

SAGINAW SYMPHONY ASSOCIATION

# ANNUAL REPORT

[saginawbayorchestra.com](http://saginawbayorchestra.com)

→ 2023 - 2024  
*Our 88th Season*

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Prepared by :

*Arika Massey  
Marketing Manager*

Presented at:

*2023 - 2024 Annual Meeting  
June 24, 2024*

## **AGENDA**

### **SAGINAW SYMPHONY ASSOCIATION ANNUAL MEETING - JUNE 24, 2024**

Call Meeting To Order	Claudia Zacharek
Minutes of the 2023 Annual Meeting	Claudia Zacharek
President's Report	Claudia Zacharek
Executive Director's Report	Cameron Massey
Financial Manager's Report	Dave Rupp
Introduce Board of Directors	Claudia Zacharek
Introduce Staff	Claudia Zacharek
Nominations Committee Report	Paul Chaffee
Vote for Slate of Nominations	Paul Chaffee
Patricia Koucky Volunteer of the Year	Cameron Massey
Music Director's Report	Fouad Fakhouri
2024-2025 Season Announcement Video	Fouad Fakhouri
Adjournment	Claudia Zacharek

**SAGINAW SYMPHONY ASSOCIATION  
ANNUAL MEETING - JUNE 21, 2023  
ANDERSEN ENRICHMENT CENTER**

The meeting was called to order at 6:20 p.m. by President Deb Huntley. She welcomed everyone in attendance and thanked them for coming. She also thanked staff for setting up the meeting room and Cameron and Dave for preparing the annual report booklet.

Deb asked the members to review the minutes of the 2021-2022 Annual Meeting printed in the annual report booklet. Paul Chaffee moved to receive and file the minutes; Lou Ognisanti seconded. Carried.

Deb stated that the 2022-2023 Season, The Power of Music, was an amazing, artistic season with our fabulous orchestra and the music that was programmed by our Music Director. Music is a universal language and the true voice of humanity. She thanked Maestro Fouad Fakhouri for the great season and the Saginaw Symphony Association members for supporting the orchestra through buying season tickets, Music Stands, and raffle tickets. The New York City raffle generated over \$13,000 in new revenue. While our attendance was down this season, she appreciated our core audience for their continued support. We need to work on growing our audience and we are developing a new fundraiser. Deb said she appreciates having a professional orchestra and that it's a selling point for arts and culture in the region.

Deb introduced Cameron Massey, Executive Director, to talk about his first season as Executive Director. He thanked the orchestra musicians and SBSO staff. He said it was unique and special to have a great orchestra in Saginaw. He is excited to be a part of the organization and a community that supports the orchestra.

Dave Rupp, Financial Manager, presented the 2022-2023 Financial Report. Dave reviewed the financial information contained in the annual report booklet. He stated that the orchestra will have a Net Loss from Operations of (\$40,000) for the fiscal year ending June 30, 2023. The orchestra is still dealing with the aftereffects of COVID-19. The loss of \$20,000 in season ticket revenue in FY-2022 and the loss of revenue from two fundraisers was the cause of the operating loss. The New York City raffle generated over \$13,000 in new revenue to reduce the loss. It will carry forward into next season and new revenue will need to be generated to start filling the hole.

The main focus for next season is to rebuild our audience and to develop a new fundraiser to replace the Housewalk. We will be conducting a targeted mailing campaign to 1,200 households in Saginaw and Bay City to reintroduce the orchestra. A committee is working on a new fundraiser for May 2024.

Dave thanked our donors, concert sponsors, and supporters for their financial support during the season. We couldn't perform five concerts each season without your support. Floyd Kloc moved to receive and file the financial report; Sam Tilmon seconded. Carried.

Deb introduced the current board members and staff. They were asked to stand, and Deb thanked them for their hard work. They received a round of applause from the members.

Deb introduced Paul Chaffee for the Nominations Committee report. Paul announced that two incumbent board members had accepted an additional three-year term: Amy Spadafore and Claudia Zacharek. Michael Goad, CEO of Dow Credit Union, was nominated as a new board member. Paul asked for nominations from the floor. No nominations were received from the floor. Paul asked for a motion to approve the slate of nominations. Paul Chaffee made a motion to approve the nominations; Floyd Kloc seconded. Carried.

Deb asked Cameron Massey to present the Patricia Koucky Volunteer of the Year Award. Cameron thanked Ashley Hensley for being on the Audience Development Committee and for her ideas for helping the orchestra. She also assisted in moving many boxes of sheet music from the SBSO library to another location within the Temple Theatre. Ashley came up to receive her gift of appreciation.

