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BE PRESENT

THE UMS EFFECT:

88,348

TOTAL ATTENDANCE, INCLUDING  
YOUTH PERFORMANCES AND  
PARTNER PRESENTATIONS

21,838

CHILDREN, STUDENTS, AND COMMUNITY  
MEMBERS SERVED THROUGH 116  
EDUCATION & COMMUNITY  
ENGAGEMENT PROGRAMS

12,866

STUDENTS ATTENDED UMS  
PERFORMANCES, REPRESENTING  
17.1% OF THE PAID AUDIENCE

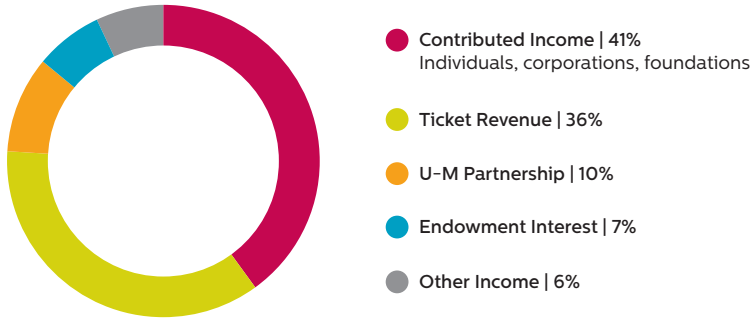
1,300

OVER 1,300 PERFORMING ARTISTS  
FROM 22 COUNTRIES PRESENTED  
ON STAGE IN ANN ARBOR

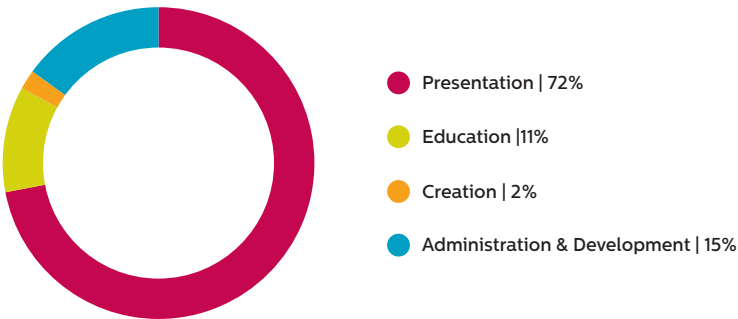
\$2,246,650

SPENT LOCALLY IN ANN ARBOR AND ACROSS SOUTHEASTERN MICHIGAN BY  
UMS AS PART OF THE 2011-2012 SEASON

2011-2012 SEASON REVENUES - ACTUAL



2011-2012 SEASON EXPENSES - ACTUAL



WWW.UMS.ORG | WWW.UMSLOBBY.ORG

PHOTOS BY MARK GJUKICH



2011-2012  
ANNUAL REPORT

DEAR FRIENDS,

I'm pleased to share the UMS 2011-2012 Annual Report with you. This year, we reached a new high in fulfilling our mission "to inspire individuals and enrich communities by connecting audiences and artists in uncommon and engaging experiences."

The 2011-2012 UMS season was a year of change and investment as we set out to implement objectives from a strategic plan that we finalized in 2010. We invested in a new ticketing system, human resources plans, and the first-ever organizational identity concept, all done to better position the organization for the future. We also presented cutting-edge artistic projects, most notably *Einstein on the Beach* and the San Francisco Symphony American Mavericks Festival, which further advanced our international reputation as a leading arts presenter. Each of these strategic decisions represented a commitment to the long-term future of UMS. We ended the year with a modest deficit relative to our business plan, but this was one of the scenarios our Board of Directors had anticipated and for which they had planned. Moving forward, UMS has budgets in place for the next two seasons that include appropriate surpluses to repay this debt.

The 2011-2012 season was one of the most artistically challenging seasons we have had, and we could not have done it without the support of our staff, our board, our volunteers, and our many generous donors. We think the season was a great success, and we look forward to continuing to bring the very best in the world to our students and our community.

On a personal note, I want to mention that this upcoming season represents my 25th anniversary as UMS President. Every day, I feel so lucky and blessed to have a job that I love and to have the opportunity to work with fabulous volunteers and staff. We have much to celebrate during 2012-2013, including the 100th anniversary of Hill Auditorium and the many great orchestras and artists who have performed in this renowned venue.

Sincerely,

Kenneth C. Fischer  
PRESIDENT



## RENEGADE

UMS is uncommon among arts presenters. We are unapologetically committed to both traditional and contemporary artists and art forms, with annual series offerings that celebrate and juxtapose both threads. One of the highlights of the 2011-2012 season was a focus on contemporary arts through the Pure Michigan Renegade Series. With exclusive preview presentations of *Einstein on the Beach* and the San Francisco Symphony American Mavericks Festival as the series “bookends,” the 10-week, 14-performance series explored artists who re-imagined what came before them and mapped a pathway to new artistic frontiers. These events drew audiences from 34 states and nine countries.



