

The COLUMBIA
Orchestra

Your Community's Music



Annual Report
2009–2010 CONCERT SEASON

JASON LOVE, *Music Director*



The Columbia Orchestra

2009 – 2010 Concert Season

Classical Concert 1

October 17, 2009

7:30 PM, Jim Rouse Theatre

Ludwig van Beethoven ----- *Overture to Egmont*

Pyotr Tchaikovsky ----- *Violin Concerto*

Jonathan Carney , violin

Albert Hurwit ----- *Remembrance from Symphony No. 1*

Igor Stravinsky ----- *Rite of Spring*

Classical Concert 2

Saturday, December 5, 2009

7:30 PM, Jim Rouse Theatre

Felix Mendelssohn ----- *Hebrides Overture*

Ernest Bloch ----- *Baal Shem*

Ronald Mutchnik, violin

Ottorino Respighi ----- *Pines of Rome*

Plus the winner of the 2009 American Composer Competition

Young People's Concert

Saturday, January 9, 2010

12:30 PM & 3:00 PM, Jim Rouse Theatre

A program of fun music designed to get kids excited about music and the orchestra, plus a musical instrument petting zoo where children can try out the instruments from the concert!

Symphonic Pops

Saturday, February 13, 2010

7:30 PM, Jim Rouse Theatre

The greatest hits from Hollywood to Broadway

Classical Concert 3

Saturday, March 27, 2010

7:30 PM, Jim Rouse Theatre

Alberto Ginastera ----- "*Malambo*" from *Estancia*

Jonathan Leshnoff ----- *Rush*

Maurice Ravel ----- *Mother Goose Suite*

Featuring the winners of the 2010 Young Artist competition

Classical Concert 4

Saturday, May 22, 2010

7:30 PM, Jim Rouse Theatre

Wolfgang Amadeus Mozart ----- *Piano Concerto No. 20*

Hsiu-Hui Wang, piano

Gustav Mahler ----- *Symphony No. 1*

The COLUMBIA
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Highlights of the Season

Since the Columbia Orchestra began as a chamber group in the fall of 1977, its mission has been dedicated to three goals:

- Providing the community with high-quality musical performances by a locally-based symphony orchestra
- Providing area students, teachers, and educational institutions with a classical music resource
- Providing local classical musicians with an opportunity to explore and perform great orchestral literature and chamber music.

During the 2009-2010 season, we continued to pursue this three-fold mission through orchestral, chamber, and educational concerts; lectures; and other outreach events. We performed four subscription concerts that featured classic works, including Mahler's *Symphony No. 1*, the tone poem *The Noon Witch* by Dvorak, and concertos by Mozart and Tchaikovsky. We also presented a variety of Twentieth-Century works that ranged from compositions that have become part of the standard orchestral repertoire (Stravinsky's *Rite of Spring* and Respighi's *Pines of Rome*) to newer works, such as Jonathan Leshnoff's exciting *Rush* and Albert Hurwit's moving *Remembrance*, the winner of the orchestra's 2009 American Composer Competition. Of special note were the Stravinsky and Mahler performances, which represented a dual milestone for the season, demonstrating the ability of the orchestra to ably perform works that are rarely attempted by typical community orchestras. Each concert was preceded by an entertaining Prelude pre-concert discussion, where Howard Community College's Bill Scanlan Murphy discussed the music to be performed that evening by the orchestra.



Music Director Jason Love
conducting the Columbia Orchestra

Our annual Symphonic Pops Concert featured music from the films *The Dark Knight*, *The Mission*, and *The Cowboys*; highlights from the Broadway shows *Gypsy* and *Les Misérables*; sounds of Gershwin and Simon and Garfunkel; and Celtic music from *Lord of the Dance* to accompany the Teelin Irish Dance Company. We also presented three free chamber music concerts, two featuring ensembles consisting of members of the orchestra and the third performed by Music Director and cellist Jason Love, Concertmistress Brenda Anna, and the orchestra's pianist Nancy Smith.

We demonstrated our commitment to education through a variety of concerts and programs. At our annual Young People's Concert, we introduced the instruments of the orchestra to the younger audience through the musical stories *Casey at the Bat* and Dr. Seuss' *Gerald McBoing Boing*. In conjunction with the concert, we also held a Musical Instrument Petting Zoo, where we allowed young future musicians to try out the instruments of the orchestra. Members of the orchestra also visited local preschools to introduce the youngest members of the community to classical music.

