

ORCHESTRATING THE FUTURE

Case for Support



LOUISVILLE ORCHESTRA
ENDOWMENT



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Perhaps no other orchestra in the United States can proudly claim the history of innovation, creativity, and impact as the Louisville Orchestra has demonstrated since our founding in 1937. The Louisville Orchestra (LO) has consistently defied and exceeded expectations in a commitment to being a national and international beacon of creative leadership. Reflecting the unique culture and grit that defines Louisville, the LO outshines larger orchestras on both east and west coasts, including Chicago and Cleveland by demonstrating year after year a willingness to commission more new music, to record more new music, to share the stage with the leading artists of the day and to be of service to every citizen of the city they call home: Louisville.

The Louisville Orchestra has always looked to its Music Director to embrace these core qualities, and no one person has both carried this forward and exemplified the pathway to tomorrow than Teddy Abrams. Teddy was appointed the eighth Music Director of the Louisville Orchestra in 2014, and even though young of age and in his first leadership role, Teddy intrinsically knew that the city of Louisville was passionate about its orchestra, forging a path to recapturing the pioneering spirit that established the orchestra nearly 80 years ago.

In this tenth year of Teddy's leadership and the eighth decade of the Orchestra, now is the moment to cement a foundational level of confidence and commitment to what makes the Louisville Orchestra one of the greatest orchestras in the world. Louisville itself is reimagining its future by building on the success of the past and learning the lessons of the past. The Louisville Orchestra is doing precisely the same. Now is the time for boldness; for leadership; for grit; for determination; for even more creativity; for even more access for all Louisvillians.

This city deserves a world-class creative powerhouse: the Louisville Orchestra. Building this financial security through a permanent endowment campaign is the orchestra's next major feat. Please join us as we embark on the future of the Louisville Orchestra.

“We have built a relationship between the organization and our city that I am extremely proud of – and its one that I hope will only continue to grow and strengthen.”

-TEDDY ABRAMS, MUSIC DIRECTOR



AN ORCHESTRA OF AND FOR THE PEOPLE

In 1937, Louisville experienced a once-in-century flood that nearly caused the complete abandonment of the city. Civic and business leadership knew that Louisville needed essential services and a strong identity to help the city rebuild. One of those essential services was a full time, professional orchestra; thus, the Louisville Orchestra was born. Working in close partnership with the artistic leadership of Maestro Robert S. Whitney and a committed group of local musicians, Louisvillians banded together to bring people, opportunity, and hope back to the community they cherished by providing free public performances. They worked towards a visionary strategy to revitalize the city by transforming Louisville into a home for classical music innovation. From that crisis came one of the most important and distinctive orchestras in the world, with unique qualities of service, resilience, creativity, impact, and pride that have stood the test of time.



From that founding moment, the LO embraced core traits that have become part of our DNA that have stood the test of time and become the bedrock of our success: artistic creativity; collaborative creativity; community resource and access; service and impact.

The Louisville Orchestra has always been an Artist-Driven Civic Leader, from its origins to today, and continues to embody the original core values, using them to help our community heal and grow through innovative symphonic experiences.

YOUR ORCHESTRA: A SOURCE OF PRIDE

Keeping in touch with our roots, today's Louisville Orchestra continues to honor service under the leadership of Music Director Teddy Abrams. As the cornerstone of the arts and culture sector in Louisville, we lead our community by providing the inspiring power of live music to people across the city, employing the universal language of music to inspire, uplift, and change lives. We truly are "Your Louisville Orchestra."

Our signature education programs distinguish the LO nationally. Multiple generations of Louisvillians first encountered the LO through MakingMUSIC, the longest-running music education program in the United States. Running for eight decades, it is revered as the single most important musical experience in the young lives of those who went to public school here. Today, 97 percent of all fourth and fifth graders at Jefferson County Public Schools currently participate in MakingMUSIC concerts. The next generation of Louisvillians are also energized by the LO Rap School conducted in partnership with Hip Hop into Learning (HHN2L). This program provides spoken-word-to-live music workshops with our very own Teddy Abrams. Our Once Upon an Orchestra program is the first of its kind in the nation and provides free interactive storytelling through concerts to children and their parents in all 17 branches of the Louisville Free Public Library. Each concert offers original arrangements set to books by the Creators Corps, LO's resident composer artist program.

