



Photo courtesy Azy Scotten Photography



ProMusica Arizona Chorale and Orchestra Annual Report July 1, 2014 - June 30, 2015



ProMusica Arizona is supported in part by the Arizona Commission on the Arts, which receives support from the State of Arizona and the National Endowment for the Arts.

ProMusica Arizona Chorale and Orchestra



2014-2015 Board of Directors

Chair	Kristi Kroeger
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Executive Director	Yvonne Dolby
Artistic Director	Dr. Adam Stich

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ProMusica Arizona's mission is to enrich lives in the Greater Phoenix Area through innovative, joint performances of its multigenerational chorale and orchestra. Since its founding in 2003, ProMusica Arizona Chorale and Orchestra (PMAZ) has become a leader in bringing live music to audiences in the Greater Phoenix Area. With almost 100 singers and instrumentalists ranging in age from early teens to mid-80s, the group has performed over 150 times for nearly 100,000 people in venues across the Valley.

ProMusica Arizona is a 501(c)(3) non-profit organization and is a proud member of Chorus America, League of American Orchestras, ASCAP, BMI, Phoenix Chamber of Commerce, West Valley Arts Council and Arts Council of the North Valley.

As part of its commitment to high quality musical performances, PMAZ is dedicated to an inclusive policy of attracting musicians in every age group with varying skill levels and providing a challenging but supportive environment to develop talent. Participation offers musicians an educational experience and opportunity to practice with others, perform before a live audience, and receive mentoring and instruction from experienced singers and instrumentalists. PMAZ provides a performance home for local talent and brings family-friendly live music at affordable ticket prices to audiences of all ages.

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Photos courtesy Azy Scotten Photography



Message from the Executive Director

The 2014-15 ProMusica Arizona (PMAZ) season was characterized by variety, quality performances and innovation. The year was a combination of the old and familiar and the new and adventurous all with an international theme. We continued our four-concert season format with smaller outreach events to serve and stay connected with our community. The season highlights included:

- In October 2014, the concert version of Rodgers & Hammerstein's massive hit *South Pacific* featured the PMAZ Chorale & Orchestra along with professional singers in leading roles. The concert was performed at the Herberger Theater West in downtown Phoenix.
- In December 2014, PMAZ partnered with Christ the Lord Lutheran Church in Carefree to present the seasonal favorite, Handel's *Messiah*. Our singers and instrumentalists joined renowned soloists to bring this majestic oratorio to the community.
- In February 2015, PMAZ presented a unique audience experience with *Around the World in 80 Minutes*. Attendees chose from 20-minute mini-concerts featuring small ensembles performing music from around the globe. As the audience moved from one location to the next, there were more choices than chances to experience it all before the entire Chorale & Orchestra came together for the grand finale in the atrium at the Scottsdale Center for the Performing Arts.
- In April 2015, *The Unpredictable Adventures of Henry Hicklebee*, inspired by the children's "choose your own adventure" stories and developed by Artistic Director Adam Stich, came to life at Camelback Bible Church in Paradise Valley. Using music and monologue, the one-of-a-kind concert experience encouraged audience participation in music selection by allowing people to vote by cell phone texting. The results were shown in real time on television monitors and determined where Henry's adventures took him next which, in turn, led to the specific musical choices.



Yvonne Dolby (Photo
courtesy Azy Scotten
Photography)

We were delighted to be a semi-finalist for a City of Phoenix Mayor's Arts Award last season, and honored to be chosen for a \$5,000 Art Tank Award for innovation by the Arizona Commission on the Arts. The Art Tank Awards included competitions among arts organizations throughout the state, and judges awarded grants based on "not business as usual – business unusual." PMAZ made the case for a new way to engage audiences and create interest in classical music with the unique cell phone voting concept of *The Unpredictable Adventures of Henry Hicklebee*.

As the season came to a close, it was time to assess what worked well, what needed improvement and what priorities needed to be addressed:

- With all of our Board members except one coming to the end of their terms, the first order of business was recruiting new Board members to fill vacant positions and concentrating on skill sets that would benefit the organization moving forward. We were fortunate to recruit and elect ten new Board members and retain the one who still had a year to serve. Their talents are diversified, and the start of our new season has been a fruitful experience as they have rolled up their sleeves and gotten to work helping with so many important aspects of our organization including artistic input, production/logistics, fundraising, marketing, grant writing, finance, governance and much more.