In our role of promoting classical music excellence among Howard County youth, we conducted our annual Young Artist Competition. We had three winners this season. Qian Mei, an eighth grade violinist from Burleigh Manor Middle School was the winner of the Junior Division. Jenny Lehtonen, a flutist from Oakland Mills High School, and Rena Shi, a violinist from River Hill High School, won the Senior Wind and String Divisions, respectively. All three performed at the our March 27, 2010 subscription concert at the Jim Rouse Theatre.



Jenny Lehtonen

During the season, nearly 6,000 area residents attended one of our symphony orchestra concerts, a chamber concert, or an outreach event performed by members of the orchestra. We continue to fulfill our mission by providing all members of the community with high-quality musical performances and a music education resource, while also giving local musicians an opportunity to perform great orchestral music. This annual report details the Columbia Orchestra's remarkable achievements this past season and provides a preview of our programs for the 2010-2011 season.

We hope you had the opportunity to join us at some of our concerts this past season, and we look forward to seeing you at the orchestra's performances during the upcoming season.

Board of Directors
The Columbia Orchestra

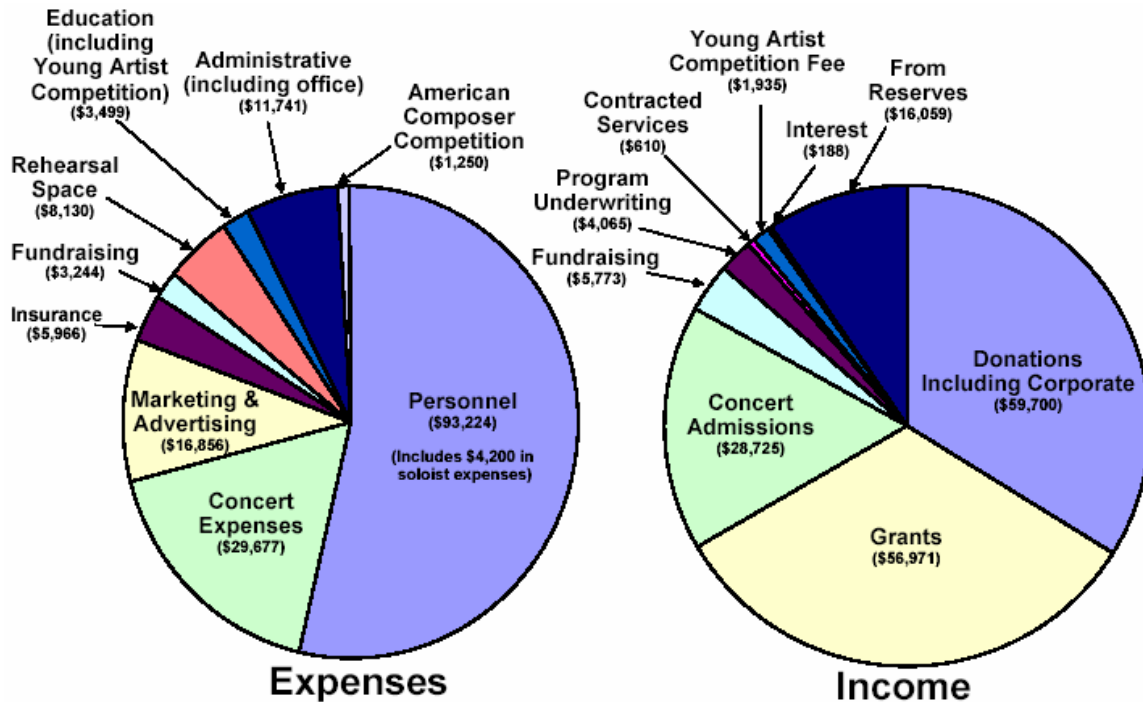
HIGHLIGHTS OF THE 2009-2010 SEASON

- Reached nearly 6,000 area residents, despite the impact of the economic downturn on patronization of many arts organization
- Reached new milestones of artistic excellence with performances of Stravinsky's *Rite of Spring* and Mahler's *Symphony No. 1*
- Auditioned a record number of students for the 2010 Young Artist Competition and selected three winners to perform as soloists with the orchestra
- Selected the winner of the 2009 American Composer Competition from a nationwide pool of 124 submissions
- Drew 19% of our Classical Concert audiences to pre-concert Prelude discussions
- Invited two living composers to attend performances of their works and participate in the Prelude series
- Produced a 3-concert Chamber Music Series featuring ensembles of orchestra musicians
- Increased online marketing through YouTube, Facebook, and Twitter, including YouTube videos previewing each Classical Concert
- Recruited the most diverse Board of community representatives in the organization's 32-year history
- Expanded the Music Director position and added a Development Director to enhance community engagement, develop new audiences, and increase revenue
- Raised the largest total revenue in the orchestra's history with close to 30% increase in corporate donations and more than \$46,000 in individual contributions, the latter shattering the previous record by more than 40%

Financial Summary and Partnerships

In accordance with the strategic plan developed during the 2008-2009 season, the Columbia Orchestra took steps during FY10 toward developing a stronger infrastructure. Specifically, the Board of Directors expanded the Music Director’s responsibilities to allow a greater focus on reaching out to underserved populations and assisting with financial and audience development. A part-time Development Director position was also added to better coordinate fundraising efforts and to continue to nurture relationships with individual donors. The long-term impact of these changes is intended to strengthen the financial foundation of the orchestra.

FY10 Income and Expenses