The success of the Pure Michigan Renegade Series was due in part to the educational programs created around the project, including a six-part Night School series. Realizing that some of the performances presented might be difficult to access, UMS designed Night School as a place where everyone interested could come together to learn about the upcoming Renegade performance and discuss the previous one. The series was facilitated by U-M Associate Professor Mark Clague and UMS Director of Education & Community Engagement Jim Leija.

Edward and Colleen Weiss, new UMS patrons, attended all the UMS performances in the Pure Michigan Renegade Series and participated in every UMS Night School class. Ed said they provided:

“

...the most impressive educational experiences I have ever seen. You had Night School presentations, a Science Philosopher with a totally unique inside science view. You had Saturday Morning Physics sessions, behind the scenes rehearsal dynamics, a film biography on Robert Wilson, Penny Stamp Series presentations, Q&A with the artists, and finally a good, honest presentation by the Einstein producers on the business of art. Very rarely do you see so many different departments and interests come together for the education of themselves and the general public. Bravo!!

”

## RENEGADE VENTURES FUND

“

Your *Einstein on the Beach* project was both the most pleasurable for me and the most memorable I have experienced since I arrived here, in September 1949...I can see now how a performance can be life-changing.

”

The Frankels are not alone in their vision for UMS. We are grateful to the many donors who helped us exceed the match in the 2011-2012 season, and we are particularly thrilled to receive a significant gift from an anonymous donor who was inspired by our presentation of *Einstein on the Beach*. The donor, a longtime UMS concertgoer, wrote:

Your *Einstein on the Beach* project was both the most pleasurable for me and the most memorable for Michigan I have experienced since I arrived here, in September 1949...I can see now how a performance can be life-changing.



The performances in the Pure Michigan Renegade Series were supported by Maxine and Stuart Frankel, who recognize that a national leader in the presentation of the performing arts must “push the boundaries of knowledge forward by supporting new works, remounting important past works, and providing a venue and funding for artists to create.” To encourage and support UMS in these areas, the Frankels established the Renegade Ventures Fund in 2011-2012 with a multi-year challenge grant of \$500,000, providing \$100,000 each year for five years. The purpose of the Fund, says Maxine, “is to support artistic ventures that test us, redefine our limits, stimulate a robust conversation, and create value around a wide range of human responses, taking U-M students and UMS audiences far beyond what we — and they — have come to expect.”

## THE STUDENT EXPERIENCE



Engaging students in the arts is vital to the UMS mission, and UMS offers a variety of programs to accomplish this goal, including residencies, master classes, artist lectures, and discounted student tickets to performances. Each season, students make up roughly 20% of total audience attendance. UMS also provides opportunities for direct experiences in arts administration through internships and work-study programs.

One student who has benefitted from engagement with UMS is Sigal Hemy. As an undergraduate clarinet major at Michigan State University, Sigal first drove from East Lansing to Ann Arbor in 2007 to hear the St. Petersburg Philharmonic, and many other trips followed. The University of Michigan was her first choice for graduate school, and she moved to Ann Arbor last summer. Sigal became a UMS intern and wrote several Teacher Resource Guides, materials that help K-12 teachers prepare their students prior to attending a UMS school-day performance.

In January, Sigal had the opportunity to see *Einstein on the Beach* at the Power Center. She was so intrigued by the performance that she went to Toronto this summer to see it again. It was not because she loved it, she said. It was because “I needed to sort it out for myself. Usually when you see a performance, you either say you liked it or you didn’t. However, after *Einstein*, my reaction was: What was that? What just happened? It was a hard experience, but I needed to wrestle with this piece.”

We know that other students also have deep reactions to the experiences UMS brings to Ann Arbor. Our education programs and internships are designed to enrich their experiences with the arts and add greater depth to their overall education.



## CELEBRATING HILL 100

This year we celebrate the 100th anniversary of Hill Auditorium and 100 years of UMS performances in this remarkable venue. One of the reasons UMS has been so successful is that artists from around the world love to perform in Hill, widely considered one of the finest concert halls in the world. In honor of this centennial year, we plan to celebrate our rich history of classical music by bringing back many of the great artists who have performed in Hill Auditorium over the years.

We also see this special anniversary as an opportunity to create plans to secure the future of UMS. By establishing a solid financial foundation for UMS through the building of an endowment, we will be able to continue the tradition of excellence, take advantage of unique and unusual opportunities as they appear, build a strong integration of arts into the U-M curriculum, and ensure that UMS can provide our community with the world’s best performances for generations to come. We invite you to join us in this effort as we look forward to the next 100 years of UMS performances in Hill Auditorium.



## A NEW IDENTITY

It has long been clear to us that our name, University Musical Society, no longer represents the totality of who we are. With our programming now including dynamic series in dance and theater as well as world music, jazz, and other artists — many from the international scene — we needed to create a new identity while still embracing our rich history with Western classical music. We made “UMS” our official name, and we brought in a design team to update our logo and give a consistent feel to all of the materials we share with you. We hope our new design inspires you to take a fresh look at who we are and what we do.

BE PRESENT