Deb invited Maestro Fouad Fakhouri to announce the new season, A Journey Through Time and Space. Fouad stated that he was passionate about Saginaw and the orchestra. He feels a sense of comfort, ease, and happiness when driving from the airport in Detroit to Saginaw. He said that next season's programming is different from anything that has been done in past seasons so we can attract audiences back to the Temple Theatre. He talked about each concert next season and stopped before revealing the final concert.

Cameron Massey played the 2023-2024 Season Announcement Video and turned around the posters for each concert. The audience applauded and gave a standing ovation at the end of the video.

Deb thanked Fouad and Cameron for his work on the fantastic video.

Deb announced that two board members were retiring from the board - Cynthia Chadwick (6 years) and Lou Ognisanti (12 years). She thanked them for their service on the board and gave them each a gift card.

Cynthia thanked Deb for being the busiest person on the planet and for her time serving on the board. Lou thanked Deb for being a magnificent president and Cameron as Executive Director. Lou was on the search committee that selected Cameron as the new Executive Director.

Deb then announced that she was stepping down as board president but would stay on the board. New leadership will be taking over next season.

Deb asked if anyone had any new business to bring up. She thanked everyone for attending and asked for a motion to adjourn. Andreus Teich moved to adjourn; Paul Chaffee seconded. Carried. The meeting was adjourned at 7:02 PM.



# ASSOCIATION OVERVIEW

The Orchestra is a fully-professional ensemble which draws its members from throughout Michigan. In addition to its classical concerts, the Orchestra has produced a wide variety of chamber, pops, educational, and historical concerts, as well as opera, ballet, and modern dance. Nearly 5,000 community performers — over half of whom are children — have shared the stage with the Orchestra in performances over the years.

The SBSO has established a proud legacy of providing quality musicianship, innovative programming, and excellent educational experiences for the residents of the Great Lakes Bay Region.



## VISION

Extraordinary Music Experiences that  
Inspire.

## MISSION

Creating magical and memorable  
experiences through the power of  
symphonic music.

# SBSO BOARD

## EXECUTIVE COMMITTEE

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**Dr. Claudia Zacharek**  
*President*

**Paul C. Chaffee**  
*Vice President*

**Dr. Norman Wika**  
*Secretary/Treasurer*

**Deborah Huntley**  
*Past President*

**Andrea Fischer**  
*Member at Large*

## BOARD MEMBERS

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**Donald Carlyon**

**John Markey**

**Paul C. Chaffee**

**Amy Spadafore**

**Michael Elliott**

**Andreas Teich**

**Andrea Fischer**

**Sam Tilmon**

**Michael Goad**

**Dr. Norman Wika**

**Deborah Huntley**

**Dr. Claudia Zacharek**

**Floyd Kloc**

## SBSO STAFF

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**Cameron Massey**  
*Executive Director*

**Rachel Jingles**  
*Production Manager*

**David P. Rupp**  
*Financial Manager*

**Ruth Ann Olorunlowo**  
*SBYO Administrator*

**Arika Massey**  
*Marketing Manager*

**Gregg Emerson Powell**  
*Orchestra Personnel Agent*

**Don Belcher**  
*Librarian/SBYO Manager*

# CLAUDIA ZACHAREK, M.D.

President of the Board of  
Directors of the Saginaw  
Symphony Association



## REFLECTING ON OUR 2023-24 SEASON

Tonight's annual meeting concludes the SBSO's 2023-24 concert season! Thank you for being here tonight to celebrate with us.

What an amazing journey it was!

The buzz created at last year's annual meeting for our 88th Season, A Journey Through Time and Space, never stopped even after the epic finale - Star Trek (2009): The Future Begins - LIVE In Motion!

The season started with Holst's The Planets: Live in Motion featured Holst's beloved The Planets with a synchronized projection including footage from NASA. Our December concert had Todd Michael Hall, Amy Petty, and Sharrie Williams performing a celebration of Saginaw's own Holiday Superstars. February's concert, Tchaikovsky's Masterpieces, an Evening with Alessio Bax, featured world-famous pianist Alessio Bax performing Tchaikovsky's Piano Concerto No. 1. This concert included Tchaikovsky's 'Cossack Dance' and Symphony No. 4 in F Minor. In March, Spirit and Virtuosity were on display and featured our own Kennen White performing Mozart's Concerto for Clarinet in A Major. Bartok's notoriously difficult Concerto for Orchestra concluded that concert. Our April season finale, Star Trek (2009) LIVE In Motion, with the Saginaw Bay Symphony Orchestra performing Michael Giacchino's score live to the movie! WOW!!