However, introducing these changes in the midst of bleak economic times proved to be a greater short-term financial challenge for the orchestra than anticipated. Compounding the situation was a significant increase in the cost for rehearsal space and the arrival of major snow storms to the area, which necessitated the separate last-minute cancellation and rescheduling of two major concerts and had an associated impact on audience size. Even without these obstacles, it would have been a difficult year for the orchestra given the reductions in many government grants and corporate sponsorships that affected most arts organizations. In fact in a nationwide survey by the Committee for Responsive Philanthropy, it found that just 16 percent of non-profit organizations expected to be able to cover their operating expenses in 2009 and 2010¹. Hence, it is a demonstration of the Columbia Orchestra’s solid fiscal foundation and excellent

¹ Kathleen P. Enright, “Adapting to Changed Times,” Responsive Philanthropy, Winter 2009/2010, published by the Committee for Responsive Philanthropy.

reputation among granting organizations that it was able to muster sufficient resources to complete its season without any reduction in artistic quality or number of programs, dipping only into cash reserves without the need for any external borrowing.

The accompanying tables compare actual income and expenses for the season to the original budget of \$186,300. Two large income deviations stand out. The first relates to admissions, which were seriously affected by the weather-related cancellation and rescheduling of concerts. Contracted service income was also lower than planned, in large part because of reduced funding for other arts organizations that would typically have contracted for full-orchestra services. In addition, private schools and childcare facilities, hit by increased expenses and reduced income, could not pay for educational contracted programming previously provided by the orchestra. Grant income was also lower than originally anticipated.

FY10 Financial Summary - Income

	Budget	Actual
Donations	56,800	59,261
Grants	61,200	56,971
Admissions	40,850	28,725
Fundraising Events	7,300	5,773
Program Underwriting	5,500	4065
Contracted Services	12,250	610
Young Artist Competition Fee	1,800	1,935
Interest	600	188
Money from Cash Reserves	0	16,059
Total:	\$186,300	\$173,587

FY10 Financial Summary - Expenses

	Budget	Actual
Personnel	95,600	93,224
Concert Expenses	34,160	29,677
Marketing & Advertising	20,760	16,856
Administrative Expenses	12,510	11,741
Rehearsal Space	8,000	8,130
Insurance	5,000	5,966
Fundraising	5,570	3,244
Educational Activities	3,450	3,499
American Composer Competition	1,250	1,250
Total:	\$186,300	\$173,587

With respect to expenses, a primary difference between the original budget and actual spending was in the area of concert costs. These expenses were lower than planned because of a number of factors, including reduced music fees, lower program printing expenses, and reduced rehearsal space rental costs (when rehearsals were cancelled and dress rehearsal locations were changed because of weather related factors). The orchestra also made a conscious decision to defer a planned expansion of its marketing and advertising campaign to curtail costs in the face of the financial challenges. Unfortunately, it was still necessary to tap the orchestra's reserves, which reduced cash assets to a lower-than-desired level. Nevertheless, sufficient reserves remained at the end of the season to pay expected expenses during the July/August 2010 period, prior to the receipt of initial FY11 grant income. Furthermore, planning is in place to increase the cash reserves again during the 2010 – 2011 season.

