



## The History of Crescendo Project

### Early Spring 2007 – The idea is born!

Individuals from WAMSO-Minnesota Orchestra Volunteer Association, staff members from the marketing and development departments of the Minnesota Orchestra, and a small group of motivated volunteers agreed the idea of creating a young patrons group associated with the Minnesota Orchestra was not only a good idea, but a great idea, and one they were willing to take the time and energy to pursue.

### Summer 2007 – Developing the mission and target

A group of young professionals was gathered together to brainstorm about what this group could look like. As the conversation progressed some key values came to the surface:

- Education and developing a broader understanding of orchestral music
- Networking and socializing with like-minded people who share an interest/passion for music
- Reducing financial barriers to attending orchestra concerts and events
- Philanthropy - supporting an arts organization with a mission

The group acknowledged that this project would be for young patrons with all levels of musical backgrounds: from people with degrees in music who have played musical instruments all their lives to individuals who are just starting to appreciate music and need an avenue to expose them to the art form and encourage their learning. It seemed a perfect fit for individuals new to the Twin Cities and Minnesota-grown music enthusiasts alike to learn, network, socialize and simply enjoy a cultural experience.

### November 2007 – Partnership with *Inside the Classics* and the first event

This series seemed like a perfect fit, allowing the attendees to dive deeper into one classical piece of music and broaden their understanding of a composer's life and music. A soft launch was planned around these three concerts from the Inside the Classics series which included an educational component, group seating, and a post-concert social at a local restaurant with orchestra members. The word was spread through personal and professional relationships of these few founding members and resulted in over forty young patrons realizing the first Crescendo Project event.

### March 2008 – The board is formed

The initial steering committee formed a board of directors to build on the successes so far. The co-chairs were selected and four committees were formed: Membership, Marketing and Communications, Education, and Events. This board of young leaders worked diligently to establish the brand of Crescendo Project, build a website, and plan the first official season.

### September 2008 – Crescendo Project first season begins

After many hours of meetings, brainstorming, e-mails, phone calls, planning, and budgeting the first season was set. It would include three concert events and two behind-the-scenes educational events. Each event would include a pre-concert social hour as well as a post-concert gathering at a local venue and a chance to mingle with orchestra members. In September 2008 the Crescendo Project season opened with a lively concert entitled Viva España!

### The Wallace Foundation lends a hand

Crescendo Project is partly supported by a grant from The Wallace Foundation. The mission of this partnership is to build new audiences for the Minnesota Orchestra and ensure the long term health of this important arts organization.

### Present – And now...

And the rest, as they say, is history. Since September 2008, Crescendo Project membership has grown to over 100 culturally diverse professionals. With the dedication of the Crescendo Project members, board of directors, orchestra staff, and enthusiastic participation of orchestra members the project is experiencing a crescendo!