

Summer series test results

Donations with virtual ticket purchase increase by 800%

Higher online attendance than the venue capacity

Online ticket revenue increase by 300%

Audiences watch the livestream for about two thirds of the concert run time

Concert viewings double to triple after the livestream

People wanted to purchase a ticket after the livestream

Audience survey - 4.8 out of 5 stars for quality

30% completely new audiences - 5% international

New Zealand, South Korea, Italy, Spain, UK, and out of state from Maine to Wisconsin.



**FALL
TRANSLATION**

Concert left online for 30 days for re-watch - viewings now over 5 times more than live on the night

Small donations increasing

Patron satisfaction remains

Geographic spread is similar

Ticket purchase possible up to midnight of the performance

Maymont program



MAYMONT
Big Tent Festival

September 2020 *reimagined*

Big Tent Festival 12 Sept

African American Voices

RSO Symphony and Ensembles - show in collaboration with playwrighter Morgan Avery McCoy and actors. Inspirational music by American and Black composers in portraying lives of African American staff at Maymont. Inclusion is the idea behind this project.

Copland, Fanfare for the common man
Hailstork, American fanfare
Dvorak/Villanueva, Going home
Ellington/Gale, In a sentimental mood
Price/ Linsmeier, Adoration
Coleman, Umoja
Bozza, 3 pièces pour une musique de nuit
Walker, lyric for strings
trad/Erb, Shenandoah
trad/Carlson, Amazing grace
Still, Mother and child
Barber, Adagio
Copland/Kuhlman, Simple gifts
Beethoven/Kuhlman, Ode to joy

Stage positioning for distance



**Mozart, violin concerto n5. 2ob.2h.
str(44332)**

HAILSTORK, American fanfare 4'
 0000 4331 timp+3(crash cymbal, snare, large parade drum)
 TURRIN, Jazzalogue No. 1 2'
 0000 4331 (no perc) 8'
MONTGOMERY, Banner 8'
2*111.1100 timp+1 str
 GERSHWIN/Farrington, Rhapsody in Blue 16'
 1111 1110 +sax tmp +perc str min (33322)

COPLAND: Appalachian Spring
 1011 - 0000 pf str(222 21)

