

peninsula music festival

Fiscal Year October 1, 2008 – September 30, 2009

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Results of Victor Yampolsky's Matching Letter

64 repeat annual campaign donors
21 first time donors
11 donors who last gave in 2008
7 donors who last gave in 2007
1 donor who last gave in 2006
6 subscribers who were not donors
110 donors gave \$8470!

Thank You

With the new fiscal year already underway, it is important to let all of you know how our year ended up and our plans to remain a healthy, viable part of the Door County community for many years to come. Thank you to all of you for your support through your time, ticket purchases, donations, and talents. With your help, we were able to accomplish our goals.

An Overview of the '08-'09 Annual Campaign

By Bruce McKeefry, Board President

As you know, ticket sales do not cover the cost of performing nine concerts, so we must rely on the Annual Campaign to help make up the difference.

As you may not know, the campaign follows our fiscal year, which starts on the first of October and concludes at the end of September. Beginning in October, the Board laid out a plan to raise \$160,000. It began with letters being sent to our supporters from Victor, Sue Stone and I, asking for their support. Many of those letters included personal notes from Board Members.

Beginning in May and continuing into July, the Board made phone calls asking all of you who had not yet contributed to help us meet our goal. By the end of August we were only about \$20,000 short.

In an effort to raise the shortfall and challenge our supporters, six people pledged \$1000 each. Many of you came forward, the result of which, at the end of September, we not only met the challenge but surpassed it by \$2000!

Meanwhile the Sustaining Committee published the long awaited PMF Cookbook. The money raised from the cookbook sales helped put us over the top.

Because of the efforts of many, the PMF was able to reach its Annual Campaign goal of \$160,000.

And now...we start all over again. Be assured that the Board of Directors of the Peninsula Music Festival will be working diligently to protect the organization that is so important to all of us!

Annual Report

2009 Treasurer's Report

58th Season August 3 - 21, 2010
Performances Tuesdays, Thursdays, &
Saturdays at 8pm
Door Community Auditorium

Annual Report

By Bill Miller, Board Treasurer

Our financial statements should be looked at as part long term and part short term. Our overall financial performance hinges, to a great extent, on the growth or loss, of the endowment. The Festival itself did not break even this year but was close to it (that's the short term part). The Endowment knocked it out of the park (that's the long term part)!

If one were to look on Guidestar.org to check out PMF for the year 2009 you would see a very large profit was generated. If you looked at 2008, you would see an even larger loss. For Federal Tax reporting our endowment and the actual Festival are treated as one entity. When we talk of "coming out OK" we are talking strictly about the Festival itself and not the entire asset base of the Festival. While the Endowment is a great asset that reduces ticket prices roughly \$30 per ticket, we have tightly controlled access to these funds and can take only a small percentage annually from the Endowment to make concerts affordable.

FYI

We'd like to give special thanks to the 26 orchestra members who donated to the endowment fund this year! Together you donated \$2440!

Guidestar.org takes their data from each charity's Federal 990 return and therefore has a substantial lag in reporting information.

This year we had to cover \$635,000 of costs with revenue from a variety of major sources to make the Festival break even.

Those sources were:

- Subscription ticket sales
- Individual ticket sales
- Concert sponsorships
- Endowment transfers
- Annual campaign

Four of the five met their goals even though single ticket sales and program book advertising were less than we had predicted. Concert sponsorships and annual campaign both exceeded their goals. That's right, in the end: annual campaign exceeded its goal. The Board effort was outstanding.

As a whole the Festival is \$174,840 better off than one year ago due to very good performance of our endowment. Financially we are healthy!

For the new fiscal year, the Peninsula Music Festival must do two things. We must once again meet and/or exceed the Annual Campaign goal and we must increase earned revenue, which in simple terms means we need to sell more tickets.

Preparations to achieve both of these goals have already begun and with your help we will accomplish them.

Tickets Sales and Marketing Update

By Sharon Grutzmacher, Executive Director

You hear it all the time, declining ticket sales at performing arts organizations across our country, donations are down and endowments are losing value. Donations and the endowment are addressed in other articles contained in this annual report. Ticket sales will be addressed here.