The Orchestra also performed at the Memorial Cup's Opening Ceremonies on May 23rd at the Jolt Event Park.

This season, single ticket sales increased over \$33,000 to a total of \$69,125! We also had the most concert sponsors for any one season! Special thanks to Dow Credit Union for sponsoring all five concerts and to all of our season ticket subscribers, concert sponsors, supporters, and donors who supported the SBSO - we can't do this without you!

We are so fortunate to have such a talented orchestra in Saginaw that consistently delivered remarkable performances all season long! Our 89th Season will continue our long legacy of performing exceptional symphonic music!

My thanks to Cameron Massey, Executive Director, Fouad Fakhouri, our amazing musicians, and the SBSO staff for all of their hard work this season.

# CAMERON MASSEY

Executive Director of the  
Saginaw Symphony Association



## SPACE, THE FINAL FRONTIER

To the stars and back again... It really does feel that way, doesn't it?

Between all of the amazing things we've done this season: our first projection concert, our first live movie, the opening ceremony to a national hockey tournament, a world famous pianist, three of our most iconic local celebrities, two sold out planetarium concerts, an incredible clarinet concerto, and one of the most difficult pieces of music ever written for orchestra, it's not hard to imagine how the astronauts aboard Apollo 11 felt as they soared towards the moon.

Okay, maybe that is a grand comparison, but there are some undeniable similarities. We took you on a journey through the Solar System with Holst, we filled the Delta College Planetarium, and we boldly went where no man has gone before. You know, for the world's first Symphony Orchestra Space Exploration Program, that's not bad!

The Moon landing accomplished exactly the same goals we set out with this season, to inspire everyone to dream, by proving what we can do when we stop believing in boundaries.

On a small blue world, one pale dot on an endless black horizon, there will always be conflict and division for those who seek it. But for those who seek music and those who seek beauty, there will always be reason to seek each other. For hundreds of years, symphony orchestras have stood as proof of the beauty we are capable of when we work together as one. Much like a space program, a symphony orchestra requires much more than just a conductor and musicians, it requires a passionate community and hundreds of pairs of ears and eyes firmly fixed to the stars in unison. You are that community of stargazers for us, and we love you for it.

To all of you who supported us, cheered for us, and joined us on our Journey Through Time And Space this season, let this season stand as proof that we, all of us, can do anything. All it takes is what we have right here in our home town. Well, that, and a whole lot of music.

From the bottom of my heart, personally and sincerely, thank you for being part of this incredible season.

Wait until they hear what we do together next!





SAGINAW BAY  
SYMPHONY ORCHESTRA

# MARKETING REPORT

This year has been a remarkable one for our marketing efforts. We've successfully leveraged social media as our primary tool for reaching and engaging with our community. Facebook continues to be our standout platform, where we've seen the most significant interactions and growth. Additionally, our email marketing campaigns have outperformed previous years, driving higher engagement and attendance. This progress underscores our commitment to connecting with our audience through diverse and effective channels, ensuring that our music touches as many hearts as possible.



## SOCIAL MEDIA

**96.4K**

Social Media Reach

**9K**

Social Media Visits

**278**

New Follows

## WEBSITE

Our website has experienced significant growth and engagement. We recorded an impressive 51,204 page views, marking a 111% increase from last year. This substantial rise can be attributed to our enhanced focus on organic search, which has become our top medium for driving traffic. Our new blogging and educational initiatives have played a pivotal role in this achievement, drawing in a wider audience and providing valuable content that resonates with our community. These efforts have not only boosted our visibility but also reinforced our commitment to educating and engaging our audience online.

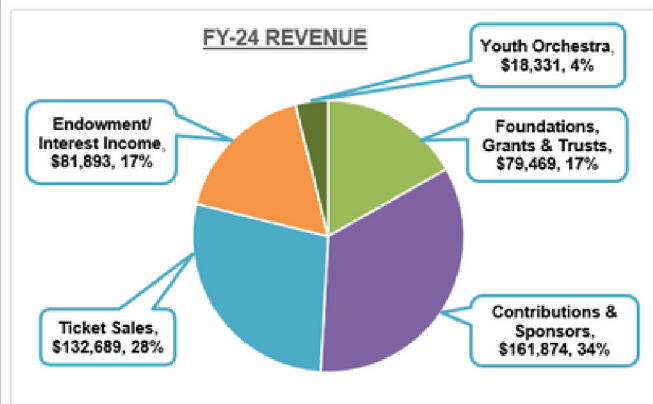
## EMAIL

With 1,173 subscribers, we have maintained an impressive open rate of 44.7%, significantly higher than the industry average of around 20%. Our click rate stands at 1.4%, which aligns with the industry average, and our unsubscribe rate is a minimal 0.1%, compared to the average of about 0.2%. These metrics reflect our audience's strong engagement and interest in our content. Additionally, we introduced welcome emails for new subscribers to help them learn about and feel more comfortable with the orchestra. This initiative has been well-received, providing new members with a warm introduction and fostering a deeper connection with our organization. Our email marketing strategy continues to be a vital tool in building and nurturing our community.