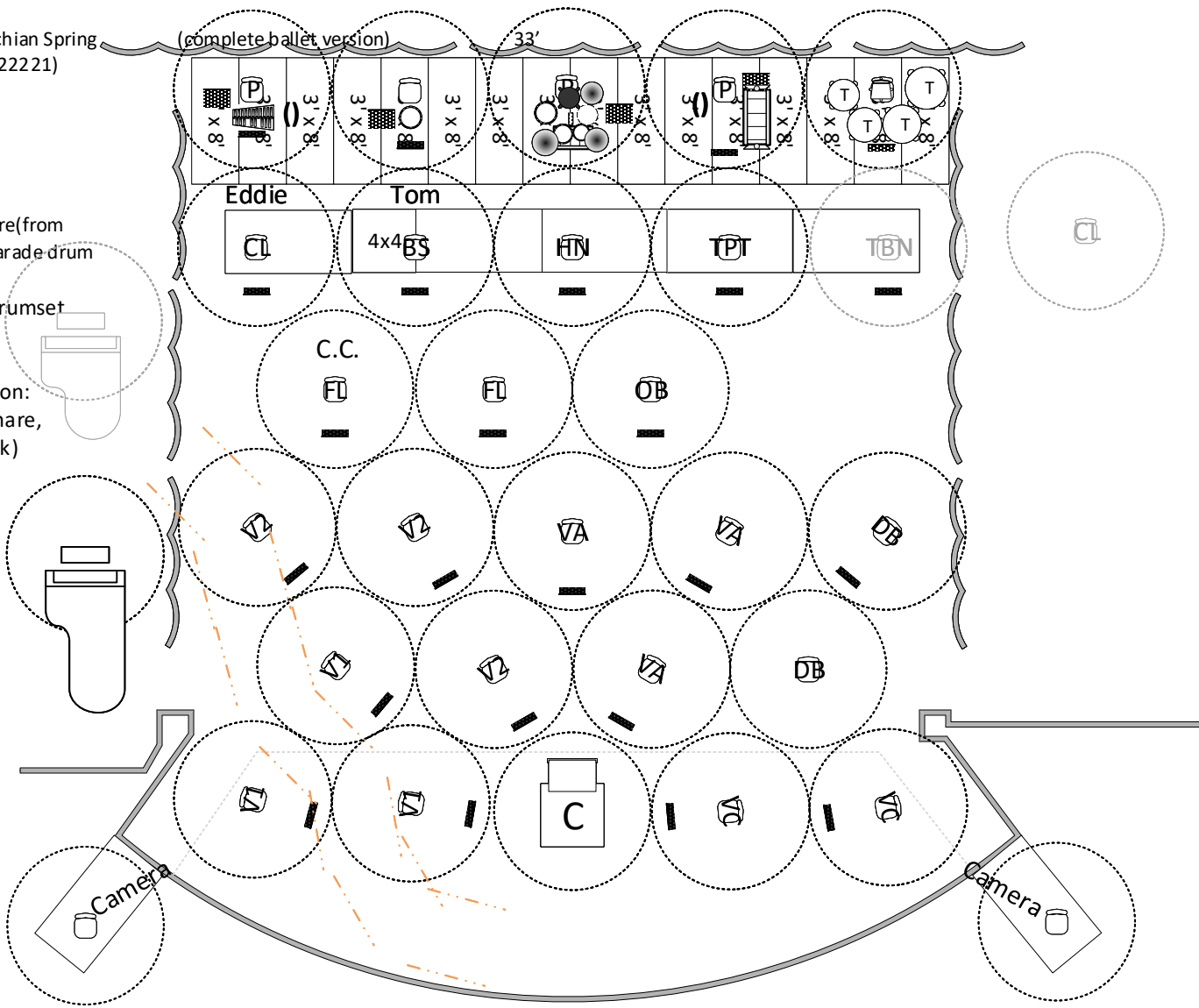
(complete ballet version) 33'

Percussion list:

Hailstork:
 crash cymbal, snare(from
 drumset), large parade drum

Montgomery: Drumset

GERSHWIN:
 Farrington Version:
 3 players: (tri, snare,
 cymbal, bd, glock)



HAILSTORK, American fanfare
0000 4331 timp+3(crash cymbal, snare, large parade drum)
TURRIN, Jazzalogue No. 1
0000 4331 (no perc)
 MONTGOMERY, Banner
 1*111.1100 timp+1 str
 GERSHWIN/Farrington, Rhapsody in Blue
 1121 1110 tmp +perc str min (33322)

4'
 2'
 8'
 16'