During the 2009-2010 season, the orchestra teamed with a number of strategic partners. Three Government granting organizations were among the most significant in helping the orchestra financially during the year – the Howard County Arts Council, the Maryland State Arts Council, and the Columbia Foundation – although all of the partnering organizations were important in providing the orchestra with the funds necessary to operate. The Maryland State Arts Council funded a general operating grant of \$8,852, and the orchestra received \$11,500 from the Columbia Foundation during the FY10 Fiscal Year. The Howard County Arts Council was the largest single source of revenue for the orchestra, providing grants totaling \$26,619. This amount consisted of a \$20,470 general operating grant and \$6,149 for the Rouse Theatre Subsidy. Collectively, FY10 funding from Government grant sources was about \$1800 less than the FY09 level because of reductions in funding from the Columbia Foundation and Maryland State Arts

Major Sponsors



THE ROUSE COMPANY
FOUNDATION



Council. These reductions were associated with reduced income received by those granting organizations, which in turn limited the amount that they could provide to support local arts organizations, including the orchestra.

While Government grants covered nearly 30 percent of the orchestra’s operating expenses during the 2009-2010 Season, corporate donations were also critical. Major support for general operation of the Columbia Orchestra continued to be provided by the Rouse Company Foundation. Other key corporate sponsors supported specific events during the season as indicated in the accompanying table. Matching grants from Traveler’s Foundation and Square D / Schneider Electric Foundation also provided additional support for the orchestra’s operation, as did a host of other organizations through smaller contributions and in-kind donations. By themselves in-kind donations added up to the equivalent of \$37,000 in services and products, many of which served as prizes for the orchestra’s fundraising raffle.

Sponsoring Organization	Event Sponsored
Rouse Company Foundation	General orchestra operating expenses
Gailes Violin Shop	Young Artist Competition
PNC Bank	March 27, 2010 concert feature the Young Artist Competition Winners
Howard County General Hospital	Pianist Hsiu-Hui Wang’s appearance at the orchestra’s May 2010 concert
Baltimore-Washington Financial Advisors	Pre-Concert Prelude Series
Target	January 2010 Young People’s Concert
Music & Arts Centers	Ticket Printing and Musical Instrument Petting Zoo at the Young People’s Concert

To supplement Government grant and corporate support (and income from concert admissions), the orchestra, as a 501(c)(3) charitable organization, turned to donations from members of the community to provide additional funds to present its season of masterworks, pops, and children’s programs. Given the challenging financial situation, orchestra members, the Board of Directors, and audience members rallied admirably to shatter all previous donation records for the orchestra. A total of \$46,000 was raised, more than 40 percent greater than the previous record for individual annual donations. Of course orchestra and Board of Directors members also donated many thousands of hours to ensure quality programs and smooth operation of the orchestra throughout the season.

Although it was a difficult decision for the orchestra to reach into its reserves in order to finish the season without cutting back on its programs, it is important to remember that the 2009-2010 Season was a transformational year for the orchestra. The expansion of the Music Director’s responsibilities and introduction of a Development Director position required additional financial resources for staff salaries, but it also set

Donations to the Columbia Orchestra are tax deductible to the fullest extent allowed by law. The Columbia Orchestra is registered as a 501(c)(3) organization with the office of the Maryland Secretary of State. This registration is not and does not imply endorsement by the Secretary of State of any solicitation by the Columbia Orchestra.