"Since 1940, generations of Louisville school children have been touched and inspired by our MakingMUSIC program. I was lucky enough to participate when I was in grade school and am proud to see children still enjoying the program today."

**-JIM WELCH,
ENDOWMENT CAMPAIGN CHAIR**



AWARDS, ACCOMPLISHMENTS, & POINTS OF PRIDE

AWARDS AND RECOGNITION:

19 American Society of Composers, Authors and Publishers Awards
2024 Grammy Award for Best Classical Instrument Solo
#1 Billboard Classical Music Album
140 Albums Produced

FEATURED IN:

The Wall Street Journal
The New York Times
The New Yorker
Time Magazine

FEATURED ON:

CBS Sunday Morning
Jimmy Kimmel Live
The Tonight Show
PBS NewsHour

GLOBAL IMPACT:

Music broadcasted across **48** nations by global subscription
Collaborations with artists from **28** different countries
450 world premieres

BRIDGING THE DIVIDE: MUSIC WITHOUT BORDERS AND IN HARMONY TOUR

Under Teddy's leadership, the LO is using our artistry to bridge divides in Louisville and beyond. By taking the orchestra out of the concert hall, we energize new audiences and increase our relevancy in an ever-changing environment.

In Louisville, Music Without Borders was created to provide access for those in our community who have typically been underserved by our work, either because of price or proximity. The LO is focusing on three neighborhoods (Shelby Park, California, and Jeffersontown) to bring the full range of orchestral music to populations seeking creative enrichment and a place to gather and share in culture. Each season, we provide nine free Music Without Borders concerts with programming that is actively redefining the relationships between the orchestra and the community. With each interaction, participants feel more ownership over their experience and know that they indeed belong.

Yet, we knew we must go further. Under the banner of the aptly named In Harmony Tour, the Louisville Orchestra began touring to bridge communities across the state, using the common language of music to bring Kentuckians together in harmony. We have achieved this both literally and figuratively with an impact that ripples through the lives of Kentuckians we serve as well as the Orchestra members and staff. Many orchestras seek to travel to larger cities or overseas for notoriety, but the Louisville Orchestra feels it is our calling and our duty to share our music with the very state we call home. From November 2022 through June 2023, the orchestra played in Cave City, inside Mammoth Caves National Park, and in Prestonsburg, Pikeville, and Harlan. In July we went to Ashland, Newport, Glasgow, Somerset, and Bardstown. In September 2023 we were in Murray, Madisonville, Beattyville, Happy Top, and Henderson. And, in February and March 2024, we travel to Corbin, Paducah, Bowling Green, Frankfort, Danville, and Fort Knox. In Eastern Kentucky alone, 5,500 participants accessed tickets to six free concerts. **It is our belief that everyone in the Commonwealth should have regular access to full orchestra concerts.**

"Our somewhat forgotten community was encouraged to believe that someone cares enough to bring their talent to us. The concert was a 'classical first ever' experience for us in our community... The floods of 2022 devastated our people. After a long hard grueling winter, it was so sweet to be able to allow this music to wash over us and bask in it for a while."

**-GWEN JOHNSON,
DIRECTOR OF HEMPHILL COMMUNITY CENTER
JACKHORN, KY**



OUR VISION FOR THE FUTURE: RISING TO TODAY'S CHALLENGES AND SCALING ACCESS TO MUSIC

With new leadership in City Hall dedicated to improving safety, education, and civic investment, we have a once-in-a-generation opportunity to purposefully seize the moment and see Louisville to its full potential. The Louisville Orchestra is an anchor institution in the metro area, driving economic, housing, creative, and population growth. We are poised to play an even bigger role as that linchpin in the decades ahead.

Given national trends impacting arts and culture sector organizations post-pandemic, and an era of record-setting anxiety levels compared to recent years, now is the time for the Louisville Orchestra to provide the healing and inspiration of music to our city.

