



Günther Herbig, Artistic Advisor

**FOR IMMEDIATE RELEASE**  
March 31, 2010

## **COLUMBUS SYMPHONY ORCHESTRA ENTERS INTO MANAGEMENT AGREEMENT WITH CAPA**

The Columbus Symphony Orchestra (CSO) has entered into a 5-year agreement with the Columbus Association for the Performing Arts (CAPA) to perform extensive back office operations. Beginning April 5, the new business relationship taps CAPA to manage the CSO's finance, accounting, marketing, advertising, publicity, graphics, IT, ticketing, human resources, and operations functions.

"CSO subscription and single ticket sales have increased over last year," stated Martin Inglis, CSO Board Chair. "We approached CAPA to help us enhance our business model to retain and expand our audience's enthusiasm. We have a responsibility to our community to continue to provide quality, live classical music, and we feel CAPA's expertise and resources will significantly increase our capability to further that mission."

In addition to management services, the CSO board has asked Bill Conner, President and CEO of CAPA, to serve as volunteer Managing Director and CEO for the Symphony. Conner will report directly to the CSO board, and work with them to develop a viable, long-term business model which takes into account the Columbus audience and philanthropic support.

"CAPA is eager to work with the CSO to support the presentation of classical music in downtown Columbus," said Michael Petrecca, CAPA Board Chair. "CAPA has been serving this city's arts organizations for 40 years, and we look forward to sharing our expertise with an organization as long-standing and well-loved as the CSO."

Roland Valliere will continue as CSO President and also transition to Chief Creative Officer, leading the organization in business development, artistic and creative content, and musician relations.

By utilizing CAPA staff for back office services, the CSO will save more than \$750,000 in the 2010-11 season. Symphony musicians recently voluntarily reopened their collective bargaining agreement and voted to accept a 23% pay cut in their 2010-11 season contract, saving an additional \$1 million. The savings will help reduce the CSO's 2010-11 budget from a projected \$8.75 million to an estimated \$7 million. Joint fundraising from CAPA and the CSO will strive to balance the 2009-10 budget.

"CAPA is highly regarded in our city," said Douglas Fisher, President of the Central Ohio Federation of Musicians, Local 103. "This new relationship will provide much-needed stability to the CSO, which will be of significant benefit to the musicians."

"CAPA has been a great corporate citizen to Columbus," said Columbus Mayor Michael B. Coleman. "We applaud their support of the CSO and this city."

"The Symphony is one of the great cultural and arts resources in our community," stated Doug Kridler, President and CEO of The Columbus Foundation. "The new agreement with CAPA can provide significant stability to their organization and enable them to continue serving Columbus."

"Collaboration is vital across all aspects of our community, and we applaud this new business model," stated Columbus Partnership CEO Alex Fischer. "This agreement between CAPA and the CSO is a unique, homegrown model which will leverage the strengths of these two existing community organizations while saving money and holding down costs. A healthy and sustainable orchestra is important to our city's economic development and this plan should move us toward that common goal."

CAPA currently provides administrative services for CATCO, The Phoenix Theatre for Children, and the Franklin Park Conservatory. Services are personalized to fit each organization's needs, but can include marketing, publicity, ticketing, finance, human resources, IT, operations, and development.

**###**

**About CAPA**

Owner/operator of downtown Columbus' magnificent, historic theatres (Ohio Theatre, Palace Theatre, Southern Theatre) and manager of the Riffe Center Theatre Complex, Lincoln Theatre, Valentine Theatre (Toledo, OH), and Shubert Theater (New Haven, CT), CAPA is a not-for-profit, award-winning presenter of national and international performing arts and entertainment now celebrating 40 years of service. For more information, visit [www.capa.com](http://www.capa.com).

**About the Columbus Symphony Orchestra**

Founded in 1951, the Columbus Symphony is the only full-time, professional symphony in central Ohio. Through an array of innovative artistic, educational, and community outreach programming, the Columbus Symphony is reaching an expanding and more diverse audience each year. This season, the Columbus Symphony will share classical music with more than a quarter million people in central Ohio through concerts, radio broadcasts, and special programming. For more information, visit [www.columbussymphony.com](http://www.columbussymphony.com).

**Contact:** Rolanda Copley  
(614) 719-6624  
[rcopley@capa.com](mailto:rcopley@capa.com)