- We loved performing at the various venues across the Valley, but it presented a challenge for marketing to ever-changing geographic areas and created a strain on finances. Despite a varied and interesting season, attendance was poor. We lost some of our loyal concert-attendees who weren't willing or able to travel to some of the more distant locations. Attracting new audience members takes consistency over time, and discovering new ways to market requires new ways of thinking. We were fortunate to be selected in June as a semester class project for junior and senior marketing students at the Carey School of Business at ASU. They are currently conducting in-depth marketing research and will be making recommendations to us in December 2015.
- Our Board and artistic staff decided that concentrating in the North Valley and using lesser expensive venues for the coming season made good financial sense and would be attractive to audience members that weren't traveling to see us perform. Additionally, several of the venues chosen are churches that are willing to help us market to their members. By tightening our belts on venue costs and starting the new season with some creative fundraising, we are already turning a corner financially. We are most happy to report a significant reduction in our line-of-credit balance and a great improvement in our finances overall.
- We recognized that keeping membership dues reasonable is very important to retaining our talented musicians. We were able to maintain dues at \$160 for the 2014-15 season and raise them by a very modest \$5 for the new season. We continue to offer small stipends and some fee waivers to members who need assistance in order to participate in our programs. PMAZ is extremely proud of our multigenerational chorale and orchestra and the quality of their performances. The fact that we retain such a high percentage of our members from year to year speaks to the value of the experience for them as well.
- Under the guidance of 2015-2016 Board leadership, PMAZ's strategic planning process for the next three years is well underway. The Strategic Planning Committee consists of people from within the organization as well as outside experts. I assure you they understand the value of feedback from our many stakeholders including donors, sponsors and advertisers, ticket buyers, musician members, volunteers, staff, community leaders and experts in music and non-profit organizations. They will be reaching out to the different stakeholders through various channels, listening to their opinions and incorporating them into our plan for the future.

As you review the financial information included in this report, please remember that it is a snapshot at a particular point in time. It cannot quantify the value of PMAZ's programs to the musicians and audiences served. I am excited about our leadership, our focus for the season and our long-range planning process. As we continue fine tuning our organization, I hope you will share my excitement and support the vital role the arts play in our community. We appreciate every one of our PMAZ "family" members and look forward to seeing you in the days ahead!

Best regards,

Yvonne Dolby
Executive Director

Performance Review for 2014-2015 Season

October 10-12, 2014 — The PMAZ Chorale & Orchestra along with professional guest artists in leading roles performed ***South Pacific: In Concert*** at the Herberger Theater Center, Stage West. The show featured some staging, props and lead characters in costumes.

December 7, 2014 — PMAZ Chorale & Orchestra ensembles performed Christmas music at the 9th Annual Teen Art Competition at the Anthem Civic Building. The event was sponsored by the Arts Council of the North Valley.

December 10, 2014 — A PMAZ ensemble sang holiday songs for the National League of American Pen Women in Scottsdale.

December 13, 2014 — The PMAZ Chorale & Orchestra collaborated with Christ the Lord Lutheran Church in Carefree to present a community sing-along of Handel's ***Messiah*** at the church. The concert featured guest soloists Tenor Justin Carpenter, Bass Vernon Hartman, Mezzo Soprano MarySue Hyatt, Soprano Amy Johnson, Coloratura Soprano Deirdre Pagani and Alto Rachel Velarde. The concert was conducted by John Sikora. PMAZ Orchestra members played Christmas music prior to the concert.

February 8, 2015 — The PMAZ Chorale & Orchestra presented ***Around the World in 80 Minutes*** at the Scottsdale Center for the Performing Arts. Audience members were given a map and schedule of seven 20-minute mini-concerts featuring music from around the globe performed by ensembles from the Chorale & Orchestra in different locations at the venue. Each ticket holder chose four mini-concerts to attend before the grand finale when the entire Chorale & Orchestra performed together in the Atrium.

