



Kansas City Symphony Unveils Public Phase of Historic Masterpiece Endowment Campaign

More than 100 community members, leaders gather to celebrate nearly \$52 million in new endowment funds pledged toward \$55 million goal for Symphony's Masterpiece Campaign

KANSAS CITY, Mo. | Jan. 4, 2017 — Kansas City Symphony today announced the public phase of the Masterpiece Endowment Campaign, the largest endowment campaign in its history, at a special launch event in Helzberg Hall at the Kauffman Center for the Performing Arts.

The Masterpiece Campaign was created to strengthen and secure the future of the Kansas City Symphony by raising \$55 million in additional endowment funds. To date, the Masterpiece Campaign has raised nearly \$52 million thanks to many generous donors. Now in the final phase, the community at large has been invited to invest in the future of its Kansas City Symphony.

“We are excited to be near our campaign goal,” said Kansas City Symphony Executive Director Frank Byrne, “And we now need support from our entire community to take our thriving Symphony into the future. Just as every note is essential in a Beethoven symphony, every gift regardless of size makes a difference to our campaign. With broad community support, we will complete the campaign.”

Community members are asked to support their Kansas City Symphony through one-time financial contributions, with payments accepted up to five years for large gifts. Once an additional \$2 million are secured through public appeal, generous supporters have pledged to donate the remaining \$1.25 million to complete the campaign. Masterpiece Endowment funds allow the Symphony to:

- Remain competitive by continuing to attract and retain the best musicians.
- Continue serving the Kansas City community, reaching more than 1 million people annually through concerts, free community events, education programs and broadcasts.
- Inspire people of all ages through a wide variety of music and programs.
- Create a positive economic impact by drawing tourists, and enhancing the quality of life for Kansas City, thereby attracting potential residents and new businesses to the area.

“The successful completion of the Masterpiece Campaign will dramatically strengthen the financial foundation of the Kansas City Symphony for generations to come,” said Kansas City Symphony Board Chair William M. Lyons. “It will enable the organization to attract and retain

the highest quality musicians and continue to expand its diverse and innovative programming. The Symphony is positioned at the very center of our community's cultural fabric; these permanent resources will allow the Symphony to grow responsibly while maintaining its excellence and relevance."

The Kansas City Symphony has played a key role in shaping the artistic and cultural landscape of Kansas City. As a driving force in the city's cultural renaissance, the Symphony is setting the standard for how a professional symphony orchestra can thrive and be connected to its community.

- As the musical engine for Kansas City, the Symphony provides nearly 70 percent of the live music at the Kauffman Center, presenting more than 100 performances each season of 45 different programs. The Kansas City Symphony also plays 60 performances with the Kansas City Ballet and Lyric Opera of Kansas City.
- In recent seasons, nearly 75,000 people each year attended a free Kansas City Symphony performance, and more than 50,000 adults and children participated in Symphony education programs.
- Now in its sixth season at the Kauffman Center, the Symphony has continued to increase revenue and audiences. For the 2015-16 season, the Symphony reported record ticket sales and record attendance. Advancing its destination reputation, the Symphony has for each of the past five seasons attracted attendees from nearly all 50 states, Washington, D.C., Guam, and Puerto Rico as well as more than a dozen foreign countries since 2011.
- The Symphony helps make our city a vital and thriving community, creating a \$22-million annual impact on the economy, generating \$1.7 million in state and local taxes.

"To build upon our Symphony's impressive record of artistic and financial success, we need a more substantial endowment," Byrne said. "Our endowment has been below our peers, but the Masterpiece Campaign will make it more comparable, thereby securing the future of this cultural cornerstone for Kansas City."

Successfully completing the Masterpiece Campaign will add to the continuous stream of good news from the organization.

While some United States orchestras have experienced challenging contract negotiations and labor difficulties, the Kansas City Symphony has seen the opposite. In June 2016, Symphony management and musicians harmoniously agreed to extend their collective bargaining agreement through June 2021. Negotiations were conducted in a collaborative atmosphere and were completed a year in advance of the current contract's expiration.

"Now, more than ever, we need music and the arts to shape our present and our future," said Music Director Michael Stern. "Our goal is to serve the entire community not only as performers but as advocates for art. We need to make the case for music as a force in our lives, and in doing so, define and represent our great city. We've achieved a lot together over the past decade. Now, this Masterpiece Endowment Campaign will ensure the strength and

stability that will allow us to secure an ongoing cultural legacy for Kansas City, to dream big, and to be a model for what an effective, relevant and essential 21st century American symphony orchestra can accomplish.”

To learn more or to contribute to the Symphony’s Masterpiece Campaign, visit kcsymphony.org/masterpiece.

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About the Kansas City Symphony and Chorus

Founded in 1982, the Kansas City Symphony has established itself as a major force in the cultural life of the community. Praised for performances of uncompromising standard, the orchestra is the largest in the region and enjoys a national reputation under the artistic leadership of Music Director Michael Stern. The Kansas City Symphony Chorus is a volunteer, 160-member ensemble led by multi-Grammy® Award-winning conductor, Charles Bruffy, that continues its long tradition of excellence as the choral voice of the Kansas City Symphony. The Kansas City Symphony performs more than 100 concerts each year, often welcomes guests of international acclaim as part of its Classical and Pops Series, and serves as the orchestra for the Kansas City Ballet and Lyric Opera of Kansas City.

Complementing its full schedule of concerts, the Symphony enriches the lives of Kansas City residents by providing music education opportunities for children and adults, such as KinderKonzerts, Young People’s Concerts, an instrument petting zoo and concert comments. Highlights each season include a range of free master classes, events and concerts reaching more than 200,000 community members, including the annual Bank of America Celebration at the Station concert each Memorial Day weekend and performing at Symphony in the Flint Hills every summer.

The Symphony has released six highly praised CDs to date with Reference Recordings, with the most recent release featuring the music of contemporary composer Adam Schoenberg (release date January 20, 2017).

The Symphony and Michael Stern also have recorded for the Naxos label. Kansas City Symphony performances can be heard locally each week on KCUR 89.3 FM, Kansas City’s NPR affiliate. More information on the Kansas City Symphony is available at kcsymphony.org