

Symphony Hamilton-Symphony on the Bay

Manager Orchestra Operations AGM REPORT Oct 6<sup>th</sup> 2010

This report is a summary of the past few weeks as I just became Manager on September 3<sup>rd</sup>, 2010.

I have spent as much time as possible working in September with our past Manager Leah Higen. This time was very helpful in creating & implementing my plans.

Membership fees are coming in fairly regularly at rehearsals & online partly due to weekly memos to the orchestra, requesting dues, donations, ads, ticket purchases & Thanksgiving Gifting of tickets.

To date there has been an email list developed to potential advertisers. This is approximately 150 contacts. Many more will be added as time permits.

A Regular mail list contains about 100 target advertisers & will go out this week.

Corporate sponsors contacted are currently without budgets but 1 has asked to be contacted next year, that being the John C Munroe Airport. This list will be expanded when I get "The Directory of Directors" Book.

Advertising has been planned to date as follows:

We have a full colour ad appearing in the Hamilton Community News. It is one third page going to 60,000 people as we are having this meeting. A copy was mailed to the BOD & Orchestra.

There are 60 spots over two weekends airing on Wave 94.7, beginning October 15<sup>th</sup> to October 24<sup>th</sup>. Coverage is 81,800 listeners with the bulk listeners in a selected age group that is our market, 35 to 65 plus. Barter tickets for each concert have been issued for promotion prior to every concert.

A contract has been arranged with Groupon out of Chicago that has been reported as the fastest growing Hi Tech Marketing Company in the USA, by Forbes. They just started in Hamilton on October 4<sup>th</sup> with great success. They have a 10,000 loyal customer base which is growing daily. We will have a one day promotion on this site & ticket sales are guaranteed at 20 with a block at 100. Concentration is on Season Tickets & a date has not been approved as yet.

Although the start was a late one I anticipate an improved flow of cash & seats being filled for our 2010-2011 season.

Barry Matthews