

**Arts Council of Fairfax County 2008 Operating Support Grant Program
Organizational Profile (not to exceed one page)**

1. Founded in 1971, as a small ensemble of fifteen musicians, the McLean Orchestra now numbers over ninety outstanding musicians from across Northern Virginia, Maryland and the District of Columbia. A small paid staff and a dedicated board of skilled volunteers support the orchestra's effort to foster the appreciation and enjoyment of live classical music in a growing and enthusiastic audience. In 1983, the McLean Youth Orchestra was established, giving serious music students 12 to 18 years of age the opportunity to play in an accomplished orchestra and engage in cultural exchanges with other young musicians while developing their musical skills. In 2003, Sylvia Alimena was appointed Music Director and Conductor of the McLean Orchestra, the following year the McLean Orchestra was named "2004 Non-Profit Association of the Year" by the McLean Chamber of Commerce and the orchestra moved to its new concert venue at Oakcrest School in McLean, VA.

Funding for the arts continues to dwindle making it difficult for some segments of our community to participate in them. Our goal is to provide affordable ticket prices, discounts for seniors and students, a flexible subscription plan for families, discount sales initiatives throughout the concert season, and free events in community settings to ensure that residents at all economic levels in Fairfax County can experience live orchestral music.

The mission of the McLean Orchestra is to extend the appreciation and enjoyment of live orchestral performances into all segments of the McLean community and adjacent areas; to enable qualified local instrumentalists to study and perform in a permanent ensemble; to provide opportunities for talented area musicians to perform solo works with an orchestra; and to give young people the opportunity to perform orchestral music. For the last 36 years, McLean Orchestra has been developing a reputation for providing spirited performances of great orchestral works in a relaxed and entertaining environment.

2. Currently the McLean Orchestra serves the McLean community and is expanding its capacity to serve diverse audiences throughout Fairfax County. McLean, Virginia is an affluent, unincorporated community of 50,000, located along the Potomac River housing many of Washington's political leaders and their families. McLean schools are in one of the top-rated school districts in the country with many students actively participating in artistic activities. Housing prices in the McLean community range from \$350,000 for a condominium unit to several million dollars for a luxury estate. While McLean is an affluent community it houses several retirement communities with substantially less income. In addition, the Orchestra draws audiences from the less affluent surrounding communities of Vienna, Arlington, Falls Church and Alexandria. Ultimately, the McLean Orchestra strives to serve all areas of Fairfax County.

Audience statistics from recent survey:

19 & under: 23%	White: 85%
20-34: 11%	African American: 2%
35-55: 34%	Asian: 10%
Over 55: 32%	Other: 3%

Arts Council of Fairfax County 2008 Operating Support Grant Program Narrative Questions (Response not to exceed three pages)

Quality of Programs

1. McLean Orchestra presents a rich menu of programming with five concerts that showcase the work of renowned composers, intriguing listeners and stimulating the imagination. Most seasons incorporate popular works, guest soloists, vocal or choral works, a contemporary work, and even the occasional jazz piece among a repertoire of well loved classical pieces for orchestra. Ms. Alimena has an excellent rapport with orchestra patrons who consistently praise her conducting style. Her brief “conversations” with the audience make even the most unfamiliar music accessible.

This season will include a roster of extraordinary local artists, two holiday concerts, a recreation of Gershwin’s radio hour, and much more. *Where the Music Is* kicks off September 29th with a celebration of wind instruments featuring Principal Clarinetist Russell Gross dazzling the audience with his rendition of Mozart’s *Clarinet Concerto in A minor*. This concert also features John Adams’ *Lollapalooza* and Rimsky-Korsakov’s beloved *Scheherazade*. In October, the Orchestra will “play” tribute to romantic composers with soulful performances of Liszt’s *Les Preludes* and Mendelssohn’s *Italian Symphony*. Concertmaster Regino Madrid and Principal Cellist Amy Ward Butler will captivate the audience with Brahms’ *Concerto for Violin and Violoncello, Op. 102 in A minor*. The season continues with two holiday concerts featuring Humperdinck’s *Hansel and Gretel Overture*, Glazunov’s “Winter” from *The Seasons*, and additional holiday favorites on December 8th and 9th. December 9th we will especially welcome our youngest patrons with a visit from Santa and local comedian Tim Marrone. On March 1, 2008, piano virtuoso Lisa Emenheiser joins the McLean Orchestra for the performance of Grieg’s *Piano Concerto, Op. 16 in A minor*, this concert will also feature Tchaikovsky’s *Eugene Onegin Waltz* and Bartok’s *Concerto for Orchestra*. For the final concert of the season on May 17 the McLean Orchestra remembers old time radio with a concert recreating George Gershwin’s popular radio show. The concert will incorporate WETA announcers Nicole Lacroix and Rich Kleinfeldt along with performances by pianist Edward Newman. All concerts are held at Oakcrest School located at 850 Balls Hill Rd. in McLean VA. The performance hall holds approximately 600 people, in which we fill 70% capacity, expect for the holiday concert, which we always sell out. Due to the demand for tickets for the holiday concert we have recently added our second matinee performance to accommodate those who do not wish to venture out at night. The McLean Youth Orchestra will be performing three concerts this season also at Oakcrest.

The McLean Orchestra is constantly strives to improve program quality. Twice during the season we survey the audience and musicians about our programming. This information is passed on the board and music director for review and use during program selection for the following season. Additionally, We have an active musician development fund that allows musicians to have a private lesson with a National Symphony mentor.