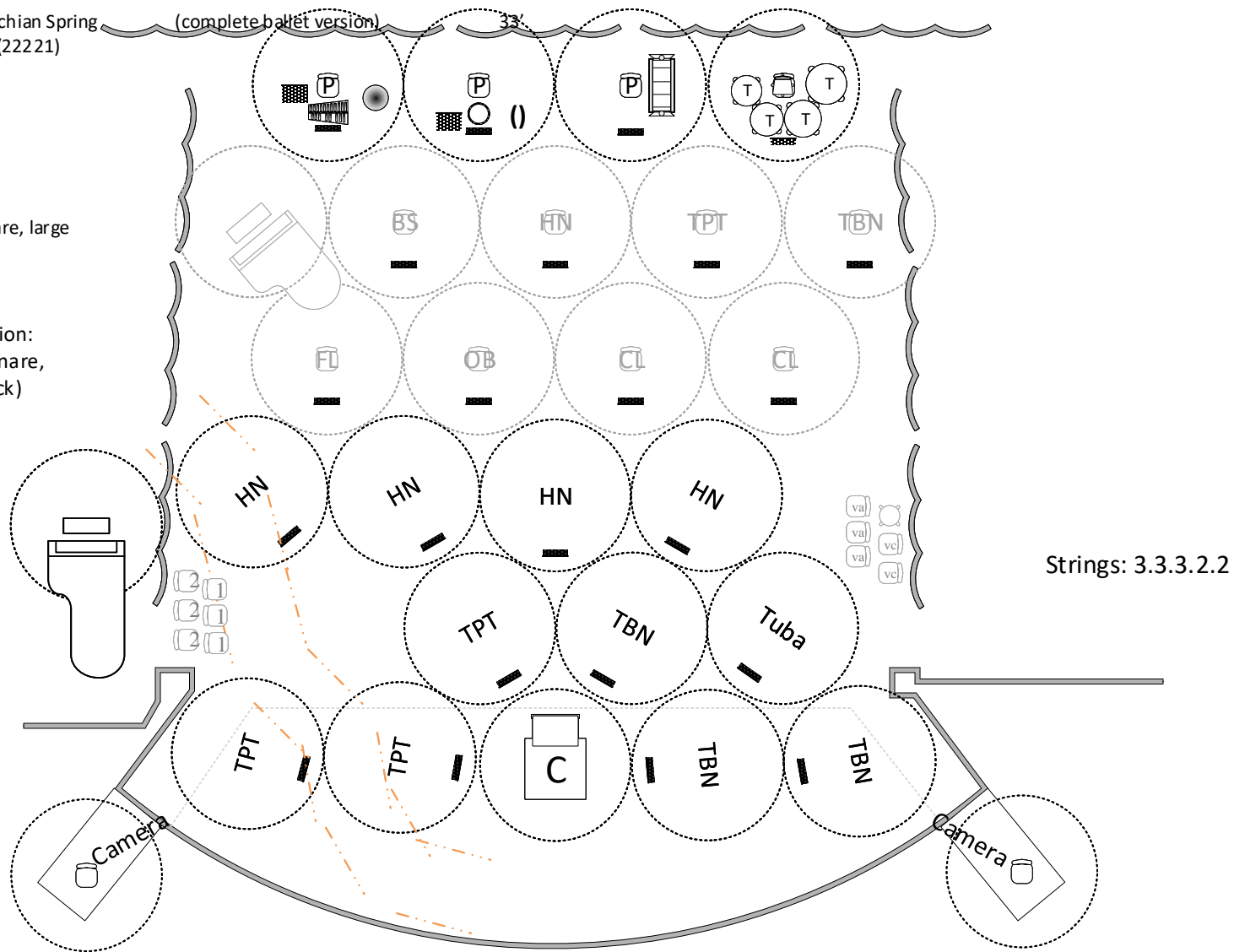
COPLAND: Appalachian Spring (complete ballet version)
 1011 - 0000 pf str(22221)

33'

Percussion list:

Hailstork:
 crash cymbal, snare, large
 parade drum

GERSHWIN:
 Farrington Version:
 3 players: (tri, snare,
 cymbal, bd, glock)



Strings: 3.3.3.2.2

HAILSTORK, American fanfare
0000 4331 timp+3(crash cymbal, snare, large parade drum)
TURRIN, Jazzalogue No. 1
0000 4331 (no perc)
 MONTGOMERY, Banner
 1*111.1100 timp+1 str
 GERSHWIN/Farrington, Rhapsody in Blue
 1121 1110 tmp +perc str min (33322)

4'
 2'
 8'
 16'

