

**YOUR COMMUNITY,
YOUR MUSIC.**



Annual Impact Report

2022/23





OUR MISSION

Strengthen communities through innovative, high-quality artistic experiences that entertain, inspire, and unite diverse audiences.

FROM THE CEO

My most gratifying moment as CEO of the Wisconsin Chamber Orchestra is when the music starts. In that moment, it reminds me how much work and support goes into making it happen. And you're a vital part of that. Your financial support connects that exact moment of music-making directly to the person receiving that musical gift. It's a wonderful thing.

These moments aren't limited to a certain event; they happen all the time. They happen at Concerts on the Square for hundreds of thousands of community members each summer. They happen inside the Capitol Theater with the diverse and growing audience at our Masterworks Series performances. They happen when young students in our Super Strings program play their first note on the violin.

The WCO's 2022-27 strategic plan focuses on three key pillars: financial responsibility, organizational identity, and purposeful diversity. These pillars drive our work to sustain and grow our organization. I'm happy to report that we have made encouraging progress in the first year of the plan.

A few examples:

- *Expanded education programs with local partners*
- *Increased cross-cultural collaborations across WCO series and programs*
- *Strengthened Diversity, Equity, and Inclusion (DEI) initiatives with our local partner Nehemiah Center for Urban Leadership Development as well as two new League of American Orchestras equity-focused programs*
- *Significant growth of our Masterworks Series audience*

As we look ahead, I'm optimistic about our health as an organization, strengthened largely thanks to your support. The WCO's \$9 million endowment held at the Madison Community Foundation remains healthy. Our operating revenues increased by 21% over the previous year, while our operating expenses only increased by 5%. We cut our operating deficit by more than half in the 22/23 season.

None of this would be possible without you. So, thank you. Thank you for letting us be part of your lives at every WCO concert. Thank you to our sponsors and community partners who make this work possible. And thank you to our audiences who inspire us with their passion for the musical and cultural experiences we create for our community.

With gratitude,



Joe Loehnis, CEO





CHAMBER
ORCHESTRA

CONCERTS
ON THE
SQUARE



CONCERTS ON THE SQUARE WOWS AGAIN

The WCO's beloved Concerts on the Square series celebrated a proud 40th Anniversary season in 2023, both a walk down memory lane for longtime patrons and an exciting season of new works and guest artists.

One concert guest shared this:

"We're new to Madison and enjoyed seeing so many people enjoying music, even the wait before it starts with picnics and card games. Just a great experience all around. Already looking forward to next season."

After the unprecedented cancellation of the first concert of the season due to Canadian wildfire smoke, tens of thousands came together on the Capitol Square for longtime favorites and soon-to-be-favorites alike. Among audience favorites were Bridget Kibbey's performance of *Concierto de Aranjuez* on harp, a cross-cultural display by the Little Priest Singers of the Ho-Chunk Nation, and Jeans 'n Classics getting the crowd dancing with upbeat pop hits.

THE 2023 CONCERTS ON THE SQUARE SEASON:

- *¡Viva Tiempo Libre!*: June 26, 2024 [cancelled]
- *Contrastes*: July 6, 2023
- *A Wisconsin Celebration*: July 13, 2023
- *Romeo & Juliet Fantasy*: July 19, 2023
- *A Millennial Mixtape*: July 26, 2023
- *Journey Through Time*: August 2, 2023



Watch memories of
Concerts on the Square




MASTERWORKS CONTEMPORARY EXCELLENCE

The WCO's Masterworks Series brings virtuosi from across the nation and world to the Capitol Theater at Overture Center for the Arts for performances of the highest caliber with the WCO. The series features classical favorites alongside soon-to-be-favorites, surprising and delighting diverse audiences.

Highlights of the 2022/23 Masterworks Series include Composer in Residence Dr. Bill Banfield's *Edmonia* in collaboration with the UW-Madison University Opera, Spanish guitarist Mabel Millán alongside local dancer Tania Tandias, and Vivaldi's crowd-favorite *Four Seasons*.

THE 2022/23 MASTERWORKS SEASON

- *Two American Masters: November 18, 2022*
 - *The Four Seasons: January 27, 2023*
 - *Sound the Trumpet: February 24, 2023*
 - *Spanish Guitar: March 24, 2023*
 - *Banfield & Beethoven: May 12, 2023*
- 

IMPACT BY THE NUMBERS



SUPER STRINGS PROGRAM

100% ↗

2x growth from
10 to 20 students.



YOUTH CONCERTS

329% ↗

Over 4x growth from
325 kids to 1,393 kids.



NEW OR STRENGTHENED EDUCATION PARTNERSHIPS

7 ↗

Big Brothers Big Sisters Dane County
Lussier Community Education Center
Northport Apartments & Packer Townhouses
YWCA Madison
Wisconsin Youth Symphony Orchestras
Suzuki Strings of Madison
Madison Metropolitan School District



MUSIC'S NEXT GENERATION

Through WCO music education programs, your support builds bridges in our community, reaching more kids with musical experiences they wouldn't otherwise have.

WCO education programs reach kids of all ages and music backgrounds. Our Super Strings program offers free music lessons and mentorship to Madison area kids who otherwise would not have access. Our Youth Concerts immerse students in musical experiences alongside grade-appropriate classroom material. Our Young Artist Concerto Competition offers a stage to the brightest young instrumentalists in our state. For the 2022/23 season, the WCO strengthened or newly created vital partnerships with other community organizations to maximize reach and impact on kids and youth.