“We strive to be an orchestra of and for the people. Our city will thrive by finding the communal inspiration and strength necessary to confront whatever challenges we face in the future – music is our vehicle to accelerate community recovery and connection.”

**-TEDDY ABRAMS,
MUSIC DIRECTOR**



We are proving what our organization has always known about the impact of the arts on our community: that access to and participation in culture and the arts can deliver positive health and wellbeing outcomes. Through a unique partnership with the College of Education and School of Music at the University of Louisville, the LO has been studying wellbeing at each of our Music Without Borders concerts over the 2022-2023 season. Data collected from over 450 respondents at nine concerts shows a significant correlation between attending orchestra concerts and improvement in emotional wellbeing (feeling good, functioning well), cultural wellbeing (community, access to the arts), and ultimately general wellbeing (feeling content with life, at peace, supported).

The UofL research team also highlighted a new correlation in the role financial wellness can play in the dynamic between cultural participation and wellness outcomes. Simply stated, the most significant driver of cultural participation was financial wellness, and by reducing the cost of concerts or by making them free, participation will increase and therefore so does wellness. Perhaps for the first time, the work the LO and UofL are doing can show that by reducing costs or providing free tickets, we can increase participation in the arts, which can significantly improve emotional and overall wellness. In our efforts to increase access to the Louisville Orchestra for everyone in Louisville and across the state, we are working to play a role in improving the health and wellbeing of Kentuckians.





FORTIFYING THE FUTURE

The Louisville Orchestra stands at a pivotal moment for activating our historic strengths, resources, and capacities to expand arts access during an unprecedented time of growth for Louisville as a metro hub. Though the LO enjoys tremendous support to continue our mission, the LO is heavily reliant on the generosity of donors each year. Endowments are an important pillar of financial sustainability for important civic service-oriented institutions. The Louisville Orchestra must also have a reliable, evergreen source of funding for operations, in the form of a strengthened and expanded endowment.

Expanded revenue from dedicated endowment funds would provide the LO the financial stability required to take artistic risks and realize its role as a leading orchestra of distinction and creativity.

Our Orchestrating the Future campaign seeks to raise up to \$50 million for the LO endowment, which will provide the financial security and organizational confidence we need to fully chart our most impactful course of activity. Placing additional funds in a board-controlled, professionally managed endowment signals to key supporters the critical fiscal discipline and stewardship needed for a strong future. The endowment brings security and assurance to the LO's ability to make long-term commitments to artistic investment, community investment, and its work as an agent of change within Louisville and beyond.

When we are successful in increasing our endowment, the LO will join the Envirome Institute and the Speed Art Museum and stand shoulder-to-shoulder alongside other leading institutions. This allows the Louisville Orchestra to maintain its service, innovation, leadership, creativity, and commitment to accessibility for many years to come.



What does the Endowment do that the Annual Fund doesn't?

