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**FOR IMMEDIATE RELEASE**

## **UNIQUE, LOCAL PARTNERSHIP TO STABILIZE COLUMBUS SYMPHONY**

Columbus, Ohio (March 31, 2010) – In the face of a \$1.5 million deficit for the 2009-10 season and insufficient cash flow to continue operation past April 5, the Columbus Symphony Orchestra (CSO), the Columbus Association for the Performing Arts (CAPA), and the Symphony musicians have banded together to ensure the CSO's survival. On April 5, the CSO and CAPA will enter into a 5-year management agreement in which CAPA will oversee the CSO's finance, accounting, marketing, advertising, publicity, graphics, IT, ticketing, human resources, and operations functions.

By utilizing CAPA staff for back office services, the CSO will save more than \$750,000 in the 2010-11 season. Symphony musicians recently voluntarily reopened their collective bargaining agreement and voted to accept a 23% pay cut in their 2010-11 season contract, saving an additional \$1 million. The savings will help reduce the CSO's 2010-11 budget from a projected \$8.75 million to an estimated \$7 million. Joint fundraising from CAPA and the CSO will strive to balance the 2009-10 budget.

In addition to management services, the CSO board has asked Bill Conner, President and CEO of CAPA, to serve as volunteer Managing Director and CEO for the Symphony. Conner will report directly to the CSO board, and work with them to develop a viable, long-term business model which takes into account the Columbus audience and philanthropic support.

Roland Valliere will continue as CSO President and take on the responsibilities of Chief Creative Officer, leading the organization in business development, artistic and creative content, and musician relations.

Jesse Rosen, President and CEO of the League of American Orchestras, stated, "This new partnership in Columbus between a performing arts organization, the symphony, and musicians

is truly unique. Coupled with a new vision of sharing music through the internet and cell phone applications, as well as traditional live concerts, this model could be a new blueprint for orchestral music in our country."

"This truly remarkable partnership marks a unique approach to leverage artistic and managerial resources between two significant contributors to arts and culture in Columbus. The resulting new platform is designed to create new synergies for success at the local level and marks yet another business model that orchestras and other arts providers across the nation might consider," said Wayne S. Brown, Director of Music and Opera for the National Endowment for the Arts.

"CAPA has been a great corporate citizen to Columbus," said Columbus Mayor Michael B. Coleman. "We applaud their support of the CSO and this city."

"The Symphony is one of the great cultural and arts resources in our community," stated Doug Kridler, President and CEO of The Columbus Foundation. "The new agreement with CAPA can provide significant stability to their organization and enable them to continue serving Columbus."

CAPA currently provides administrative services for several Columbus arts organizations including the Contemporary American Theater Company (CATCO), The Phoenix Theatre for Children, and the Franklin Park Conservatory. Services are personalized to fit each organization's needs, but can include marketing, publicity, ticketing, finance, human resources, IT, operations, and development.

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#### **About CAPA**

Owner/operator of downtown Columbus' magnificent, historic theatres (Ohio Theatre, Palace Theatre, Southern Theatre) and manager of the Riffe Center Theatre Complex, Lincoln Theatre, Valentine Theatre (Toledo, OH), and Shubert Theater (New Haven, CT), CAPA is a not-for-profit, award-winning presenter of national and international performing arts and entertainment now celebrating 40 years of service. For more information, visit [www.capa.com](http://www.capa.com).

#### **About the Columbus Symphony Orchestra**

Founded in 1951, the Columbus Symphony is the only full-time, professional symphony in central Ohio. Through an array of innovative artistic, educational, and community outreach programming, the Columbus Symphony is reaching an expanding and more diverse audience each year. This season, the Columbus Symphony will share classical music with more than a quarter million people in central Ohio through concerts, radio broadcasts, and special programming. For more information, visit [www.columbussymphony.com](http://www.columbussymphony.com).

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