

The Saint Paul Chamber Orchestra receives major grant to support innovation in digital audience development

SPCO one of nineteen U.S. orchestras to receive League of American Orchestras' Futures Fund grant

Grant will support SPCO's efforts to expand its digital audience and serve more people across Minnesota through its free online Concert Library

SAINT PAUL, MN, July 17, 2019 — The Saint Paul Chamber Orchestra (SPCO) is one of nineteen U.S. orchestras to receive a grant from the League of American Orchestras to support innovation and organizational learning. The two-year American Orchestras' Futures Fund grants, in the amount of \$80,000–\$150,000 each, are made possible by the generous support of the Ann and Gordon Getty Foundation.

The SPCO will use its \$150,000 Futures Fund grant to support innovative digital outreach efforts to increase audience engagement with SPCO livestreams and on-demand concert videos through its free online Concert Library. Funds will allow the SPCO to test different approaches to delivering digital concerts to the broadest audience in the Twin Cities and greater Minnesota and will help the SPCO dramatically expand the number of people who can experience its performances.

"The online Concert Library is the most recent step in making our concerts as accessible as possible to our community, allowing anyone to experience transformational SPCO performances according to their own needs and schedules, completely free of charge," said SPCO Managing Director and President Jon Limbacher. "We are so grateful for this funding, which will allow us to reach even more people with our live and on-demand concert videos, helping us achieve our goal of serving as many people in Minnesota through our online Concert Library as we do through in-person attendance."

This is the third round of the League's \$4.5 million *American Orchestras' Futures Fund* program; previous grants were announced in [2017](#) and [2018](#). For this latest round, U.S.-based orchestras that are members of the League of American Orchestras were eligible to apply. An independent peer review panel selected the orchestras based on criteria including the organization's capacity to respond and adapt to opportunities and changed circumstances, and the potential for artistic, internal, community, public value, and field-wide impact.

This year's Futures Fund grants demonstrate the innovative measures orchestras are taking to grow their audiences and increase their relevance. Programs receiving support include engagement of

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veterans with PTSD; research on the effects of music education on the emotional, social, and neural development of children; new ideas for digital audience engagement; and partnerships with universities, public and private school systems, and other nonprofits to create new musical experiences

“This forward-looking work — on stage, in the community, and within the organizations themselves — is essential for the evolution of the art form and the institutions that perform it,” said Jesse Rosen, the League’s President and CEO. “The Ann and Gordon Getty Foundation has been a catalyst for innovation, and we are grateful for their vision and support.”

ABOUT THE SAINT PAUL CHAMBER ORCHESTRA

Renowned for its artistic excellence, remarkable versatility of musical styles and adventurous programming, The Saint Paul Chamber Orchestra is widely regarded as one of the finest chamber orchestras in the world. Entering its 61st season in September, the SPCO has recently undergone transformational change with the opening of its new home, the Ordway Concert Hall, the addition of a new generation of players, and significant changes in its artistic vision. The SPCO is primarily an uncondacted ensemble that performs a broad range of repertoire from Baroque to new music and works in close collaboration with a diverse series of Artistic Partners, currently including British Baroque specialists Jonathan Cohen and Richard Egarr, American pianist Jeremy Denk, American composer and musical commentator Rob Kapilow, and Finnish violinist Pekka Kuusisto. Past Artistic Partners include Roberto Abbado, Pierre-Laurent Aimard, Joshua Bell, Douglas Boyd, Martin Fröst, Patricia Kopatchinskaja, Nicholas McGegan, Stephen Prutsman, Dawn Upshaw, Christian Zacharias and Thomas Zehetmair.

The virtuoso musicians of the SPCO present more than 130 concerts and educational programs in the Twin Cities each year. The orchestra’s free online Concert Library receives more than 80,000 visits annually and offers both live and on-demand videos of concerts that can be viewed anytime, anywhere, completely free of charge. The SPCO is regularly heard on public radio programs that reach nearly 1 million listeners each week on over 250 stations. Additionally, the SPCO has released 67 recordings, including the 2017 Grammy® Award-winning recording of Schubert’s *Death and the Maiden* with violinist and Artistic Partner Patricia Kopatchinskaja. The SPCO has commissioned 150 new works and tours nationally and internationally, including recent engagements in Europe and New York City, and a prestigious residency with Cal Performances at the University of California, Berkeley.

The SPCO is nationally recognized for its commitment to broad community accessibility, its innovative audience engagement efforts, and its educational and family programming. Regular subscription series are performed in a variety of different venues across the Twin Cities metropolitan area each season, a unique commitment to geographic accessibility for a major orchestra. The SPCO offers the most affordable tickets of any major orchestra in the United States, with over 50 percent of tickets available for \$15 or less, and has expanded accessibility even further by offering free tickets for children and students starting in the 2016-17 season as a part of the New Generation Initiative. The orchestra also offers an innovative ticket membership model in which members pay \$9 per month to attend unlimited concerts. The SPCO’s award-winning CONNECT education program reaches over 5,000 students and teachers annually in 13 Minneapolis and Saint Paul public schools, and its Target® Free Family Music program provides engaging and educational experiences for thousands of Twin Cities children and families each year. The SPCO’s Liquid Music Series (named “Best of Classical” by *The New York Times*) develops innovative new projects with iconoclastic

artists in unique presentation formats and invites adventurous audiences to discover the new and the fascinating within the flourishing landscape of contemporary chamber music.

MISSION OF THE SAINT PAUL CHAMBER ORCHESTRA

Our mission is to sustain a world-class chamber orchestra at the highest standards of artistic excellence that enriches the Twin Cities community by sharing dynamic, distinctive and engaging performances. We are actively committed to accessibility and intentional inclusivity in all aspects of our work and continually strive to provide all people in our community with opportunities to connect with the music we perform.

ABOUT THE LEAGUE OF AMERICAN ORCHESTRAS

The League of American Orchestras leads, supports, and champions America’s orchestras and the vitality of the music they perform. Its diverse membership of more than 2,000 organizations and individuals across North America runs the gamut from world-renowned orchestras to community groups, from summer festivals to student and youth ensembles, from conservatories to libraries, from businesses serving orchestras to individuals who love symphonic music. The only national organization dedicated solely to the orchestral experience, the League is a nexus of knowledge and innovation, advocacy, and leadership advancement. Its conferences and events, award-winning Symphony magazine, website, and other publications inform people around the world about orchestral activity and developments. Founded in 1942 and chartered by Congress in 1962, the League links a national network of thousands of instrumentalists, conductors, managers and administrators, board members, volunteers, and business partners. Visit americanorchestras.org.

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