April 18-19, 2015 — The PMAZ Chorale & Orchestra, along with professional guest performer Matt Newhard in the lead role and other professionals in supporting roles, presented ***The Unpredictable Adventures of Henry Hickleebee*** at Camelback Bible Church. The script was written by Artistic Director Adam Stich to engage audiences by using cell phones to text votes and decide how the story unfolds and which music is performed. PMAZ was awarded a \$5,000 Art Tank grant from the Arizona Commission on the Arts for the program's innovation.

May 25, 2015 — An ensemble of PMAZ Chorale & Orchestra members performed the National Anthem, "Battle Hymn of the Republic" and "Homeward Bound" for the Memorial Day ceremony at the Anthem Veterans Memorial. A PMAZ trumpeter played "Taps" at the end of the ceremony.



PMAZ Accompanist Karen Stephens Taylor with the ornate antique harpsichord she played for the *Messiah*. (Photo courtesy Azy Scotten Photography)

Guest artist Matt Newhard questions the audience on where he should go next in his lead role in *The Unpredictable Adventures of Henry Hickleebee*. (Photo courtesy Azy Scotten Photography)



**ProMusica Arizona Chorale & Orchestra
Balance Sheet 6/30/15**

	<u>Jun 30, 15</u>
ASSETS	
Current Assets	
MidFirst Checking	1,354.36
Total Current Assets	1,354.36
Fixed Assets	
Orchestra Furniture & Fixtures	3,848.32
Electronic & Sound Equipment	5,332.92
Music Library	47,787.26
Music Folders	2,736.25
Musical Instruments	11,587.17
Chorale Furniture & Fixtures	21,465.32
Office Equipment	3,708.25
Other Equipment	914.67
Accumulated Depreciation	-70,120.00
Total Fixed Assets	27,260.16
TOTAL ASSETS	<u>28,614.52</u>
LIABILITIES & EQUITY	
Liabilities	
MidFirst Bank Credit Line	21,984.57
Payroll Liabilities	444.24
Total Liabilities	22,428.81
Equity	
Retained Earnings	12,353.17
Net Income	-6,167.46
Total Equity	6,185.71
TOTAL LIABILITIES & EQUITY	<u>28,614.52</u>

**ProMusica Arizona Chorale & Orchestra
Profit & Loss Statement 6/30/15**

	<u>Jul '14 - Jun 15</u>
Income	
Contributed Revenue	
Individual Contributions	36,331.63
Corporate Contributions	5,234.53
Grants	15,450.00
Fund Raising Projects	10,749.72
In Kind Contributions	<u>1,554.75 (1)</u>
Total Contributed Revenue	69,320.63
Earned Revenues	
Ticket Sales	22,424.00
Performance Contracts	7,150.00
General Membership Dues	<u>9,065.00</u>
Total Earned Revenues	38,639.00
Other Revenues	<u>231.22</u>
Total Income	<u>108,190.85</u>
Expense	
Artistic Expenses	
Accompanist	3,400.00
Conductor	11,700.00
Visiting Artists	1,500.00
Contract Musicians	15,910.00
Travel/Miscellaneous	68.67
Artistic Director	<u>7,500.00</u>
Total Artistic Expenses	40,010.00
Production/Operation Expenses	
Rehearsal Hall Rent	1,472.00
Performance Hall Rental	9,667.30
Equipment Storage Rent	2,475.00
Storage Supplies	64.95
Miscellaneous	163.90
Instr/Equip Maint/Rentals	54.99
Supplies/Staging	459.77
Music-Rent/License/Lost	<u>7,515.26</u>
Total Production/Operation Expenses	21,873.17

ProMusica Arizona Chorale & Orchestra **Profit & Loss Statement 6/30/15**

Marketing Expenses

Printing	3,635.62
Postage	432.17
Design Fees	300.00
Website	76.97
Advertising	3,336.80
Public Relations	300.00
Paypal/Credit Card Fees	<u>7.65</u>

Total Marketing Expenses 8,089.21

Development/Fundraising Expense

Printing	71.10
In Kind Services	1,554.75
Donor Cultivation/Hospitality	38.99
Miscellaneous	<u>532.04</u>

