio State-Michigan football game.
- One piano recital: *Philippe Bianconi's* playing of Beethoven, Schumann, Ravel, and Liszt received rave reviews.
- One concert featuring a string quartet with additional viola: The *Brentano String Quartet and Hsin-Yun Huang* presented three viola quintets by Mozart.
- The young Miro Quartet presented music by Arriaga, Shostakovich, and Dvorak.
- A wind quintet: Imani Winds wind quintet played music by Piazzolla, Shorter, and other ethnic composers. The concert drew a large and diverse audience, and the quintet gave a master class at the OSU School of Music under our auspices.

The Committee also completed the planning of the 2007-2008 season. The highlights of the season include four world-renowned string quartets: The *St. Lawrence String quartet* (with *Todd Palmer, clarinet*); the *Vermeer String Quartet* (with *Caroline Hong, piano*); the *Takacs Quartet*, and the *Artemis Quartet*. Also included in the season are *Derek Han, piano* and *Juniper Festival Chamber Music* presenting music by Tan Dun, Mark Philips and Dvorak. The season also will include two world premieres and one Columbus premiere (Tan Dun).

## PROMOTION COMMITTEE

### Members:

Marianne Mueller (chair)  
Yvonne Burry  
Sally Griffiths  
Carole Larimer  
Charlie Warner  
Francis Webb  
Jay Weitz  
Bob Wilhelm (webmaster)

### Activities:

The Committee used the following methods of promotion:

- Mailed approximately 8,000 season brochures.
- Advertised in the printed media and the airwaves.
- Traded ads with other arts organizations.
- Donated tickets to fund-raising auctions, to schools, educational organizations and to the media for promotional purposes.

The Committee prepared three editions of the program booklet, printed by Grange Insurance .

The Committee also distributed posters, news releases, postcards, and bookmarks. Chamber Music Columbus offered discounted tickets to selected groups (including employees of supporting corporations, OSU and other educational associations).

An important promotional tool is our Web site at [www.CMColumbus.org](http://www.CMColumbus.org).

### Accomplishments:

The Committee performed the following media promotion activities:

- Created and placed ads in the Columbus Dispatch, The Other Paper, and in Alive. Listed concerts (no charge) in the Columbus Monthly and in the Ohio Magazine.
- Traded ads with CAPA, CATCO, CSO, Opera Columbus, ProMusica, CSO Youth Orchestra, Women in Music, Early Music in Columbus, City Music and The Chamber Music Connection
- 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.
- Wrote, formatted, and mailed news releases for each concert.
- Established partnership for selected concerts with WCBE.
- Continued to nurture personal contact with Barbara Zuck and Gary Budzak of the Dispatch resulting in several pre-concert articles.

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

- Continued the "Bring a Friend" promotion offering a 25 percent discount to new subscribers or to the person bringing a friend.
- Promoted our concerts at the CAMA booth at the Columbus Arts Festival.

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

- Designed several promotional posters. Customized remaining posters provided by artist managers.
- Distributed posters with the help of Team Battelle and Chamber Music Columbus volunteers, and by mail to all the branches in the Columbus Metropolitan Library System and to all the suburban libraries.
- Sent three postcard mailings about upcoming concerts.
- Sent email reminders prior to each concert to people on our email list. Members get separate messages to remind them about the post-concert parties.
- 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 students of OSU School of Music.
- Targeted special audiences for specific concerts e.g., choirs and the African American community.
- Participated in WOSU membership card, Ohio Savings Bank Club 2000, Entertainment 2006.
- Continued discount exchanges with local art organizations.
- Encouraged Chamber Music Columbus members to donate their WOSU day sponsorships to be utilized for free Chamber Music Columbus advertisements on WOSU.

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

- The Chamber Music Columbus Web site has been online for over eight years now, and is a valuable tool for our board as well as a promotional tool. The Web site's first and most direct focus is on our programming, by listing the full schedule for the upcoming season. Program notes and critical reviews are added as they become available. Links to other sites provide an in-depth resource for information on the artists, composers, and music. The Chamber Music Columbus Web site has information on how to obtain tickets and contains complete ticket pricing information. It also has background 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. The site tells how to get in touch via email, conventional mail, or telephone, and provides a feedback form to request information or make comments directly.
- At another level, the Web site helps the Board of Trustees to function more efficiently. It provides a repository for documents and reports that are regularly updated and are available to Board members at any time. An electronic mailing list allows any board member to reach all others via a single address. All board members have their own Chamber Music Columbus

email addresses, and there are special e-mail addresses for info, tickets, piano rental, and party reservations.

Submitted by Marianne Mueller April 27, 2007

## **Report of the Sales Committee**

### **Members:**

Chair: Sally Griffiths

### **Objectives:**

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 2006-2007**

- 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 "buy one at regular price, get the second for half off" that increased ticket sales and awareness for select concerts.
- Very successful season ticket sales drive for 2006-2007 season.
- Season ticket renewal forms for 2007-2008 were printed with merged data from database, including current reserved seat numbers and current membership status to refer to when calculating discount.
- 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 18, 2007.
- Redesign of the database continued, but still has more work to be completed.
- Merged ProMusica, Early Music, CSO, and CAPA mailing lists into ours to mail our 2007-2008 season brochure. We have received season ticket orders now from people we recruited from most of these lists.