

A New Future for Classical Music in Green Bay

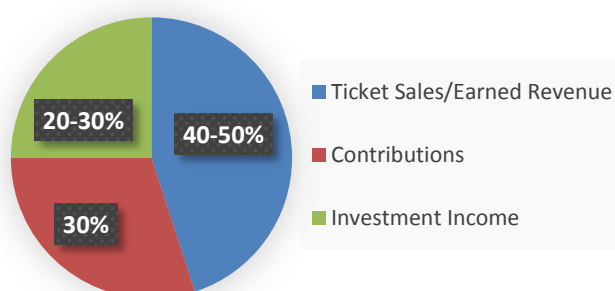


In 1913, a group of community members had a vision for a professional symphony in Green Bay. Little did they know when they started that first season that their efforts would create Wisconsin's longest continuously running orchestra. The Musicians of the Green Bay Symphony are committed to continuing the organization's mission of serving the Green Bay community and are working to build a new future for classical music in Green Bay.

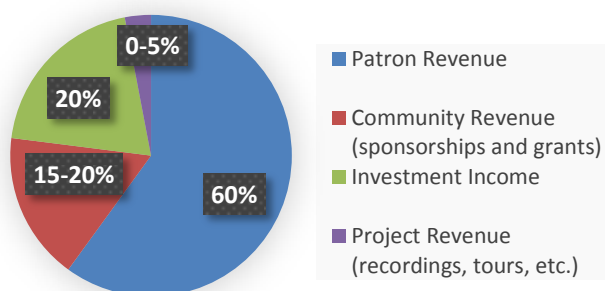
A New Model for the Next Century

Across the country, most professional orchestras are following the same model – sell as many tickets as possible and rely on philanthropic support from the community to make up the difference. However, this model has proven difficult to sustain. In the history of the modern orchestra, not one orchestra has consistently paid its operating expenses through ticket sales. A new model for financial management is emerging, which focuses less on ticket sales (known as “earned revenue”) and more on enhancing the patron experience, philanthropy, community development, and building long-term relationships.

Traditional Financial Model



New Financial Model



Staying in the Community, Building Statewide Partnerships

The Musicians of the Green Bay Symphony, over the last 6 months, have been in discussions with the Wisconsin Chamber Orchestra (WCO) about putting this new model into practice (which they are implementing with great results). The Green Bay community will see the same professional musicians on stage and in the community. The group will remain a community resource and will have the same mission of serving the community that the founders envisioned in 1913. The differences will be in the administrative structure and business model. This new arrangement will take advantage of the synergies of a statewide organization while maintaining the local presence critical to the orchestra's success.

What happens next?

With the formal closing of the Green Bay Symphony Orchestra, Inc., the musicians will continue discussions with the WCO. The 2015-2016 season will likely consist of a number of orchestral performances on stage at the Weidner Center as well as small group performances in and around Green Bay. We also look forward to a robust 2016-2017 season, which we hope will showcase the full potential of our community's orchestra.

We Can't Wait...

The Musicians of the Green Bay Symphony can't wait to start down this new and exciting path to become a more integral part of the Green Bay community. We are eagerly looking forward to becoming a leader on the national stage by demonstrating that orchestras can and do help build better communities. We hope you will consider sharing your name and contact information with us so that we might keep in touch with you about our progress towards this new model. We will keep you informed about plans for our upcoming season and service to the Green Bay community. You can also sign-up for updates through our website at www.musicingreenbay.com, which you can get to quickly on your mobile device by scanning the QR code to the right. We hope you'll join us!



This is not the last concert, but the first step towards a new future for our community's orchestra. We hope to see you soon!