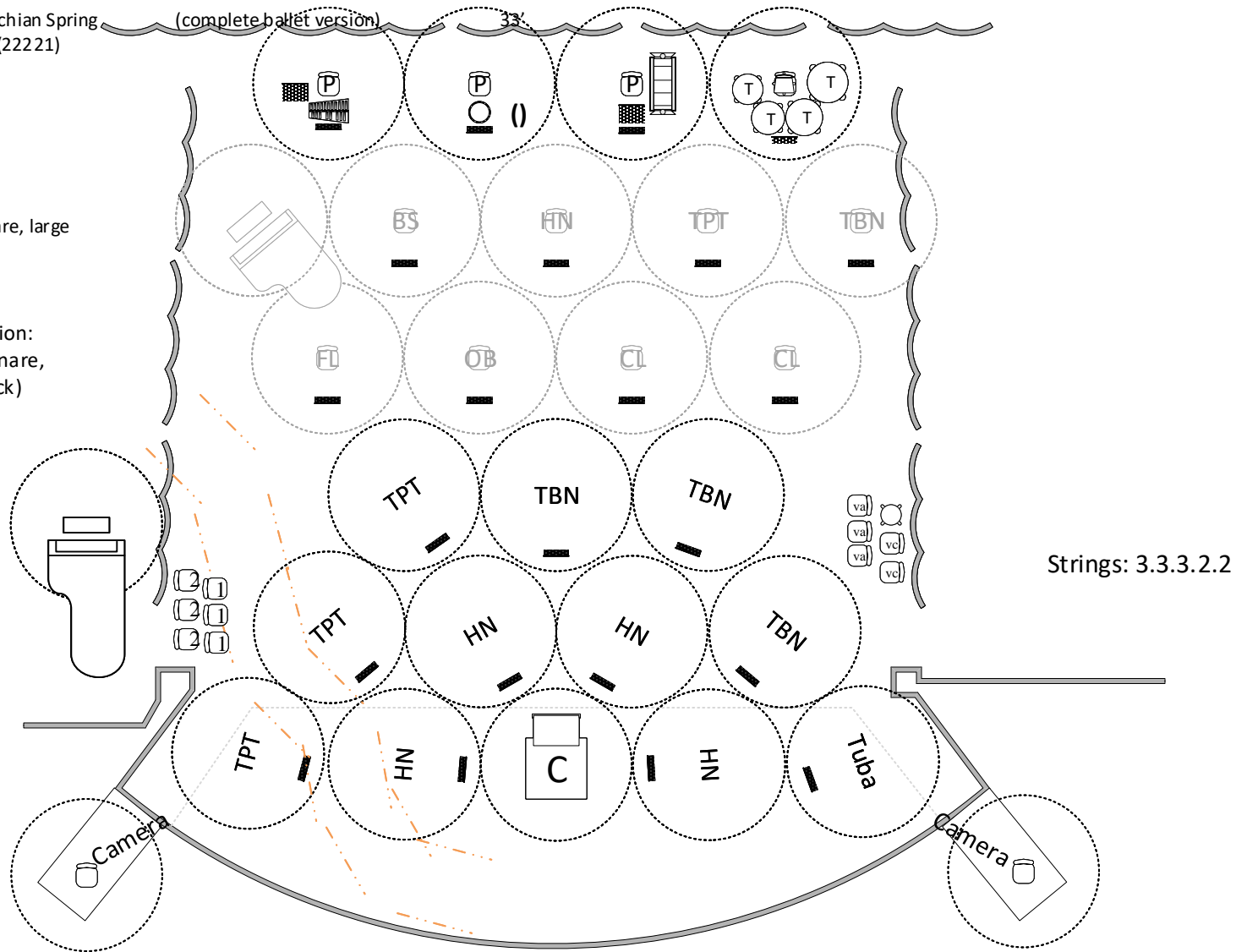
 COPLAND: Appalachian Spring (complete ballet version)
 1011 - 0000 pf str(22221)

33'

Percussion list:

Hailstork:
 crash cymbal, snare, large
 parade drum

GERSHWIN:
 Farrington Version:
 3 players: (tri, snare,
 cymbal, bd, glock)



Strings: 3.3.3.2.2