



Orchestra London

November 8, 2010

## Orchestra London is back on track and declares a \$59,266 surplus

LONDON – Orchestra London held its Annual General Meeting at the London Convention Centre on Monday November 8, 2010 and reported a \$59,266 surplus for the 2009/10 operating year.

Under the leadership of Board Chair Brent Kelman and Executive Director Joe Swan, the orchestra continues to employ Project Bravo, a collaborative effort of the Board Directors, community volunteers, musicians, staff and unions to enhance the orchestra's artistic impact in the community, while implementing a sustainable business model.

In the last year, the orchestra added an additional concert to all four of its main subscription series; extended its reach through renewed public education initiatives, and introduced innovative community partnership concerts which are attracting totally new audiences to share in the joy of quality music.

As stated by Mr. Swan, "We have committed to increase Orchestra London's community presence. A few special events come to mind. In December, our collaboration with the Unity Project for the reading of Charles Dickens' "A Christmas Carol" reflected the spirit of the season. In the spring, our "Support The Troops" Concert acknowledged and expressed thanks for the many sacrifices being made by Canadian troops and their families. Finally, bringing the whole city together to celebrate London's Olympians was a joyous occasion. The orchestra intends to expand on these initiatives and increase its presence in the city and region during the coming year".

While implementing these initiatives, the orchestra also reduced its operating cost structure by more than \$1 million per annum over the last two years. Brent Kelman stated, "This cost cutting entailed painful sacrifices by all musicians and orchestra staff. Their personal commitment, which enabled the orchestra's survival through a financial crisis almost two years ago, can hardly be overstated". With cost issues now substantially resolved, Bravo's primary concentration has become orchestra revenues. The new focus will be on increasing ticket sales to both traditional and new audiences, as well as attracting new forms of corporate support.

The orchestra's makeover was assisted greatly by Doug Alexander, Geno Francolini and Janet Stewart. These three became the orchestra's community-based Oversight Committee and working with Jim Dunlop as an independent financial advisor, they continue to share their talent and expertise with the orchestra's Board of Directors. Special thanks are also due to The City of London, whose continued support, particularly through our past financial challenges, enabled Project Bravo to successfully implement the orchestra's turnaround plans.

The orchestra's 2010/11 season is off to a great start with favourable audience and critical feedback on its inaugural concerts. The Board of Directors is looking forward to implementing plans for another successful year.

### For More Information:

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*Orchestra London's 2010-2011 Season is sponsored by: Pacific & Western Bank of Canada*