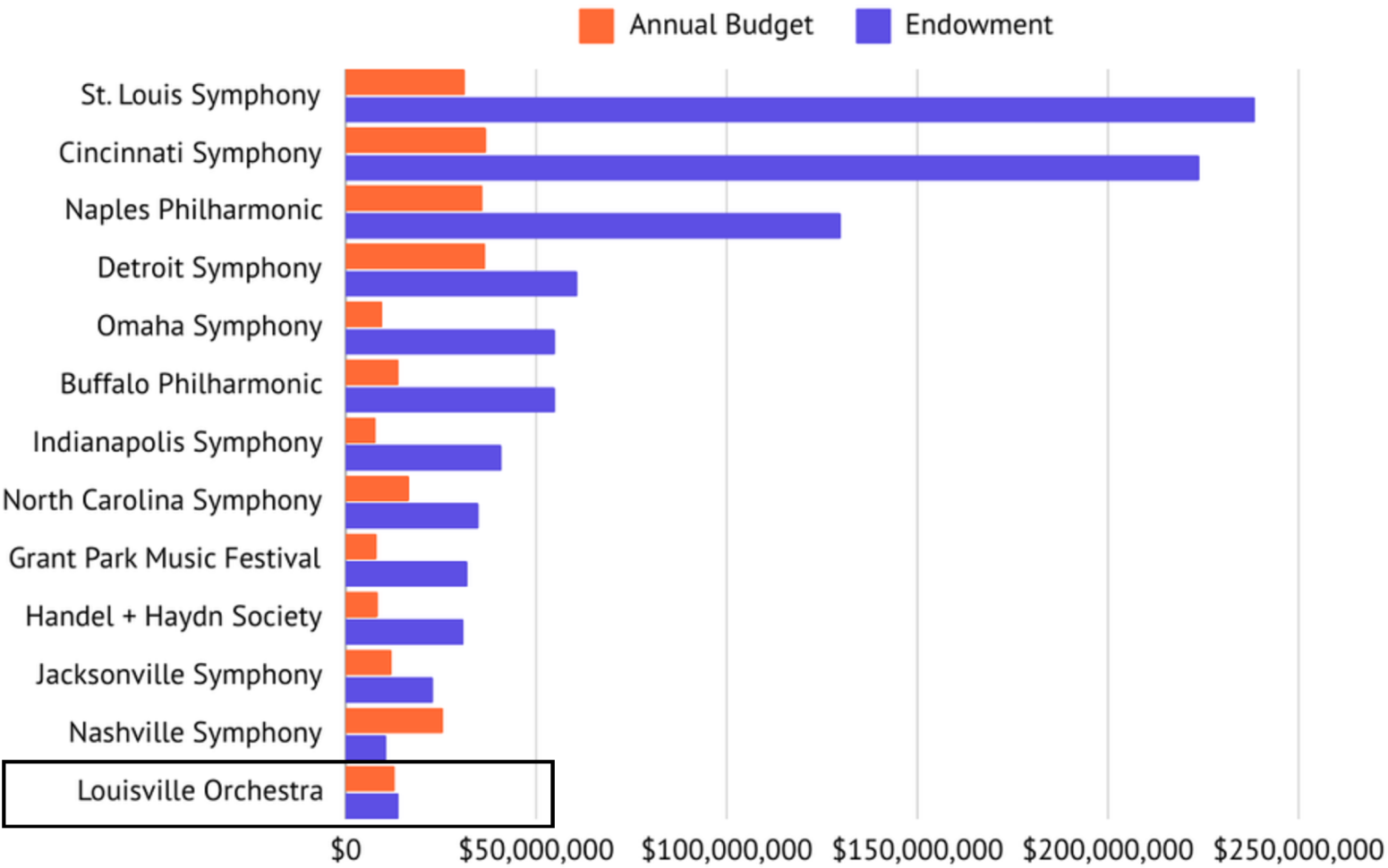
With an endowment of \$50M at a 5% annual distribution from its investment returns, the LO would receive \$2.5M annually, cover approximately a quarter of our overall institutional need. This sum would enable the LO to offer competitive compensation by supplementing orchestra salaries.

OUR CURRENT ENDOWMENT PICTURE

The LO’s current endowment is significantly underfunded when compared to our peers. The LO prides itself in providing incredible performances and varied programming in an effort to be accessible to all. **To continue reaching audiences on this scale, it is imperative that we build an endowment that can support our efforts for many years to come.**

Currently our endowment is roughly the same size as our operating budget. Our peers report endowments that are on average double or triple their operating budget at a minimum. The LO strives to create programming that is comparable to those in other cities but without a stronger financial groundwork, our growth is limited.

Now more than ever, a strong arts scene is necessary in keeping the city alive. The LO is confident that by building a stronger endowment, we can provide programming that will attract a range of audiences and in turn create a positive effect on our city as a whole.



A strengthened LO endowment would empower us to continue to recruit the best players, soloists, and collaborators possible, ensuring that audiences have access to the full breadth of activities they deserve. Given the proximity of larger and better endowed out-of-state performing arts organizations, the LO must remain competitive in attracting top tier talent for auditions. Endowment funding would also enable the Louisville Orchestra to continue its outreach through an expanded number of free concerts for Music Without Borders and educational programs like Once Upon an Orchestra, MakingMUSIC, the LO Rap School with HHN2L, and the statewide In-Harmony Tour.

