

# Sacramento Philharmonic & Opera Instrument Discovery Zone

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*2019 Inspire Giving Opportunity*

## **Organization Description & Mission Statement\***

The Sacramento Philharmonic & Opera is committed to attaining the highest caliber of music in order to offer the Sacramento region world-class classical music concerts. We strive to present innovative programming and repertoire choices that showcase internationally acclaimed, virtuoso conductors and soloists; reach the widest audience possible; contribute meaningfully to the pursuit of Sacramento as a cultural destination; remain a leader in music and arts education throughout Sacramento; and maintain a creative force within the community, cultivating a new generation of concertgoers and philanthropists, alike. To meet these goals, we must continue to create partnerships not only with the community at large, but with our Board, Management, and Staff. In this way, we will be well equipped to remain sustainable and vital and be better prepared to present and uphold the high artistic image to which we strive.

## **Project Information**

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### **Project Name\***

Sacramento Philharmonic & Opera Instrument Discovery Zone

### **Number of people served.\***

How many people do you project will be served by this project?

2000

### **Primary Program Area\***

Economic and Workforce Development

### **Primary Racial/Ethnic Group Served\***

All Ethnic Groups

### **Primary Population Served\***

All Populations

### **Primary Geographical Area Served\***

Sacramento County

### **Primary Age Group Served\***

All Age Groups

## Describe the project, program or other efforts for which you are applying for funding.\*

*Include how your project, program or other efforts will impact the focus area of arts engagement.*

The Sacramento Philharmonic & Opera (SP&O) is committed to providing robust and accessible community engagement opportunities to the Sacramento community, so that as many people as possible can interact with classical music. To that end, we are currently evolving our pop-up concerts and instrument exhibits into a new and greater in scope, all-encompassing program – our Instrument Discovery Zone (IDZ).

Our IDZ will provide the opportunity for individuals of all ages and backgrounds to engage in hands-on, interactive experiences with instruments from all the musical families. Each IDZ will be equipped with SP&O musicians and volunteers, including those from the Sac State School of Music, who will help teach the attendees how to play the instruments and lead various musical games that enable musical discovery to grow.

While our IDZ can function as a stand-alone event, it will be most effective in conjunction with one of our pop-up concerts. A typical IDZ/concert going forward under this new framework would last approximately two hours and feature both a family- friendly concert presentation and instrument instruction. Each IDZ can be scalable depending on the size of the location but will have multiples tables and blankets with string, woodwind, brass, and drum instruments, as well as informational materials on the different families. We would curate ~20 throughout the year and collaborate with organizations such as Crocker Art Museum, Powerhouse Science Center, and DOCO – groups we have been having conversations and cultivating partnerships with.

This IDZ would allow our musicians to have more work opportunities in Sacramento and pave the way for potential music educators to gain teaching experience. Having more musicians in Sacramento would help increase the overall artistic culture in the city and continue to help make the region more dynamic.

## Primary Target Population\*

Describe the primary target population of your project.

As we move into the future, we would look to curate IDZ events throughout the season, programming events in all eight City Council districts with a specific focus on the Sacramento Promise Zone. It is our mandate to program at least 5 pop-up concerts in each of the City Council Districts, and as such we would look to have at least one IDZ program in each district so that all of the city could get exposure to our music. Including the Crocker, Powerhouse, and DOCO, we have worked to cultivate and partner with a host of other organizations, including the Roberts Family Development Center, Fairytale Town, the Developmental Disabilities Service Organization, the Sacramento Kings, and the Sacramento Public Library, and we would work with them on programming an IDZ event.

Our current music education programming is in part geared towards individuals that might not have access to our mainstage Classics and Pops concert. For example, our core music education program Link Up teaches music to more than 5,000 3rd – 5th grade students in the region on an annual basis; 90% of those students are from Title 1 Schools and 80% of the students qualify for free-and reduced-lunches. Via our Instrument Discovery Zone, we would also attempt to expose these groups of people so that they could benefit from our programming. For both children and adults, studies have shown that music makes individuals happier and healthier, helps children develop more quickly, and serves as a therapeutic creative outlet for those suffering from anxiety, stress, lack of energy, etc. We would attempt to have these types of impactful experiences with our attendees through listening to our music and playing our instruments.