Sponsors and Strategic Partnerships

- Amazon
- Audio Visual Innovations*
- Baltimore Symphony Orchestra*
- Baltimore Washington Financial Advisors
 - Bank of America
- Candlelight Concert Series*
- The Chesapeake Shakespeare Company*
 - Christ Episcopal Church*
 - Clyde's of Columbia*
- The Columbia Association
- The Columbia Festival of the Arts*
 - Cosi / CR Restaurant*
- The Columbia Foundation
 - Duke Energy
 - Gailles' Violin Shop
- Garden Design Build Group*
 - The Gathering Place*
 - GoodSearch.com
- Howard County Arts Council
- Howard County Government
- Howard County Tourism Council*
 - Iron Bridge Wine Company*
 - James Ferry Photography*
 - Leadership Howard County*
 - Maryland State Arts Council*
 - Medieval Times*
 - Music and Arts Centers, Inc.
- National Endowment for the Arts
- National Aquarium in Baltimore*
 - Oak Tree Furniture*
 - Patrick's Hair Design*
 - Patuxent Publications*
 - PNC
 - Pumplin Photography*
 - REP Stage*
- The Rouse Company Foundation
 - Square D Foundation
 - Target
 - Toby's Dinner Theatre*
 - Travelers Foundation
 - Treble C Music*
 - Unilever Foundation
 - The UPS Foundation
 - Wal-Mart Foundation
- Waverly Woods Golf Club*
 - WBAL Radio*
 - WBJC-FM*
- Wilhide's Unique Flowers & Gifts*

* Includes in-kind contribution

the course for long-term growth in grants and other revenue. With the additional development staff resources in place, the orchestra was able to devote more time to approaching new institutions about sponsorships. As a result, new partnerships with PNC and Howard County General Hospital were initiated, several additional grant programs were pursued, and the groundwork was laid for future corporate sponsorships. The payoff was a thirty percent increase in corporate donations compared to FY09, in addition to the record level of individual contributions. The expectation is that these opportunities will mature and grow even further during subsequent seasons, and early indications during FY11 support this expectation.

With a projected FY11 annual budget of \$173,400, the Board of Directors is continuing to work with existing partners and aggressively pursue new sponsors in accordance with the long range strategy for the orchestra. The orchestra will also devote more time to marketing to new audiences, social networking, and reaching out with reduced pricing to underserved audiences to increase concert attendance. The final section of this report provides additional discussion of these planned FY11 activities.

Finally, the orchestra participates in a formal annual financial review by the independent accounting firm Huber & Weakland, which provides feedback on the organization's financial practices, objectively evaluates fiscal soundness, and increases the organization's credibility to funding organizations.

Pursuing the Mission

Provide the community with high-quality performances by a locally-based orchestra

The Columbia Orchestra's 2009-2010 season included four Subscription concerts, a Symphonic Pops concert, and the annual Young People's Concert, all conducted by Jason Love at the Jim Rouse Theatre in Columbia. These performances included a variety of musical styles designed to attract audiences of all ages with diverse tastes and experience. The season's concerts included performances by renown soloists:



Jonathan Carney

Baltimore Symphony Orchestra Concertmaster Jonathan Carney performed the Tchaikovsky *Violin Concerto*, Howard Community College's Hsiu-Hui Wang performed Mozart's *Piano Concerto No. 20*, and Ronald Mutchnik performed the solo violin part in Bloch's *Baal Shem*. Towson University's vocal professor and operatic soprano Theresa Bickham and U.S. Army Chorus baritone Neil Ewachiw sang Gershwin favorites and highlights from the Broadway hit *Les Misérables* at the orchestra's Symphonic Pops Concert in February. At that same concert, the orchestra was joined by the Teelin Irish Dance Company in a performance of *Lord of the Dance*. Assistant Conductor Randall Stewart shared in the conducting duties with Music Director Jason Love by leading the orchestra in a number of shorter works throughout the season.

Perhaps the highlight of the season was the orchestra's performance of Igor Stravinsky's *Rite of Spring* at the opening subscription concert. Now a standard of the orchestral literature, Stravinsky's music created a sensation when first performed with its intensely pounding and irregular rhythms, adventurous use of dissonance, and primitive yet complex music. A challenge for even the best orchestras, the *Rite of Spring* represented a milepost in the Columbia Orchestra's development. Unlike audience reaction at the first performance of the *Rite of Spring*, which resulted in a riot, the Columbia Orchestra's audience members were uniformly enthusiastic about the quality and excitement generated by the orchestra's performance. Other highpoints of the season included performances of Ottorino Respighi's *Pines of Rome* (complete with antiphonal brass in the final movement), Maurice Ravel's *Mother Goose Suite*, and Gustav Mahler's *Symphony No. 1*, which equals the Stravinsky in terms of difficulty and therefore rarity as a work to be attempted by a nonprofessional orchestra.

