



VSA:
VALLEY SYMPHONY
ASSOCIATION

GRATITUDE REPORT



50th 2021-22
SEASON

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VSA patrons, friends and musician members:

Thank you all for your support during our Jubilee Season. It was filled with challenges, excitement, and celebrations.

Important milestones occurred in our 50th Season. We said farewell to two longtime friends: VSA Orchestra Conductor Michael J. Kern retired after devoting 27 years to the growth of the orchestra and the organization; Debra TenNapel, our concertmaster since 2008, resigned to move with her family to Montana. We said "hello" to our new chorus director, Katy Kristoffersen.

The VSA Orchestra and Chorus presented 6 programs with a total of 10 performances. Over 3,700 concert-goers enjoyed the talents of 111 musicians. Musicians attended over 60 rehearsals. Patrons, underwriters, partners, and sponsors totaled more than 139.

Total revenues, including in-kind partnerships and donations, were \$153,987. Total expenses, including in-kind partnerships, were \$138,538. Major in-kind income included broadcast advertising from Cherry Creek Media (\$23k+), venues provided by the City of Montrose (\$7k+), newsprint advertising in the Montrose Daily Press and Delta County Independent (\$7,500), mobile billboard advertising by Alpine Bank (\$5k), and large format printing from GoBigBanners (\$1,500).

50th
2021-22
SEASON



Revenue \$153,987*

Revenue	\$ amount	% of total
Advertising Sales	\$ 8,720	6%
Advertising (In Kind)	\$ 38,800	25%
Concert Programming (In Kind)	\$ 7,500	5%
Grants & Donations	\$ 12,136	8%
Partnerships	\$ 5,100	3%
Sponsorships	\$ 30,549	20%
Ticket Sales	\$ 43,682	28%
Underwriting	\$ 8,300	5%



- Advertising Sales
- Advertising (In Kind)
- Concert Programming (In Kind)
- Grants & Donations
- Partnerships
- Sponsorships
- Ticket Sales
- Underwriting

*"In Kind" revenue balances the expenses for venue rentals, large format print signage, and advertising that would otherwise be a cash expense.

Expenses \$138,538

Expenses	\$ amount	% of total
Administration	\$ 11,307	8%
Advertising	\$ 9,176	7%
Advertising (In Kind)	\$ 38,000	27%
Concert Programming	\$ 41,268	30%
Concert Programming (In Kind)	\$ 7,500	5%
Development	\$ 6,501	5%
Marketing	\$ 24,786	18%



- Administration
- Advertising
- Advertising (In Kind)
- Concert Programming
- Concert Programming (In Kind)
- Development
- Marketing



Season 51 begins with *Pops in the Park* on Saturday, September 10. This concert will be presented at the new Montrose Rotary Amphitheater and guest conducted by Scott Betts, well-known area conductor and performer. The season continues with *Christmas by Candlelight*, *Young Composers*, and *Pop Stars & Superheroes*, all with performances on Saturdays and Sundays at the Montrose Pavilion.

The quarterly schedule was adopted for Season 51 to allow the board, consultants, and volunteers to most effectively focus their efforts, responsibly and efficiently steward the organization, and continue to recover from COVID challenges and setbacks. Season 52 is scheduled to resume a six-concert season.

The Conductor Selection Committee, chaired by Charles Latshaw (music director/conductor of the Grand Junction Symphony Orchestra), received applications through July 1; have reviewed applications and are currently holding interviews.

Vince Snowbarger joined the board in June. Our thanks to past board members Eunice Acker and Brenda Anderson, who finished their terms in 2021.

Season 51's budget is similar to Season 50 with total revenues anticipated at approximately \$95,000. Key supporters include: Townsquare Media (formerly Cherry Creek Media), Cimarmon Wealth Management (formally Colorado West Investments), the City of Montrose, Montrose Daily Press/Delta County Independent, Alpine Bank, TEI Rock Drills, and GoBigBanners.

Ticket outlets are confirmed in Delta and Montrose. Our website can be conveniently used for donations as well as purchasing all VSA products, including tickets, advertising, sponsorships, partnerships, and underwriting.

Our first annual meeting is scheduled for Monday, August 8, 2022, at 7pm. Please plan to attend this important meeting, which will be held at our regular rehearsal room in the Delta Family Center (822 Grand Ave, Delta, CO 81416). The board will present a review of the information included herein and share established details about Season 52. Additional information about this meeting will be sent by email.

Thank you for your support in making the VSA's vision, *Bringing Classical Music to Life*, a vital part of the Uncompahgre, Grand, and North Fork Valley communities. With your help, volunteer musicians and audiences of all ages can look forward to another 50 years of great music.

VSA BOARD

Hartland Clubb, President

Priscilla Fry, Treasurer

Vince Snowbarger, Member-At-Large