## Intended Outcomes\*

Describe 2-3 key outcomes your organization wants to achieve as a result of the Inspire Giving Grant.

*Include how the in-kind and volunteer opportunities will help achieve these outcomes.*

Support from Inspire Giving would allow us to kick-start the evolution of our IDZ and help us achieve multiple goals:

- Expand opportunities for life-long exposure and learning
- Increase access to the arts for all residents in the greater Sacramento region
- Create new pipelines for the next arts audiences, supporters, and leaders
- Create new and innovative opportunities for arts exposure experiences

The arts and cultural scene in Sacramento is experiencing incredible momentum right now, and the Sacramento Philharmonic & Opera has been both a leading part of that resurgence and a group that can maintain and further the overall high artistic level. We strongly believe that everyone in Sacramento should have the opportunity to be exposed to classical music, whether inside or outside the concert hall, and our Instrument Discovery Zone can be central part of that mandate.

Studies have shown that individuals with musical experiences in their childhood and early adulthood are much more likely to attend and support arts in their 50s, 60s, 70s, and later in life. As such, we are attempting to be as accessible as possible through our IDZ and give young children, young families, and those in their mid-lives the chance to learn how to play instruments, experience classical music, and attend cultural events in ways and means that work for them. Additionally, we understand that potential barriers to attending our concerts exist, and as such are working hard to bring our music and programming to them so that they can experience the joys of performing and listening to music.

Additionally, studies have shown that individuals with robust musical experiences in their lives are happier and healthier, exhibit reduced stress and anxiety levels, and have more energy than those without music. Through our programming, we are attempting to ensure that the cultural soul of Sacramento remains intact, and that the entire community can come together for collective healing experiences.

With in-kind support, such as donated instruments, transportation cases, tables and blankets, and time spent designing and re-building our infrastructure, and volunteers to help set-up and tear down, work the IDZ events, and be our advocates and ambassadors for those in attendance, we can more successfully be accessible and expose as many people as possible to our music.

Sacramento wouldn't be Sacramento without a strong Philharmonic & Opera company, and we are striving to ensure that the city has a robust cultural feeling. Through our IDZ, we want to ensure that Sacramento is an artistic and cultural leader, and with Inspire Giving support, we will be able to succeed in our endeavors.

## **Project Sustainability\***

Indicate the ways in which future funding needs for your requested project will be addressed after funding from the Sacramento Region Community Foundation has ended.

We are currently in a host of conversations with individuals and community partners on securing funding for our IDZ. Supporters of the Sacramento Philharmonic & Opera, including major donors and broad-base donors alike, have both attended our IDZ and indicated an interest in funding the program, and as such we will continue to cultivate them as we progress with our programming. As we continue to refine and improve this all-encompassing program, we will additionally look for ways that it can tie into our other education-minded programming such as Link Up. Sacramento has demonstrated a desire to support our established music education initiatives, and we would look to build more robust sponsorship and grant packages that would support the entirety of our community engagement efforts. Finally, through Inspire Giving's financial, volunteer, and time investment, we would activate interested parties that became involved throughout the year and send them updates on how our IDZ is going, invite them to programs and concerts, and strategically solicit them for support so that the program may continue to thrive and that the community may benefit.

## **Project Budget Narrative\***

*Provide a budget narrative with a brief justification for your expenses. Also, please explain what other sources of funding you may be pursuing or have secured to help fund this project. Finally, make sure to indicate any in-kind services and/or volunteer hours that are a part of your request.*

Our expenses for our IDZ can be broken down roughly into two categories - Personnel, and Infrastructure Updates. Personnel needs include an IDZ Lead Staff and 5 IDZ Support Staff skilled in teaching strings, woodwinds, brass, percussion, and voice. Infrastructure Update needs include new instruments, tables/blankets to put the instruments on, and cases for transportation and storage. We are seeking corporate support (described above) and will allocate individual funding if we do not get it.