Total Development/Fundraising Expense 2,196.88

Box Office Expense

Credit Card Transaction Fees	16.24
Ticketing Fees	<u>1,192.25</u>

Total Box Office Expense 1,208.49

Administrative Expenses

Printing	278.67
Postage/PO Box Rental	288.72
Office Supplies	503.57
Computer Expense	215.66
Dues/Subscriptions	550.00
Miscellaneous	70.00
Banking Fees	2,937.81
Insurance	2,455.00
Board Expenses	248.62
Staff Compensation	21,080.00
Payroll Taxes	1,680.47
Office Expenses	2,943.37
Depreciation	7,170.00 (2)
Accounting/Bookeeping	<u>590.00</u>

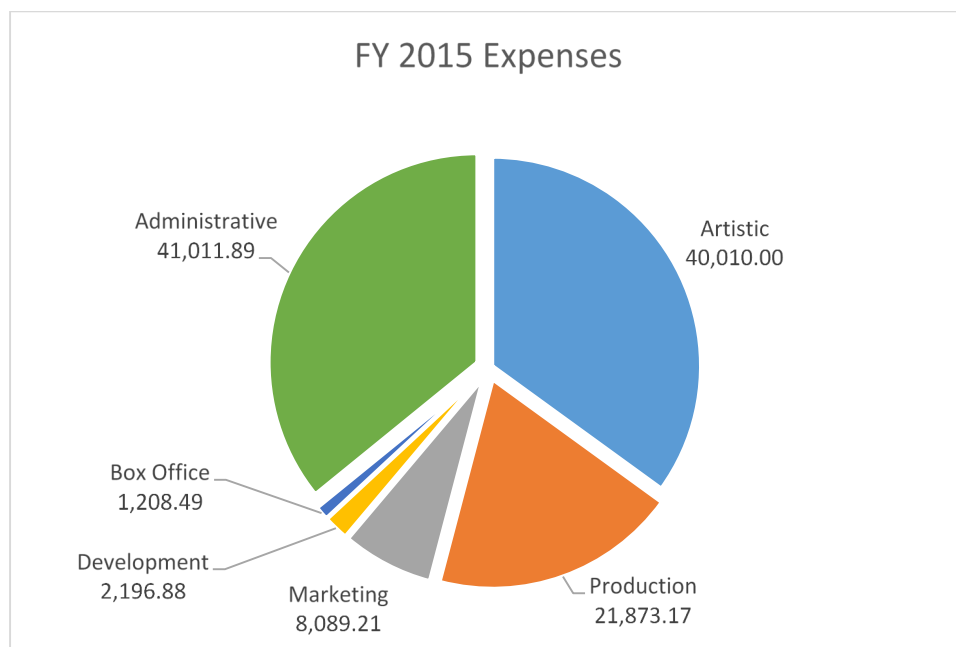
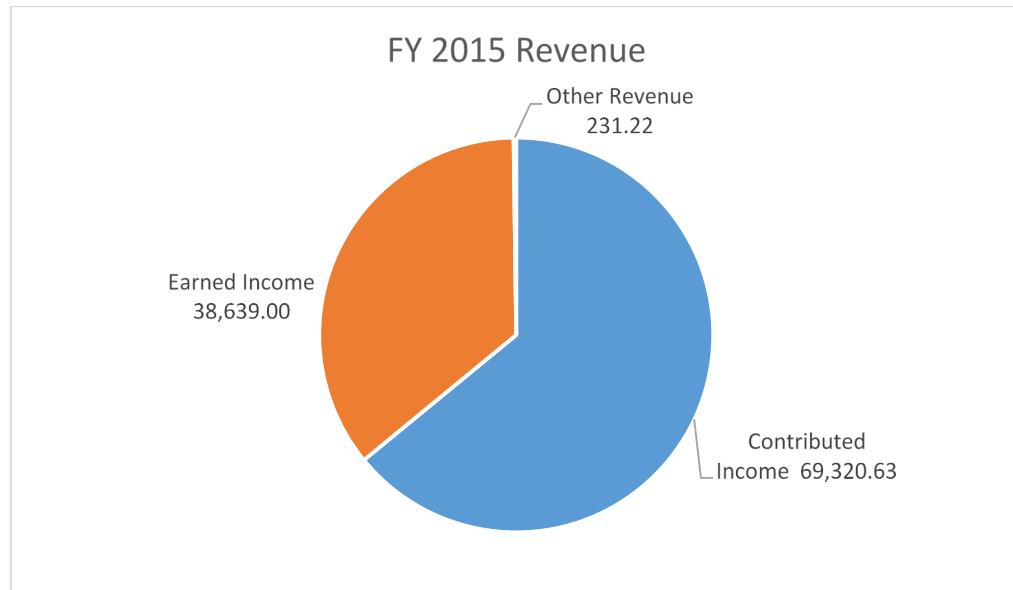
Total Administrative Expenses 41,011.89