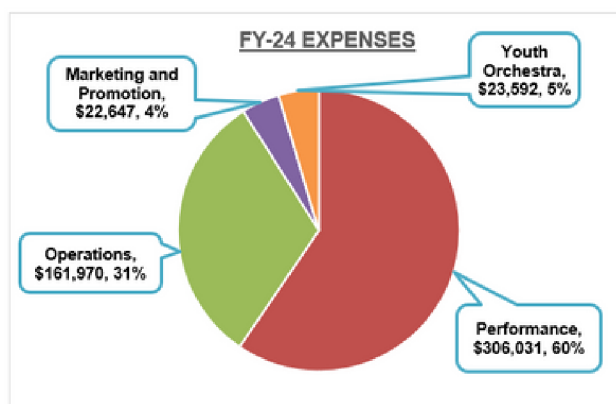
## FINANCIAL REPORT

### FY-24 FINANCIAL REVIEW

Projected and Unaudited



TOTAL PROJECTED REVENUE - \$474,256



TOTAL PROJECTED EXPENSES - \$514,240

## RESULTS OF OPERATIONS

The Saginaw Symphony Association is projected to have a Net Loss from Operations of (\$40,000) and Undesignated Net Assets of approximately \$223,000 for the fiscal year ending June 30, 2024.

Our 88th Season, *A Journey Through Time and Space*, was a major step forward for the SBSO. Our single ticket sales increased \$33,300, or 93%, to a total of \$69,125 and concert sponsors exceeded \$100,000 for the first time! All five concerts generated a net income!

However, the projected operating net loss of (\$40,000) is primarily due to not having a fundraiser this season and the Memorial Cup performance at the Opening Ceremonies did not have any sponsors to cover the cost of \$11,743.

Our main focus next season is to have a new fundraising event in May 2025 and to increase general corporate donations to reduce future operating losses. In July, we will be doing another big season ticket mailing to potential new season subscribers in Saginaw and Bay City.

We look forward to your continued support and another great season of music!

We sincerely thank all of our sponsors and supporters (see next page).

We look forward to Fouad's new season at Saginaw Valley State University on September 21st!



David. P Rupp  
Financial Manager

# Our 88th Season

# THANK YOU SPONSORS!

OUR 88TH SEASON WOULD NOT HAVE BEEN POSSIBLE WITHOUT THE  
GENEROUS HELP OF THE FOLLOWING SPONSORS AND SUPPORTERS:

## ENDOWED CONCERT SPONSOR

Leo & Emelie Kahan

## CONCERT SPONSORS

### **Dow Credit Union**

Covenant HealthCare

Garber Automotive Group

Tri-Star Trust

Saginaw Valley State University

**Dr. Claudia & Dr. Anthony Zacharek**

**Morgan Stanley**

**Garpiel Group**

**Thomas & Rayleen Lawler**

**Michael & Claudia Goad**

**Al & Deborah Huntley**

Ascension St. Mary's

**Family First Credit Union**

Jim & Christine Church

**Law Office of Carol Thomas**

**Frankenmuth Insurance**

**Fischer Family Funeral Services**

## CONCERT SUPPORTERS

The Jury Foundation

Patricia G. Rennert Trust

The Huntington National Bank

Michigan Arts & Culture Council

National Endowment for the Arts

## SBSO/SBYO SUPPORTER

TempleArts (In-Kind)

## TRANSPORTATION SPONSOR

**STARS (In-Kind)**

## MEDIA SPONSORS

WNEM-TV5 (In-Kind)

Cumulus Media (In-Kind)



*Bold Text Indicates New Sponsor*



# SAVE THE DATES!

6 CONCERTS - 2 SERIES

**SEASON 89**  
2024-2025

## TEMPLE SERIES

THE TEMPLE  
THEATRE

FRIDAY  
**OCT 25**  
2024

TUESDAY  
**DEC 10**  
2024

SATURDAY  
**FEB 08**  
2025

SATURDAY  
**MAY 03**  
2025

## UNIVERSITY SERIES

SAGINAW VALLEY  
STATE UNIVERSITY

SATURDAY  
**SEP 21**  
2024

SATURDAY  
**MAR 01**  
2025