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New York-based Wallace Foundation Selects Three Bay Area Arts Organization for Audience-Building Initiative:

Cal Performances | Oakland East Bay Symphony | San Francisco Performances

SAN FRANCISCO/BERKELEY, CA, April 15, 2015 – Cal Performances, Oakland East Bay Symphony and San Francisco Performances have been selected for the New York-based Wallace Foundation's **Building Audiences for Sustainability** effort – a new, six-year, \$52-million initiative aimed at developing practical insights into how exemplary performing arts organizations can successfully expand their audiences, the foundation announced today.

These Bay Area organizations are three of 26 arts organizations from around the country (list enclosed) that were selected to be a part of the **Building Audiences for Sustainability** initiative and noted by the foundation for their artistic excellence. Each organization will design and implement programs to attract new audiences while retaining current ones, measuring whether and how this contributes to their overall financial sustainability. The 26 arts organizations represent a spectrum of artistic disciplines, from dance and opera companies to orchestras, theaters, and multidisciplinary arts institutions. The selected partners will receive financial and technical support from the foundation to develop, implement, analyze, and learn from their audience-building work. The evidence gathered from the work will be documented and analyzed by a Wallace-commissioned independent team of researchers, providing valuable insights, ideas, and information for the entire field.

"The arts are essential on both a personal level, providing us with experiences that open us to new perspectives, and on a community level, helping us to find common ground," said Will Miller, president of The Wallace Foundation. "However, attracting and engaging new audiences is challenging for arts organizations because, even as the number of arts groups has grown, national rates of participation in the arts have declined, arts education has waned, and competition for ways to spend leisure time has increased. We are confident that the 26 organizations selected from a pool of more than 300 identified by leaders in the arts nationwide will provide new insights that will benefit the field at large, helping to bring the arts to a broader and more diverse group of people."

"The Wallace Foundation is to be commended for its extraordinary commitment to the performing arts and for its focus on audience development. Its support of strategic activity combined with research, evaluation, and diffusion, will go a long way to developing new practice and engaging robust audiences." -
- Jesse Rosen, President and CEO, League of American Orchestras

Project Descriptions and First Year Grant Award

Cal Performances will seek to broaden participation in 18 to 30 year-olds, the millennial generation. In the near term, this generation will comprise 37% of the American population and represent a powerful portion of our ticket buying and donor base. As they currently represent less than 10% of our audiences, Cal Performances must take steps to engage this generation on their terms and move first-time participants up the engagement ladder and into a lifelong relationship with Cal Performances, or like-minded arts organization across the nation. This award is the first major national investment to underpin Cal Performances' newly announced program Berkeley RADICAL.

Cal Performances will build a bridge to the millennial generation through targeted programs that engage this constituency; a technology driven communications strategy that optimizes emerging channels; and a slow and steady diversification of aesthetics and venues that allows the organization to put the right work in the right venue for the right audience, rather than trying to reimagine a singular trademark venue.

Cal Performances' first year learning cycle funding is \$500,000.

"We are grateful to the Wallace Foundation for this important support, which is also a significant vote of confidence in Cal Performances' artistic and civic evolution. We are thrilled to join distinguished colleagues locally and nationally recognized by the Wallace Foundation in creating new and exciting projects that ensure the vitality of the arts and culture in our society now and long into the future."

- Matias Tarnopolsky, Executive and Artistic Director, Cal Performances

Oakland East Bay Symphony

With an initial Wallace Foundation grant of \$65,000 for initial research to be followed by additional grants to be announced, the Symphony seeks to deepen and sustain relationships with new audiences from the East Bay area's increasingly diverse population, first by conducting market research to better understand the audience opportunities and attitudes in the Oakland area. Subsequent to the initial research phase, outreach to new audiences will be undertaken with additional support from The Wallace Foundation to be announced.

Oakland East Bay Symphony's first year learning cycle funding is an initial \$65,000 for audience research to be followed by additional support for programs to reach new and increased audiences and expand its community.

"This grant award from The Wallace Foundation comes at such a critical time in the orchestra industry and for the Oakland Symphony. Many orchestras are entering a period of great experimentation as they look for new ways to reach new audiences. The Oakland Symphony is concluding an in depth strategic planning process and this award will enable us to fund some specific ideas that have been generated from the community wide conversations in which we have engaged." -- Stephen Payne, Executive Director, Oakland East Bay Symphony

San Francisco Performances

As a part of the new initiative, SF Performances will look to build future audiences by targeting the city's growing community of downtown-centric professionals who are open to new cultural experiences. It will stage non-subscription programming in intimate salon formats at clubs and small theaters featuring the next generation of artists and composers who are actively pursuing new ways to engage with audiences. SF Performances will create next-step cross-over paths for the new audiences to attend their mainstage programming of world-renown artists while gradually adjusting the live performance experience to patrons' evolving needs and technological dependencies.

San Francisco Performances' first year learning cycle funding is \$352,000; \$60,000 of which will be used for audience research activities.

"San Francisco Performances is very proud and sincerely grateful for the strong endorsement and generous support from The Wallace Foundation which will enable us to learn and to strengthen our work presenting exciting live performances and building audiences for innovative and important young artists."

- Ruth Felt, President, San Francisco Performances

These Bay Area awardees will receive grant support from Wallace to fund preliminary audience research only or preliminary audience research plus the first cycle of work during at least two "continuous learning cycles" of work followed by subsequent grants. Over the course of four years, they will receive varying annual amounts to develop and implement a new audience-building program (first cycle), study the results, and then use the findings to implement a second cycle of programs. The organizations will also receive funding for audience research to inform the work.