Total Expense 114,389.64

Net Income -6,198.79

- (1) In-Kind Contributions are non-cash donations of goods and services. The value of the donation is recorded as an in-kind contribution and becomes part of our total revenue for the year. It is also recorded as an expense under the category of Development/Fundraising. The two offsetting entries allow us to record the value of the goods and services provided without having an impact on the net cash flow.
- (2) Capital expenditures are not itemized as expenses but are accounted for in depreciation; they appear as assets on the balance sheet. Depreciation is considered a general administration expense.

**ProMusica Arizona Chorale & Orchestra
Revenue & Expenses 6/30/15**



ProMusica Arizona Chorale & Orchestra

Balance Sheet History 2013-2015

	6/30/2013	6/30/2014	6/30/2015
ASSETS			
Current Assets			
MidFirst Checking	4,322.96	2,578.78	1,354.36
MidFirst Savings	1,001.80	453.24	
Total Checking/Savings/Cash	5,324.76	3,032.02	1,354.36
Other Current Assets			
Prepaid Production Expense	1,000.00	7,049.00	
Prepaid Expenses - Other	30.00	30.00	
Total Other Current Assets	1,030.00	7,079.00	0.00
Total Current Assets	6,354.76	10,111.02	1,354.36
Fixed Assets			
Orchestra Furniture & Fixtures	3,818.31	3,848.32	3,848.32
Electronic & Sound Equipment	4,686.02	4,686.02	5,332.92
Music Library	43,603.77	45,217.98	47,787.26
Music Folders	2,736.25	2,736.25	2,736.25
Musical Instruments	10,829.86	11,587.17	11,587.17
Chorale Furniture & Fixtures	21,465.32	21,465.32	21,465.32
Office Equipment	3,708.25	3,708.25	3,708.25
Other Equipment		914.67	914.67
Accumulated Depreciation	-54,956.00	-62,950.00	-70,120.00
Total Fixed Assets	35,891.78	31,213.98	27,260.16
TOTAL ASSETS	42,246.54	41,325.00	28,614.52
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
MidFirst VISA Card	1,921.05	5,673.50	
MidFirst Bank Credit Line	20,000.00	21,984.57	21,984.57
Payroll Liabilities	1,313.74	1,313.76	444.24
Total Current Liabilities	23,234.79	28,971.83	22,428.81
Total Liabilities	23,234.79	28,971.83	22,428.81
Equity			
Retained Earnings	40,392.59	19,011.75	12,353.17
Net Income	-21,380.84	-6,658.58	-6,167.46
Total Equity	19,011.75	12,353.17	6,185.71
TOTAL LIABILITIES & EQUITY	42,246.54	41,325.00	28,614.52