Music Director Jason Love also introduced audiences to a diverse mixture of 20th and 21st Century works (in addition to the Stravinsky). Recent compositions included Alberto Ginastera's "Malambo" from his *Estancia* ballet and Jonathan Leshnoff's *Rush*. In addition, the orchestra performed the winning selection from its fourth biannual

American Composer Competition – “Remembrance” from Albert Hurwit’s *Symphony No. 1*. Both Leshnoff and Hurwit participated in dress rehearsals prior to the performance of their works as well as the Prelude talk before the concert.



Albert Hurwit

With this 32nd season, the Columbia Orchestra attracted a total audience of nearly 6,000. Compared to last season, attendance at the classical subscription concerts was 9 percent higher, and attendance at the Young People’s Concert increased by 12 percent higher. Furthermore, an astounding 29 percent of the concert audience consisted of students, countering national trends (where student attendance at orchestra concerts is often in the single-digit percentages) and helping to build the next generation of concert attendees. Music Director Jason Love and

two members of the Board of Directors also initiated promotions targeted at reaching new and underserved audiences. Programming, marketing, discounted tickets, and relationship building with the Hispanic, African-American, Jewish, and Asian communities of Howard county helped diversify the orchestra’s audience. These initiatives will continue in future seasons.

Program Type	Adults	Seniors	Students	Total
Classical Series	796	569	286	1,651
Pops	236	193	93	522
Young People’s	367	NA	339	706
Educational	505	24	878	1,407
Chamber	803	331	80	1,214
TOTAL	2,876	1,222	1,713	5,811

A Howard County Times article during the season stated that “Maryland State Arts Council Executive Director Theresa Colvin and Howard County Arts council Executive Director Coleen West emphasized ‘the high-quality of work’ the Columbia Orchestra is doing in ‘striking all the right chords.’” Perhaps one key reason for this enthusiasm for the Columbia Orchestra is the contribution of Jason Love, its acclaimed Music Director. In his eleventh season as Music Director, Maestro Love continued to bring dedication, enthusiasm, and skill in leading the orchestra to a new level of excellence. Furthermore, adding to the enjoyment at each concert, Maestro Love provided informative and entertaining discussions of the music from the podium.



Provide area students, teachers, and education institutions with a classical music resource

Classical music education is a key element of the Columbia Orchestra's mission, and the introduction of classical music and the instruments of the orchestra to young people is a primary part of that educational element. The annual Young People's Concert, free to children ages eleven years and under, was held at Rouse Theatre in



A visit to the orchestra's Musical Instrument Petting Zoo

January 2009. The audience of more than 700 that attended the two performances was told the stories of *Casey at the Bat* and Dr. Seuss' *Gerald McBoing Boing* through the use of the instruments of the orchestra. In addition, the audience (both young and old) participated in leading the orchestra in Lucas Richman's *Be a Conductor*. In partnership with Music and Arts, the orchestra also offered a "Musical Instrument Petting Zoo" in conjunction with the concert. During this portion of the event, which took place between the two performances by the orchestra, children (and adults)

had the opportunity to see, touch, and play orchestral instruments with the assistance of high school students and area teachers.

Small chamber groups from the orchestra also provided in-school "Meet the Instruments" interactive music programs for pre-school, nursery school, and childcare programs. The goal of these programs is to promote an early interest in classical music among the youngest of the students. In addition, 350 middle school and high school students benefited directly from clinics presented by Music Director Jason Love. In all, more than 1,400 students were able to participate in the orchestra's educational programs during the season.

The orchestra also provided a valuable performance experience through the Young Artist Competition, which exposes students to the competition process and provides constructive feedback on their performances. The competition is open to all students of string, wind, and percussion instruments through 12th grade who currently reside, attend school, or receive music instruction in Howard County. This year's Young Artist Competition attracted a record 43 student



Qian Mei

musicians, who each received written evaluations from three professional judges. The Junior Division winner was Qian Mei, an eighth grade violinist from Burleigh Manor Middle School, who performed the first movement of the Henryk Wieniawski's

Violin Concerto in D Minor. The Senior Division winners were flutist Jenny Lehtonen, a junior at Oakland Mills High School who performed Charles Griffes' *Poem*, and Rena Shi, a junior at River Hill High School who soloed in the third movement of



Rena Shi



Bill Scanlan Murphy

Tchaikovsky's *Violin Concerto*. Their performances were featured on the orchestra's March 27, 2010 subscription concert.