2. We actively seek out local artists and performers to showcase their talent with the McLean Orchestra and McLean Youth Orchestra. We also program innovative and lesser-known works during our concert season that require less common orchestration.

3. McLean Orchestra has had a growing impact on the cultural life of the Northern VA region providing free family concerts and other community outreach programs and services. The

premiere outreach program of the McLean Orchestra is the McLean Youth Orchestra, under the direction of Ms. Pauline Anderson, providing young musicians the opportunity to play in an accomplished orchestra. In addition, McLean Orchestra collaborates with other arts organizations and local businesses, provides free community concerts designed to acquaint new audiences with classical music and newly commissioned contemporary works, and educational outreach efforts aimed at children and teens extending McLean Orchestra's impact in the community. We regularly donate season subscriptions to schools and other organizations as a way of supporting institutions in our community and introducing their members to our organization. Likewise, we advertise in programs for a number of their charitable events.

Community Outreach

4. This was answered in Question 2 of the Organizational Profile.
5. The McLean Orchestra has established good working relationships with many local businesses in the community. These businesses distribute flyers, coupons, and brochures to customers on our behalf. In addition, chamber groups from both the McLean Orchestra and the McLean Youth Orchestra are highly sought after by residents and local businesses. Rotary, American Legion & the New Dominion Women's Club of McLean are all loyal supporters and fundraisers for the Orchestra. In addition, each year the McLean Chamber of Commerce co-hosts a golf tournament benefiting the McLean Orchestra.
6. Every year the McLean Orchestra works with community newspapers and publications to highlight the Orchestra for a feature story in fall printings. In addition, members of the McLean Orchestra have formed small chamber groups to perform at local establishments and events to promote the orchestra and classical music. Each year we offer an outreach program to senior living communities in which they may purchase discounted tickets to all concerts. Many local businesses, such as Starnut Gourmet and the Medicine Chest Pharmacy, distribute flyers, coupons, and brochures to customers on our behalf. A group of volunteers post flyers around Fairfax County at community centers, chambers of commerce and libraries. Finally, we advertise in many community newspapers.
7. As the McLean Orchestra enters its 36th season, we realize the importance of expanding our audience base to include the more diverse population of Fairfax County. It is our plan to identify more locations in surrounding towns to display our posters and leave handouts to be distributed before each concert. We are encouraging the growth of more chamber groups from within the orchestra and youth orchestra who could play at regional arts and cultural related events, restaurants, and corporations. Furthermore, we hope to establish specialty music "clubs", working with organizations that would enhance our listener demographics, such as the Young Presidents' Organization, to set up special classical music education sessions that would run concurrently with the concerts.

Organizational Effectiveness

8. The volunteer board's primary function is to ensure financial viability of the organization. It also formulates policy and advises on the artistic direction of the orchestra. The full board holds monthly meetings and an annual retreat. The average length of board service is three years. Day-to-day administrative activities of the orchestra are full-filled by a full time Executive Director and 2 part-time assistants. Day-to-day activities include: financial

management, donor correspondence, grant writing, mailing of ticket orders, fund solicitation, marketing activities, administrative support for the youth orchestra and management of the internship program. The Music Director, Youth Orchestra Director, Personnel Manager and Production Manager are contracted and paid on a monthly basis. The Musicians and Librarian are paid per concert for their services.

9. The Strategic Planning Committee, chaired by the Immediate Past President is responsible for the long-range planning process of the organization. They are responsible for developing and updating as appropriate the orchestra's strategic plan; any member of the board is eligible to participate on the committee as determined by the President. The organization's number one priority is to increase our exposure in the Fairfax community by increasing marketing materials and by sending chamber groups from the Mclean Orchestra or McLean Youth Orchestra to perform concerts in area retirement communities, nursing homes, hospitals, and businesses, enhancing residents' quality of life, by bringing superior performances to them. It is our hope this will bring in larger audiences to our concerts. Funding would allow us to pay for the printing of additional marketing materials such as postcards, flyers posters and postage. Funding would also pay the musicians who are unable to play for free. Our second goal is to increase opportunities for small group coaching for the Youth Orchestra. Our third goal is to increase the pay of the staff and musicians; currently our musicians are playing for a much lower stipend than other area orchestras are paying, as are our contracted managers. Additionally, the executive director position has switched from being part-time to a full-time position and the office staff is working for much lower rates than other area organizations. Funding would help to increase the salaries for musicians and staff, making turnover rates much lower.

10. See Attachment for List of Board of Trustees.

Every member of the Board of Trustees is involved in fundraising as this is the main focus of the Board. Each member supports the orchestra directly by purchasing season tickets at one of our higher Patron donor levels. Those that have matching grant programs available to them from work make us beneficiaries. We hold several major fundraising events that are chaired by our Board members, and they all participate in the various committees needed to complete the events. In addition, every Trustee actively solicits sponsors and donors for our concerts and other fundraising events. Each member of the board is required to pay a minimum for \$350 in dues at the beginning of each fiscal year; overall, the board contributes 35% of the orchestra's individual contributions.

11. The Executive Director, Board President, and Treasurer are involved in the day-to-day financial decision making of the orchestra. The yearly budget is created by the Finance Committee, comprised of the President, Treasurer, Executive Director, Music Director and other interested board members who meet prior to the fiscal year to prepare a budget for the next ensuing year. After the budget is prepared, it is presented to the board for their review and approval. The Executive Director and the office staff then use it to conduct the day-to-day business of the Orchestra.