ProMusica Arizona Chorale & Orchestra

Profit & Loss History 2013-2015

	Tax Year Starting:	7/1/2012	7/1/2013	7/1/2014
	Fiscal Year Ending:	<u>6/30/2013</u>	<u>6/30/2014</u>	<u>6/30/2015</u>
Income				
Contributed Revenue				
Individual Contributions		45,494.18	38,527.39	36,331.63
Corporate Contributions		2,600.00	9,073.49	5,234.53
Grants		13,605.00	13,900.00	15,450.00
Fund Raising Projects		12,299.82	6,973.36	10,749.72
In Kind Contributions		<u>9,835.75</u>	<u>2,145.40</u>	<u>1,554.75</u>
Total Contributed Revenue		83,834.75	70,619.64	69,320.63
Earned Revenues				
Ticket Sales		34,428.10	95,953.25	22,424.00
Performance Contracts			200.00	7,150.00
General Membership Dues		<u>8,325.00</u>	<u>9,580.00</u>	<u>9,065.00</u>
Total Earned Revenues		42,753.10	105,733.25	38,639.00
Other Revenues				
Concert Program Advertising		1,300.00	490.00	
Interest Income		4.91	1.24	0.38
Rental Income			25.00	
Postage & Handling		260.65	649.75	107.84
Miscellaneous		141.26	1,508.40	35.00
Concert Attire Payments		<u>644.90</u>	<u>76.00</u>	<u>88.00</u>
Total Other Revenues		2,351.72	2,750.39	231.22
Total Income		128,939.57	179,103.28	108,190.85
Expense				
Artistic Expenses		50,665.37	80,344.96	39,978.67
Production/Operation Expenses		26,250.30	35,750.64	21,873.17
Marketing Expenses		6,499.38	16,575.85	8,089.21
Development Expense		17,552.50	4,244.07	2,196.88
Box Office Expense		555.82	6,852.73	1,208.49

ProMusica Arizona Chorale & Orchestra Profit & Loss History 2013-2015

	Tax Year Starting:	7/1/2012	7/1/2013	7/1/2014
	Fiscal Year Ending:	6/30/2013	6/30/2014	6/30/2015
Administrative Expenses				
Printing		1,085.34		278.67
Postage/PO Box Rental		435.80	200.40	288.72
Office Supplies		795.22	428.54	503.57
Computer Expense		586.14	69.88	215.66
Dues/Subscriptions		805.00	920.00	550.00
Member Events		363.38	521.84	
Miscellaneous		10.00	334.23	70.00
Banking Fees		1,362.98	2,042.55	2,937.81
Insurance		1,991.00	2,225.00	2,455.00
Board/Staff Dev & Training		1,387.36	15.00	248.62
Executive Director/Admin Staff		22,919.94	22,733.28	21,080.00
Payroll Taxes		2,083.88	1,739.09	1,680.47
Office Expenses		6,000.00	1,600.00	2,943.37
Depreciation		8,356.00	7,994.00	7,170.00
Accounting/Bookeeping		615.00	1,170.00	590.00
Total Administrative Expenses		48,797.04	41,993.81	41,011.89
Total Expense		150,320.41	185,762.06	114,358.31
Net Ordinary Income		-21,380.84	-6,658.78	-6,167.46

Members of the PMAZ Brass Ensemble play outdoors at the Scottsdale Performing Arts Center while PMAZ Chorale members sing indoors during the Around the World in 80 Minutes concert. Audience members selected from a menu of "mini-concerts" that allowed them to experience music from around the globe. (Photos courtesy Azy Scotten Photography)



Appendix I

2014-2015 ProMusica Arizona Members

Artistic Director & Conductor

Dr. Adam Stich

Orchestra

Violin 1

Alexandra Birch
Lisa Cannon
Claire Tatman*
Artur Tumajyan
Christina Yim
Michele Zalak

Violin 2

Kathryn Brown
Clarice Collins
Caroline Kaupa
Sue Leach
Ethan McDermott
Rick Romero
Beth Youngblood
Samantha Zuniga

Viola

Alexandra Birch
Ali Friedman
Katie Hedquist
Jessica Kunst
Craig Triplett
Gretchen Wagnitz

Cello

Stacy Cueva
Charlotte Farney
Emily Webster

Double Bass

Darren Cueva
Adriana Pretorius

English Horn

Mickey Hansen

Horn

Shawn Cummings
Nathaniel Lazan
Colin Montoya

Trumpet

Joshua Burrola
Michael Hartwell
Sean McGarry

Trombone

Devan Clyde
Benjamin Larson

Bass Trombone

Roger Thomas

Flute

Robyn Dukas
Liz Kennard
Trish Wilson

Oboe

Mickey Hansen
Sydney Rowe

Clarinet

Dominique Holley
Caterina Lake
Ron Meekins

Bassoon

Kate MacKenzie
Laura Weaver

Harp

David Ice

Percussion

Cody Arington
Matt McClintock
Jesse Parker
Lissi Weiss



The PMAZ Orchestra performs under the direction of Dr. Adam Stich at the Scottsdale Center for the Performing Arts. (Photo courtesy Azy Scotten Photography)



