

Pasadena SYMPHONY ASSOCIATION

YEAR IN REVIEW

For nearly a century, the Pasadena Symphony Association has been a cornerstone of arts and culture in the San Gabriel Valley, presenting dozens of annual concerts and delivering music education programs for students of all ages throughout the region.

On March 18, 2020, everything changed. As stay-at-home orders emerged, your Pasadena Symphony swiftly pivoted to respond to the “new normal” and emerged as a cultural leader.

MEETING THE MOMENT

When the crisis began, our organization faced an avalanche of heartbreaking decisions seeking to manage a budget in free fall. Every line item from ticket sales to sponsorships and donations experienced profound deficits with the cancellation of our entire 2020 summer POPS and 20/21 Symphony seasons. Our orchestra and all part-time/seasonal employees were furloughed, and our Youth Orchestra’s European tour was cancelled. Despite all this, we dug into our reserves to retain a small core of full-time staff, compensate our orchestra musicians for the cancelled March and April concerts, and maintained health insurance contributions to all musicians.

Seizing the reins of technology, we introduced two summer podcast series with Music Director David Lockington and Resident POPS Conductor Larry Blank. In the fall of 2020, we unveiled *Pasadena Presents* – a streaming concert series featuring world-renowned artists in recital and Pasadena Symphony musicians in chamber ensembles. This move enabled us to provide safe employment opportunities for our musicians in small groups.

We immediately pivoted our education programs to embrace online learning, utilizing new digital platforms to broaden access to our music classes to nearly 10,000 students in the public school system. Moving forward, we plan to add online elements to enhance in-person music instruction and maintain our expanded support to the public schools.



LOOKING TO THE FUTURE

While our spring season of *Pasadena Presents* streams through May 2021, we are preparing to act on newly issued government guidelines to relaunch safely with live, in person performances for our summer POPS season. As restrictions continue to loosen, we are planning for a full “18-month cycle recovery” to steadily rebuild toward pre-COVID audience levels and return to normalcy.

This is only possible with your continued belief in the Pasadena Symphony and the power of music. We couldn’t have responded so strongly or successfully without you standing right here beside us.

We can’t wait to see you in person once again very soon. Thank you!