

# IMPACT

## *2017-18*



# dear symphony friends

On behalf of our Board of Directors, Musicians, and Staff, thank you for your continued support of The Phoenix Symphony.

Your commitment to the Symphony is truly making an impact in our community. You are instrumental in helping us provide the highest quality and most innovative musical experience in Arizona. In addition, your support helps the Symphony bring music to over 125,000 community members through education and community outreach initiatives.

**We invite you to take a few moments to learn about the commitment our musicians have to our community and the impact that The Phoenix Symphony has made this season.**

Our successes, both in Symphony Hall and in the community, are only made possible because of your loyal patronage. We believe that thriving arts organizations lead to a thriving community, and we can't thank you enough for believing in and contributing to our mission to provide the joy of music as a catalyst to in helping Arizona become the best place in America to work and live.

Sincerely,



**JIM WARD**  
President & CEO

A handwritten signature in black ink, appearing to read "Jim Ward".



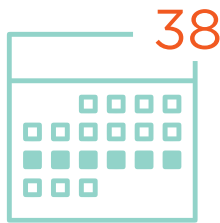
**TITO MUÑOZ**  
Virginia G. Piper  
Music Director

A handwritten signature in black ink, appearing to read "Tito Muñoz".

# music by the numbers



minutes of  
music performed



weeks of  
performances



venues performed  
throughout Arizona

352

orchestral performances



66

full time musicians in the orchestra



11  
brass



4  
percussion



11  
woodwinds



# community by the numbers

**125,210 Community Members**  
served through The Phoenix  
Symphony **Education** and  
**Community Outreach** initiatives

## EDUCATION

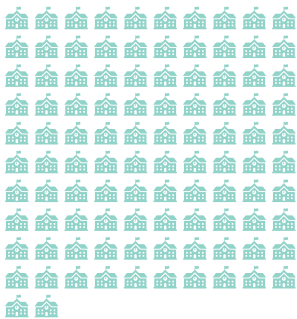
Education is a foundational component of The Phoenix Symphony's mission, with programs reaching far and wide to serve more students than any other arts organization in the state.



The Phoenix  
Symphony Musicians  
**Visited 39**  
**Schools and**  
**Performed**  
**72 Concerts**  
In Local Schools



Education Programs Served  
**36 Cities Statewide**  
**288 Schools from**  
**102 School Districts**  
Participated in Education Programs



**90,639 Students**

Reached Through The Phoenix  
Symphony Education Programs



**192 Schools**

Came To Symphony Hall for The  
Symphony For The Schools Program



## 6 Education Programs

Mind Over  
Music

Classroom  
Concerts

Symphony for  
the Schools

One  
Nation

Symphony  
Connections

Customized School  
Concerts



## COMMUNITY OUTREACH

**B-Sharp Music Wellness, a W.O.N.D.E.R. Project,** promotes physical, mental and social wellness through the healing power of music. Goals of B-Sharp Music Wellness, a W.O.N.D.E.R. Project: to use music as a catalyst for overall wellness; to explore the emotional and social benefits of music inherent in group interaction, music-making and memory recall; to provide a safe, creative outlet for participants, caregivers and family members to engage in music.

### 4 B-Sharp Music Wellness, A W.O.N.D.E.R. Project Initiatives

Hospitals

Homeless

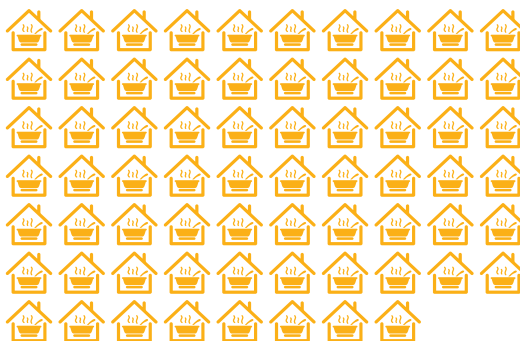
Hospice

Alzheimer's



## 68 Performances

at Homeless Shelters Throughout Phoenix



## 2,321 People

Were Served in Hospitals Throughout Arizona

## 20,750 People

Were Served at Homeless Shelters



## VETERANS

**The Phoenix Symphony is dedicated to honoring all of our veterans, active duty military and their families.** We believe in the power of music to provide wellness and healing to those who have given so much of their lives to valiantly serve our nation. PetSmart's Tickets for Our Troops Initiative aims to use music as an avenue of healing for our community's service members and veterans by providing free tickets to local veterans and active military.

The Phoenix Symphony Donated

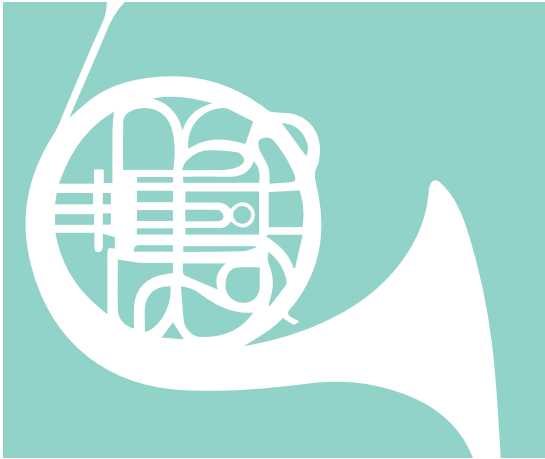
## 13,302 Tickets

to Veterans In 2017. Valued at

## \$556,403



## *economic leadership*

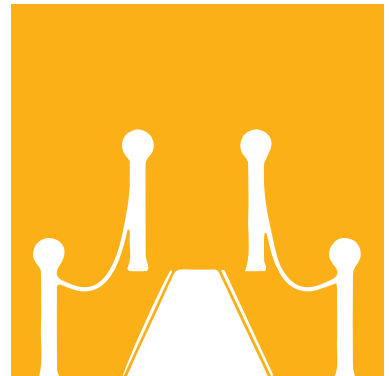


Arts and Cultural Organizations account for more than \$400 Million in Economic Impact Annually

More than the Super Bowl, MLB Spring Training, PGA Golf Tournaments, or the NCAA Final Four

## Event-Related Spending by Attendees totals more than \$237 Million

Local residents spend an average of \$26.59 per performance for meals, parking, etc. Nonresident attendees spent an average of 159% more per person than local attendees (\$68.80 vs. \$26.59)



Source: *Americans for the Arts*

82% of Americans Believe the Arts are Important

to Local Businesses and the Economy

# *thank you corporate sponsors*

The Phoenix Symphony is proud to recognize our series sponsors and official partners for the 2018 Season who share our belief in the power of music to better our community.



Official Airline  
of The Phoenix Symphony

Pops Series  
Sponsor



Classics  
Series  
Sponsor

Official Hotel  
of The Phoenix Symphony

PALOMAR<sup>TM</sup>  
PHOENIX | CITYSCAPE  
A KIMPTON® HOTEL



Official Tickets  
For Our Troops  
Initiative  
Sponsor