Members of the PMAZ Chorale and special guest artists perform a number as the sailors in South Pacific. (Photo courtesy Azy Scotten Photography)

Chorale

Accompanist
Karen Taylor

Soprano
Jennifer Alexander
Marie Baginski
Heidi Bosch
Stephanie Brewer**
Melissa Dominguez
Leslie French
Patti Graetz
Ashley Grampp
Emily James
Sandra Jessop
Kristi Kroeger
Francine Leiser
Michelle McIndoe
Sue Mayfield
Tami McInay
Marsha Mettler
Trina Taylor
Lissi Weiss
Sara Weller

Alto
Judi Buff
Sally Castner
Jane Chavers **
Mary Clark
Barb Davis

Susan Finney
Shirley Fiske
Ashley Gojic
Donna Ice
Peggy Long
Laurie Porter
Anne Roberts
Christina Robinson
Jan Sandoz
Cynthia Schiffman
Caroline Taylor
Jane Turner
Marilyn Witt
Brenda Woods

Tenor
Blake Bainum
Rudy Bogojovich
Dane Chavers
Charles (Bud) Clark
Karen Coste
Bob Geinosky
Ryan Glover**
Ron Meekins
Roy Theilen
Jerome Wilson
Trish Wilson

Bass
Kirk Douglas**
Thomas Hartwell

Tannner Johnson
George Martinez
Allen Matthews
Bruce Porter
Brad Routh
John Schwalbach
Tom Scotten
Keane Shechtman
Don Snell
Wayne Taylor

Guest Performers
Ava Adams
Kiara Adams
Madison Berens
Ryan Kleinman
Lindsey Newhard
Matt Newhard
Morgan Ottersbach
Gabrielle Paul
Star Parra
Thom Ratke
Kimberly Richard
April Rideout
Amir Scott

Technical Assistant
Symone Hanai

**Section Leader

Appendix II

2014-2015 Donors

Corporate, Business and Foundation Donors

Arizona Commission on the Arts
The USAA Foundation, Inc.
Medtronic
Scottsdale League for the Arts
Cisco Systems
Outlets at Anthem (Craig Realty Group)
Anthem Rotary Foundation
Kroeger (Fry's Community Rewards)
Goodshop

Individual Donors

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Ms. Shirley Fiske
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Craig & Lynn Caldwell
Laura Weaver
Connie & Robert Henry
Lawrence & Cynthia Schiffman
Mr. & Mrs. Harry Turner
Mr. & Mrs. Jim Bradburn
Jan & John Sandoz
Jene Dees
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Guy Henry
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Mrs. Sandra F. Rosenband
Stephen Schmidlap
Keane & Penny Shechtman
Kevin & Corinne Smithen
Greg & Denise Stansberry
Nancy Thornton
Deborah Turner
Andrew Vollero
Christina West
Thom Ratke
Antonio Bucci
Dr. Charlotte Farney
Cheryl Kowalski
Peggy & Steve Long
Debbi Combs
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Darryl & Patricia Johnson
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Marella Ruedinger
Steven & Pamela Rusch
Ena Simanson
Neil Stich
John Turner
Kimberly Weller
Eliecia Young
Ms. Michele Zalak
Donna Almburg
Mr. & Mrs. Nathan Kroeger
Janet Perry
Katherine Stevenson
Tiare Terrill
Jane & Jack Turner
Flo Winn
Brenda Woods
Ms. Jane Young
Mary L. Clark
Leslie French
Donita & Frank Robinson
Karen Taylor

In-Kind Contributions

Azy Scotten Photography
Scottsdale Cultural Council
Guy Whatley
Whitman & Jackson, CPAs