Educational activities also extended to adult members of the community through the orchestra's pre-concert Prelude Series. The more audience members know about the music they are hearing, the more they will enjoy it. Hence, an hour prior to each Columbia Orchestra Classical Concert, Howard Community College music historian Bill Scanlan Murphy provided his unique insight into the lives and works of the featured composers. The Prelude talks, which are offered for free in the Wilde Lake Mini-Theater, were attended by nearly 20 percent of audience members during the 2009-2010 season. Mr. Murphy also wrote the program notes for each concert and participated in YouTube previews of each concert, both of which were posted on the orchestra's Internet home page.

Provide local classical musicians with an Opportunity to explore and perform great orchestral literature and chamber music

The Columbia Orchestra began in the fall of 1977 when a handful of local string players began playing classical music as the Columbia Chamber Orchestra. A primary goal then, as it is now, is for adult amateur instrumentalists to simply experience the joy of classical music performance. More than 30 years later, the Columbia Orchestra is now a full symphony orchestra, with more than 200 musicians participating during the year in full-orchestra concerts, chamber music performances, and educational activities. Subscription concert programs span standard orchestral masterworks to cutting-edge compositions, exposing many of the musicians to repertoire with which they were previously unfamiliar. The series of chamber concerts, which are performed at Christ Episcopal Church, provide the musicians with a different experience,



giving them the opportunity to perform on a more intimate level with a small group of fellow musicians. The members of the orchestra volunteer not only their time for rehearsals and concerts but also hours of practice between rehearsals. These musicians are doctors, lawyers, teachers, engineers, and others who work in the local community during the day but who come together to rehearse as a group every Monday evening between late August and early June. The

members of the orchestra forget their full-time jobs for two-and-a-half hours each week to create the harmony of a symphony orchestra. Former Howard County Executive Jim Robey, while introducing the orchestra in 2006, stated: "This is *our* orchestra, *our county's* orchestra. When you hear them, it's hard to believe that these people aren't professional musicians, but people from all walks of life who simply enjoy making music."

Looking Ahead

With the 2010-2011 season, the Columbia Orchestra is entering its 33rd year. During the upcoming season, the orchestra will continue to present concerts offering a mix of popular masterpieces and exciting new works. Jason Love will conduct subscription concerts that provide a range of works from standards by Mozart, Debussy, Holst, Ravel, and Brahms to recent contemporary works by Jonathan Bailey Holland, Joan Tower, Arturo Márquez, and John Adams. Soloists will include Chinese violinist Qing Li, performing *The Butterfly Lover's Violin Concerto* by Chinese composers Chen Gang and He Zhanhao, and Jason Shafer, former winner of the orchestra's Young Artist Competition, returning to perform Mozart's *Clarinet Concerto*. The season finale will feature a collaborative effort with the Masterworks Chorale of Carroll County, in which the orchestra will accompany the chorus in music from Haydn's *The Creation*. The four classical subscription concerts will be complemented by a Pops Concert in February 2011, when the orchestra will perform hits from Broadway and films and will feature song-stylist Stan Gilmer singing *A Salute to Sammy*. As always, the orchestra will hold its annual Young People's Concert in conjunction with the Musical Instrument Petting Zoo (in January 2011) and its Young Artist Competition for local middle-school and high-school students, the winners of which will perform on the March 26, 2011 subscription concert.



The orchestra will continue to expand its educational initiatives. While the small programs that members of the orchestra have conducted at preschools and nursery schools over the past years are a good way of engaging the youngest members of the community, Music Director Jason Love is now working with the Howard County School System toward being able to present school-day performances for all fourth grade students in a program that will be coordinated with elementary school music teachers. The goal is to establish this program starting in FY12.

During the 2009-2010 season the orchestra began to explore better ways of approaching the on-line community. YouTube videos were posted on the Columbia Orchestra website prior to each concert to describe the works to be performed. These videos will continue to be produced during the upcoming season. The orchestra's website was also updated at the end of the season, and efforts will continue to further expand its capabilities. In addition, the orchestra will work toward making fuller use of Facebook and Twitter as ways of engaging the younger generations of potential concert attendees.