"We welcome The Wallace Foundation's renewed support for the performing arts. Its potential impact on the performing arts field and on communities is very exciting, as it will fuel innovative audience-building approaches across the country. This initiative comes at a time when connecting to the arts in our daily lives is becoming more and more critical."

- Mario Garcia Durham, President and CEO, Association of Performing Arts Presenters (APAP)

About Cal Performances

Now in its 109th season, Cal Performances offers one of the world's finest performing arts seasons reaching nearly 150,000 people each year through its programming and community outreach. Located on the campus of the nation's top ranked public university, Cal Performances is a beneficiary of UC Berkeley's renowned intellectual and cultural environment. Under the leadership of Matias Tarnopolsky, the organization presents more than 125 performances each year in multiple disciplines, including dance, theater, classical, jazz, world, and new music, with artists representing countries around the globe. World, United States, and West Coast premieres are a regular part of each season, featuring artists such as Gustavo Dudamel, Yo-Yo Ma, Mark Morris, Wu Man, Robert Wilson, and Twyla Tharp, among many others.

Unveiled in February 2015, Berkeley RADICAL is a new framework in which Cal Performances artists will operate to instigate substantive interactivity between Cal Performances commissioning, creation, presentation, documentation, and dissemination, UC Berkeley learning and scholarship, and the Bay Area public. With Berkeley RADICAL, Cal Performances begins a new and comprehensive institutional evolution.

About Oakland East Bay Symphony

A unique and dynamic blend of high-caliber performances and innovative programming, a following as diverse as its home base, partnerships with young musicians, composers, other arts organizations, and a roster of guest artists ranging from top classical soloists to Carlos Santana and Joan Baez set Oakland East Bay Symphony apart. The Symphony, its Youth Orchestra, and Chorus have the shared aim of making classical music accessible to all members of the community by presenting unique programs and attracting a wide-ranging, culturally diverse audience. It strives to bring people who might otherwise never have met together, to sit side-by-side and share a meaningful cultural experience. In the 26 years since Maestro Michael Morgan became Music Director and conductor, the Symphony has united the diverse Oakland and East Bay communities through music, and now reaches over 60,000 people annually. In addition to presenting unconventional, approachable concerts, Oakland East Bay Symphony invests heavily in education and outreach, working with schools and in the community to introduce people of all backgrounds to the joys of playing an instrument and experiencing classical performance. To date, its education programs, including the MUSE (Music for Excellence) program and Oakland Symphony Youth Orchestra, have helped over 100,000 young people discover a passion for music.

About San Francisco Performances

San Francisco Performances is recognized as one of the leading presenters in the world. Founded by Ruth Felt in 1979 with a season of seven concerts, the organization is now in its 35th season and proudly features more than 50 mainstage performances of chamber music, recitals, contemporary dance, guitar, vocal, and jazz. Through the years, SF Performances has presented more than 100 premieres and San Francisco debuts, introducing such acclaimed artists in recital as composer/pianist Thomas Adès, cellist Yo-Yo Ma and violinist Anne-Sophie Mutter, as well as presenting single choreographer-led international dance companies such as Ohad Naharin's Batsheva from Israel and Company Wayne McGregor.

Through successful partnerships with artists, Bay Area schools and community organizations, SF Performances has also established one of the most recognized and respected performing arts education programs in the country. Anchored by the artist residency program that brings artists into classrooms and community workshops, the arts education projects help expose new audiences, young and old, to the

great performers of our time. SF Performances outreach promotes active engagement with the performing arts, deepening the experience while opening events to diverse audiences.

About The Wallace Foundation

Based in New York City, The Wallace Foundation is an independent national philanthropy dedicated to fostering improvements in learning and enrichment for disadvantaged children and the vitality of the arts for everyone. It seeks to catalyze broad impact by supporting the development, testing, and sharing of new solutions and effective practices. At www.wallacefoundation.org, the Foundation maintains an online library about what it has learned, including knowledge from its current efforts aimed at: strengthening education leadership to improve student achievement, helping selected cities make good afterschool programs available to more children, expanding arts learning opportunities for children and teens, providing high-quality summer learning programs to disadvantaged children and enriching and expanding the school day in ways that benefit students, and helping arts organizations build their audiences.

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WALLACE “BUILDING AUDIENCES FOR SUSTAINABILITY” AWARDEES 2015

26 organizations:

- Alvin Ailey American Dance Theater, New York
- ASU Gammage, Tempe
- Ballet Austin
- Baltimore Symphony Orchestra Inc.
- **Cal Performances, Berkeley**
- Contemporary Arts Center, New Orleans
- Denver Center Theatre Company
- Goodman Theatre, Chicago
- La Jolla Playhouse
- Los Angeles Philharmonic
- Lyric Opera of Chicago
- New York Philharmonic
- **Oakland East Bay Symphony**
- Opera Philadelphia
- Opera Theatre of St. Louis
- Pacific Northwest Ballet, Seattle
- Pasadena Playhouse
- Portland Center Stage, Oregon
- **San Francisco Performances**
- Seattle Opera
- Seattle Symphony Orchestra
- Steppenwolf Theatre Company, Chicago
- University Musical Society, Ann Arbor
- Victory Gardens Theatre, Chicago

- Woolly Mammoth Theatre Company, Washington, D.C.
- World Music/CRASHart, Boston

18 cities:

New York, Tempe, Austin, Baltimore, Berkeley, Denver, Chicago, La Jolla, Los Angeles, Philadelphia, St. Louis, Seattle, Pasadena, Portland, San Francisco, Ann Arbor, Washington D.C., Boston

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