By supporting the LO with an endowment gift, you are empowering our organization to:

- Be an incubator for new and/or experimental art, education programs, and community services
- Educate and grow audiences for local creative industries, products and services. In turn, this drives foot-traffic, creates new content, and has complimentary effects on local sales, real estate values, and innovation.
- Train workers, develop artistic talent, and enhance awareness of local artistic talent and creative businesses.
- Provide space for networking and community discussion.
- Legitimize local creative talent and productions by using the LO's brand as a platform.
- Create a competitive advantage in the “experience economy” of the city; amenity rich cities and neighborhoods attract new residents.



OUR

**ARTISTIC
VITALITY**

**GROUNDBREAKING
INNOVATION**

PRIORITIES

**INSPIRING
THE
NEXT
GENERATION**

**COMMUNITY
WIDE
ACCESS**



ARTISTIC VITALITY

Attracting and retaining artistic and creative talent is critical to ensuring a healthy arts sector within Louisville, as artists contribute to the vibrancy of Louisville and foster communities that people want to live in. For the LO, this starts with attracting and retaining the very best orchestra musicians who are dedicated to Louisville and the community, who perform at the highest musical level in each performance, and who deliver the most impact when connecting with members of our local and state-wide community.

Our Orchestra must have the best full-time 60 musicians we can find, from across the globe, and that requires making an economic and musical case as to why dedication to the LO will be the best career choice they could make.

A Rising National Profile

Although the Louisville Orchestra has been distinctive in its mission and programming from day one, the LO has recently attracted national attention for its commitment to creatively engaging the people of Louisville and Kentucky. In April 2023, the LO premiered Mammoth, a new work by Teddy Abrams, within the Mammoth Cave National Park with Yo-Yo Ma, garnering significant attention in The New Yorker and national press. LO's programs have also begun attracting philanthropic support from some of the country's most respected foundations, including the Andrew W. Mellon Foundation.



Create the Best Home for Artistic Leadership

Within any orchestral family, leadership is essential. From the Music Director, the concertmaster, and principals, all the way through to section musicians, leadership provides the inspiration and cohesion needed for consistent excellence.

The permanent endowment of these leadership roles will guarantee the LO is positioned for musical excellence for years to come.

NAMING OPPORTUNITIES

MUSIC DIRECTOR

PRINCIPAL POPS CONDUCTOR

CONCERTMASTER

PRINCIPAL MUSICIANS

NON-PRINCIPAL MUSICIANS



GROUND BREAKING INNOVATION

Since inception, the Louisville Orchestra has forged one of the most creative paths of any orchestra in modern memory. As the first orchestra in the world to have its own recording label, the LO produced over 100 albums in the First Edition Records collection and commissioned the leading composers of the day, starting in 1940, with over 120 works created specifically for the Louisville Orchestra. Teddy has continued to innovate throughout his tenure, with albums on Decca and Deutsche Grammophon. He's premiered over 50 works in his time as Music Director, 12 from his own pen.

Additionally, the orchestra creates performances that incorporate new mediums and unconventional venues, drawing nationally and internationally recognized guest artists and composers to Louisville such as Yuja Wang, Dafnis Prieto, Angélica Negrón, and Adam Schoenberg. The Louisville Orchestra's performance of Teddy Abram's Mammoth with guest artist Yo-Yo Ma in April 2023 exemplifies our potential, exploring new territory with a world-premiere produced underground within Mammoth Caves National Park. The production resulted in national coverage in The New Yorker and CNN. LO's groundbreaking innovation elevates both the standing of Louisville and the Commonwealth of Kentucky. These efforts strengthen our city's reputation as a home for creativity and innovation. We are committed to building the financial resources to continue that innovation for years to come.