FINANCIAL SUMMARY

2022/23 SEASON

	22/23	21/22	20/21
ASSETS			
Checking/Savings	\$406,596	\$339,139	\$601,229
Accounts Receivable	\$334,555	\$165,557	\$331,521
Fixed Assets	\$11,115	\$15,342	\$18,383
Agency Endowment	\$4,935,607	\$4,887,798	\$5,396,332
Operating Lease Right-Of-Use Asset	\$114,427	\$0	\$0
Other Assets	\$4,992	\$60,477	\$66,587
Total Assets	\$5,807,292	\$5,468,313	\$6,414,052
LIABILITIES			
Current Liabilities	\$284,762	\$171,415	\$94,902
Notes Payable	\$300,000	\$300,000	\$300,000
Other Liabilities	-	\$15,030	\$16,895
Operating Lease Liability, Long Term	\$67,211	-	-
Total Liabilities	\$651,973	\$486,445	\$411,797
EQUITY			
Agency Endowment	\$4,935,607	\$4,887,798	\$5,396,332
Other Equities	\$219,712	\$94,070	\$605,923
Total Equity	\$5,155,319	\$4,981,868	\$6,002,255
TOTAL LIABILITIES & EQUITY	\$5,807,292	\$5,468,313	\$6,414,052

↑ ASSETS

↑ LIABILITIES

↑ EQUITY

	22/23	21/22	20/21
REVENUES			
Ticket Sales/Contract Fees	\$345,519	\$195,502	\$86,754
Other Earned Revenue	\$99,931	\$93,828	\$21,195
Contributions	\$1,604,139	\$1,218,874	\$1,161,354
Grants	\$93,979	\$183,205	\$214,246
Endowment Distribution	\$415,409	\$407,617	\$379,607
Pandemic Federal Support	\$0	\$15,604	\$681,560
In-Kind	\$102,930	\$87,500	\$75,380
Total Revenues	\$2,661,907	\$2,202,130	\$2,620,096

EXPENSES

Performances	\$1,317,176	\$1,378,331	\$908,991
Marketing	\$279,056	\$204,901	\$97,468
Development	\$45,456	\$14,872	\$7,356
Personnel	\$916,640	\$824,440	\$630,441
Administrative	\$273,298	\$284,525	\$267,008
Total Expenses	\$2,831,626	\$2,707,069	\$1,911,264

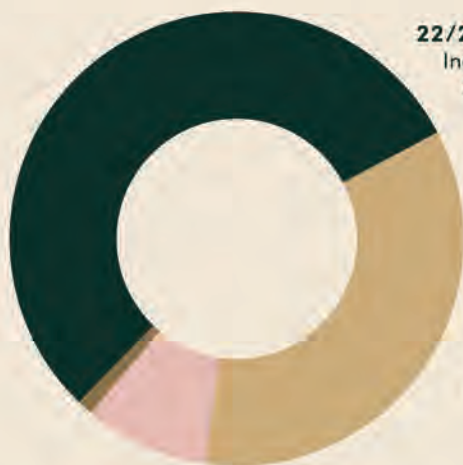
NET OPERATING INCOME	\$(169,729)	\$(504,939)	\$708,832
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22/23 CONTRIBUTED REVENUE

- Individual Donations - 55%
- Corporate Donations - 35%
- Foundation Grants - 9%
- Government Funding - 1%

The largest source of funding for all the concerts and programs featured in this report are the 970 individuals and families who donated during the 2022/23 season.

Thank you!



MAKING CHANGE THROUGH MUSIC



The WCO's 2022–2027 Strategic Plan identifies three pillars guiding the WCO to greater relevance and sustainability in serving our community.

Read more about each strategic pillar at wcoconcerts.org/strategy or scan this code.

HIGHLIGHTS FROM THE 2022/23 SEASON:



Financial Responsibility

- Ticket sales to concerts grew quickly, with Masterworks series subscriptions **up by 67%** and two Masterworks concerts sold-out.
- Even in a year with more and bigger concerts, production expenses landed within 1% of budgeted goals.

Organizational Identity

- Nearly 1,000 more kids and youth were reached by robust WCO music education programs than the previous year.
- The WCO formed a Conducting Fellowship partnership with the Mead Witter School of Music at UW–Madison through which Andrew Sewell mentored two graduate students.
- **Over 350 supporters** celebrated the 40th Anniversary of Concerts on the Square at the Concerts & Cuisine Gala.



Purposeful Diversity

- WCO concert programming grew more representative of diverse voices through performances of works by Composer in Residence Dr. Bill Banfield and guest features by the Little Priest Singers of the Ho-Chunk Nation, Leotha Stanley & Friends, and others.
- The WCO built **vital training and partnerships**, continuing full-staff DEI training with Nehemiah Center for Urban Leadership Development and recruiting musicians of diverse backgrounds through Sphinx Organization.



CORNERSTONE SOCIETY

Thank you to the incredible supporters who were members of the Wisconsin Chamber Orchestra Cornerstone Society in the 2022/23 season. Cornerstone Society members contribute \$1,000 or more to lay the solid foundation on which the music of the WCO flourishes.

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Thank you to the amazing members of the Friends of the WCO, who donate each and every month to ensure the WCO musicians have the support they need throughout the year! The following donors were Friends of the WCO during the 2022/23 season:

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Wisconsin Chamber Orchestra concerts and education programs are only possible thanks to the monumental support of so many dedicated donors, volunteers, ticket patrons, and community partners. Thank you to all the following individuals, families, businesses, foundations, and donors of all kinds for your contributions during the 2022/23 season:

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