During FY10 the Board of Directors made the decision to add a Development Director staff position and expand the Music Director's responsibilities in an attempt to better engage prospective sponsors. This initiative was successful, with several new sponsors being identified and partnerships established. During FY11, the Board will work to continue to nurture these new relationships and identify further sponsor possibilities. In addition, the Board of Directors will take steps to move itself toward a



more strategic level of operation and shift much of the tactical planning and execution activities to associated Board committees. In conjunction with this change, the Board will continue to work toward expanding its membership to include additional leaders of the local business, financial, and education communities. The goal is to attract new directors who can assist the orchestra in engaging and partnering with other organizations throughout Howard County. The orchestra will also continue to develop its relationship with the Howard County Tourism Council, Chambers of Commerce, and Lions and Rotary Clubs as an additional avenue for engaging with local business leaders.

Looking further into the future, the orchestra is considering collaboration with more widely known soloists. In an attempt to continue to attract larger audiences, the further expansion of staff to include a full-time Executive Director and a Marketing Director is also being considered for future years. As the Columbia Orchestra pursues such initiatives, it can benefit from the assistance of members of the community. If you would like to help the Columbia Orchestra meet its future goals (or even if you would like to help out in more mundane ways) please contact the orchestra at 410-465-8777 or by sending an e-mail through the “volunteer” link on the orchestra’s website (www.columbiaorchestra.org).

The growth and success of the Columbia Orchestra over the past decade has been phenomenal. During that time, the operating budget has nearly quadrupled, and the total annual audience now typically approaches 7,000. The Columbia Orchestra has been hailed as “a pillar of the local arts community” by *The Washington Post*. An official citation from Maryland General Assembly Delegate Liz Bobo, a regular concertgoer, acknowledged the orchestra’s “musical excellence and artistic accomplishment, bringing joy and enhancing the quality of life for the citizens of Howard County.” As it enters its 33rd Season, the Columbia Orchestra has positioned itself for a record year of growth in both artistic and organizational accomplishments while still remaining “Your Community’s Music.”

The Columbia Orchestra

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The COLUMBIA
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Your Community's Music

2010 – 2011 Concert Season

Classical Concert 1 – Land and Sea

October 16, 2010

7:30 PM, Jim Rouse Theatre

Jonathan Bailey Holland ----- *Motor City Dance Mix*

Wolfgang Amadeus Mozart ----- *Clarinet Concerto*

Jason Shafer, clarinet

Claude Debussy ----- *La Mer*

Classical Concert 2 – Earth and Sky

Saturday, December 4, 2010

7:30 PM, Jim Rouse Theatre

Joan Tower ----- *Fanfare for the Uncommon Woman*

Chen Gang & He Zhanhao ----- *Butterfly Lovers Violin Concerto*

Qing Li, violin

Gustav Holst ----- *The Planets*

Young People's Concert – Peter and the Wolf

Saturday, January 8, 2011

12:30 PM & 3:00 PM, Jim Rouse Theatre

A program of fun music (with Kinetics Dance Theatre) designed to get kids excited about music and the orchestra, plus a musical instrument petting zoo where children can try out the instruments from the concert!

Symphonic Pops

Saturday, February 12, 2011

7:30 PM, Jim Rouse Theatre

The greatest hits from Hollywood to Broadway, including a "Salute to Sammy," featuring Sam Gilmer

Classical Concert 3 – Young and Eclectic

Saturday, March 26, 2011

7:30 PM, Jim Rouse Theatre

Dmitri Shostakovich ----- *Festive Overture*

Arturo Márquez ----- *Danzon No. 2*

Maurice Ravel ----- *Pavane for a Dead Princess*

Johannes Brahms ----- *Variations on a Theme by Haydn*

Featuring the winners of the 2011 Young Artist Competition

Classical Concert 4 – Creation and Destruction

Saturday, May 22, 2010

7:30 PM, Jim Rouse Theatre

Krzysztof Penderecki ----- *Threnody for the Victims of Hiroshima*

John Adams ----- *"Batter My Heart" from Doctor Atomic*

Franz Joseph Haydn ----- *Music from The Creation*

Masterworks Chorale of Carroll County, Margaret Boudreaux, director