Fortify Louisville as an Innovator

The Louisville Orchestra furthers its legacy of innovation today through the LO Creator Corps (LOCC), the only program of its kind in the world where an orchestra employs three composers full-time to live and work for an orchestra. Now in its second year, the LO screens hundreds of applicants in a highly competitive interview process, to live in Louisville full-time and become a creative resource. During their time in Louisville, Creator Corps composers develop world premieres for our season concerts and performances hosted in partnership with Louisville-based organizations, local schools, site-specific installations, or any of the LO's existing education or public programs.

These collaborations are integral to our music-making. The LO enriches the entire arts ecosystem by supporting the production of local performances by the opera, ballet, regional, and internationally acclaimed music groups, choruses, as well as nontraditional classical genre partners, including local hip-hop artists and rock bands, at other beloved venues around town. Investing in concert production technology, digital resources, special projects, and festivals bolster the LO's ability to maintain a refreshing, lively, and unexpected musical scene.

As an innovator, we envision launching live symphonic experiences each season that complement the musical repertoire with dynamic visual stimulation, illuminating and elevating the LO's artistry. This work requires a fully staffed orchestra with enhanced production support: best-in-class set installations, lighting, projectors, designers, and production managers.

NAMING OPPORTUNITIES

LO CREATORS CORPS

ARTISTIC VITALITY FUND

COMMISSIONING FUND

MUSIC RECORDING AND DIGITAL PROGRAM FUND



INSPIRING THE NEXT GENERATION

The Louisville Orchestra is proud of its role in inspiring students and families from all walks of life. Our programs bring the power of live music to the community via free performances in readily accessible venues, including neighborhood parks, community centers, and libraries.

Our long-standing enrichment program MakingMUSIC engages fourth and fifth graders in virtually all Jefferson County Public Schools and has impacted generations of Louisvillians. Since the 1940s, our concert and classroom visit program has spurred a love and appreciation for music with school-aged youth with well over 250,000 students.

The LO's Once Upon an Orchestra program provides free classical music concerts, workshops, and engagements within all the public libraries in the Louisville metro area. Each performance is a storytelling adventure with arrangements of popular children's books focused on improving reading-readiness and learning outcomes.

During our 2-year long In Harmony tour across the Commonwealth, for every full orchestra concert in the evening the LO provides at least four opportunities for the youngest audience members to experience an ensemble from the LO up close.

Finally, in our effort to reach all sectors of our community, our educational programming is inclusive of students living with disabilities. The Louisville Orchestra's Heuser Hearing and Learning Academy partnership with music therapists gives deaf and hard-of-hearing preschool and kindergarten students the opportunity to interact with live music and LO musicians via classroom visits.

EDUCATION IMPACT AT A GLANCE

MAKINGMUSIC

In the 2022-2023 season alone, we served over 11,000 students in 70 schools and hosted six concerts.

ONCE UPON AN ORCHESTRA

Once Upon an Orchestra engaged more than 1,400 students and families with 18 public performances from 2022-2023.

HEUSER HEARING AND LEARNING ACADEMY

Our program touches nearly 500 students each year over 14 classroom visits.

COFFEE CONCERTS

As a part of our educational outreach, we offered tickets to over 800 students and chaperones through our Coffee Concert series downtown.

Our vision is to further expand access to music to even more students and families across our community. To achieve this goal, we need to ensure long-term support for our pre-existing educational and outreach programs, and boldly pursue new pathways for sharing inspiring classical music experiences across our region.

Music Empowers Student Success

Studies have shown that the arts play a pivotal role in helping students succeed in school, work, and life. Students involved in the arts are four times more likely to be recognized for academic achievement. They are also more likely to stay in school, especially when they live in lower socio-economic status (SES) communities. Long-term, students with access to arts enrichment programs like the Louisville Orchestra provides are twice as likely to graduate college relative to peers without access.

Take Music to the People

We are exploring ways to continue to make concert attendance possible for everyone in our community. We are currently working with partners at Louisville Metro to work to improve transportation barriers. As always, we will continue to bring musicians out of the concert hall and into the neighborhoods so all community members can access symphonic experiences.