It was a challenge to sell tickets this year. Thankfully, the Festival has a wonderful base of nine concert subscribers as well as those who purchase flex packs and the Thursday series. The uncertainty in the economy showed in our customers. Early on, the box office noticed that there was a price point that many people did not want to exceed. The goal for the staff was to work with that price point to get those people into the concert hall, knowing that once they heard this amazing orchestra, they would be back. Through our creative marketing efforts, our attendance at concerts was almost exactly the same as last season, though our ticket sale revenue was down. This was the first season that we sold out (or almost sold out) the most affordable seats first. Additionally, we had a record number of first time ticket buyers.

Armed with this information, the marketing committee of the board of directors met to discuss August 2010 ticket prices. Out of that meeting four important pricing decisions were made:

- Add one more row of the most affordable seats for 2010
- Do not increase ticket prices for 2010
- Reduce the price of Section B priced tickets
- Create a new special \$10 ticket for children and students for any seat, any concert, any time.

PMF Board Members '09-'10

Bruce McKeefry	David Bell
Jack Zilavy	Norma Bramsen
Orren Bradley	Virginia Eades
Bill Miller	Marilyn Peterson
Sue Stone	Cynthia Sargent
	Lee Traven
	Dianne Trenchard
	Stephanie Vittum

The first thing that comes to anyone's mind is, "How will you fund the ongoing and increasing costs to present the Peninsula Music Festival with no ticket price increase, the reduction of some prices and an increase in the number of the most affordable tickets?" Well, the answer was not easy, but we did it and here is how:

- We cut our budget by \$54,000 for the 2009-10 fiscal year without effecting the quality of our artistic product.
- Our musicians, staff and conductors have graciously agreed to a salary freeze.
- We've negotiated more affordable contracts with our guest artists and facility rentals.

In an effort to increase program book ad sales, we have also engaged a person to be a sales person on a commission basis.

The other part of this equation is all of you. You are our best sales people. Tell your friends about the Peninsula Music, send them to our website, and help us spread the word. With your help, we can do it!

Sharon Grutzmacher, Executive Director
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Laura Ashley, Assistant Director
laura@musicfestival.com
Gordon Rowley, Music Librarian
gordon@musicfestival.com

Annual Report

By Marilyn Peterson, Interim President

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Annual Report

The 2009 season was like any other year for the Sustaining Committee in that a gala reception opened the festivities, nine rehearsal break meals were served, 26 rehearsals were monitored, brochures and posters were placed from south Sturgeon Bay to Gills Rock, guest artists were transported from the Green Bay airport and around the local community, concert attendees were directed in the parking lot and seated in the auditorium, and a potluck/picnic serving 200 wrapped up the season. Everything as usual and as expected!

2009 was also unlike any other year in PMF history. At long last, the cookbook became a reality. The cookbook committee worked for eighteen months to design and produce this volume; this result grew out of two earlier attempts to celebrate PMF by memorializing the work of the many cooks who have contributed so much during the 57 year history of the Festival. This most recent committee relied heavily on what had been contributed in previous years and are very proud that their effort features contributions from the many who have gone before, as well as guest artists and members of the orchestra who've been caught up in the spirit of the "Peninsula Music and Food Festival." 575 volumes arrived in late June, and so far 353 books have been sold. Through the

generosity of an angel donor, nearly all publication costs were covered. That brings up the sound financial standing of the organization--the Sustaining Committee was able to contribute \$6,000 dollars to PMF to be used to carry on our almost 60 year tradition of world class symphonic music on Wisconsin's Door Peninsula.

Another first in 2009, not to be overlooked, was an opening brunch to welcome Victor at the beginning of June. Many guests had their first opportunity ever to learn about the upcoming season directly from the Artistic Director. Several new memberships resulted from this activity and "the word" about the Festival reached many who have not had this kind of opportunity before.

The Sustaining Committee was also instrumental in the planning and organization behind the Garden Walk Fundraiser hosted by McKeefry & Yeomans Landscaping, and of course, we can't forget the popular concert talks held before the Thursday concerts.

Though there are over 100 members of the Peninsula Music Festival Sustaining Committee, we can always use more help. Whether you want to tackle a major event or help out just one or two times a year, there is a place for you on our committee. Membership dues are just \$15. If you are interested in joining us for another successful year of assisting the Peninsula Music Festival, just give the office a call at 920-854-4060 and they will be happy to send out a membership brochure.