NAMING OPPORTUNITIES

EDUCATION FUND

ONCE UPON AN ORCHESTRA FUND

MAKINGMUSIC FUND

LO RAP SCHOOL FUND **(IN PARTNERSHIP WITH HHN2L)**



COMMUNITY WIDE ACCESS

As we emerge from the pandemic, we must make the city and the Commonwealth of Kentucky a more connected place – a place of greater compassion and understanding. The Louisville Orchestra envisions an environment where music serves an essential public service through deepening positivity, trust, relationships, social engagement, and satisfaction.

In addition to health, cultural, and social benefits, a region that supports its people through music attracts employers, expands the workforce, and draws talent that puts a high value on quality of life, regardless of profession. With our role as civic leaders firmly ingrained, we will continue to invest in bringing the LO to communities through touring.

Building Creative Communities Within Louisville...

Music Without Borders is our vehicle to accelerate community healing, recovery, and connection post-pandemic in Louisville. Nine free performances took place in 2022 across the California, Shelby Park, and Jeffersontown neighborhoods that reached over 3,000 households. We are also working towards our goal of encouraging audiences who attend Music Without Borders concerts to visit our Whitney Hall performances by removing barriers to attendance with free tickets and subsidized transportation, where possible.

Scaling Arts Access Boosts Local Economy

Building communities that have access to arts and culture also supports the local economy. Based on research commissioned by Americans for the Arts, total arts and culture related consumer spending pre-pandemic in Louisville generated \$237M. On average, Louisville event-related spending is approximately \$25 per person when excluding the cost of admission. A sustained commitment to expanding Louisville Orchestra tours across dozens of communities in the Commonwealth of Kentucky, while partnering with and supporting regional artistic talent, will further attract new audiences to the LO as well as spur regional economic growth over time.



...And Beyond Louisville

In 2022, the Louisville Orchestra received an unprecedented budget appropriation from the Kentucky General Assembly to complete a two-year tour of the Commonwealth, serving as a partner in bringing the inspirational power of live music to families all over the state of Kentucky. With the debut of the two-year In Harmony Tour, the LO aims to bring free live music to all corners of Kentucky. This initiative takes a meaningful step in bridging the urban and rural divide and ensuring that arts and cultural participation is available to all. The program includes multiple tours by the full Louisville Orchestra, performances from small ensembles, and the strategic engagement of local homegrown ensembles and artists. Our goal is to launch a new era of deep community partnerships that reflect the character and interests of each town on tour, providing communities in each region the opportunity to explore music together.

The LO boldly redefines audience engagement by bringing musicians into direct contact with attendees via one-on-one encounters in community centers, hospitals, senior living facilities, schools, state and national parks, and other unconventional locations. This program offers personalized approaches to sharing and making music with people in context with their lifestyle and community.

The benefits of the In Harmony Tour are clear – arts and culture activities that bring people together and strengthen local relationships generate well-being and trust, creating communities that are more likely to be civically and socially engaged.

NAMING OPPORTUNITIES

MUSIC WITHOUT BORDERS

COMMONWEALTH TOUR FUND



HELP US ORCHESTRATE THE FUTURE

As a transformational force for fostering community well-being, our work results in a stronger Louisville and Kentucky. We inspire people to find the strength, courage, and resiliency needed to face the challenges of the future.

This campaign is a crucial investment and marks an important moment in the Louisville Orchestra's history as we seek to lead by example in embodying art as a public service for the people of Louisville and the greater community.

As we consider where we have been and where we are going, the LO seeks to honor and uphold a lifelong legacy of impactful work and ensure that we continue to provide the artistic excellence, groundbreaking innovation, educational programming, and broad scale outreach our community needs and deserves for generations to come.

We invite you to join us in a very special initiative to invigorate Louisville, inspire and engage new audiences, and create a more vibrant cultural life in our region. Every gift makes a tremendous difference in expanding arts access across our community.

Thank you for your consideration.



TEDDY ABRAMS
Louisville Orchestra
Music Director

GRAHAM PARKER
Louisville Orchestra
Chief Executive

JAMES WELCH
Louisville Orchestra Endowment
Campaign Chair

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