

# IMPACT REPORT

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IN THE COMMONWEALTH TOUR OF THE LOUISVILLE ORCHESTRA

# HARMONY

KENTUCKY 2023 - 2024

WITH **TESSA LARK** MAY 17 - PRESTONSBURG • MAY 19 - PIKEVILLE • MAY 19 - HARLAN WITH **TEDDY ABRAMS** JULY 8 - ASHLAND  
 JULY 11 - NEWPORT • JULY 12 - GLASGOW • JULY 13 - SOMERSET • JULY 16 - BARDSTOWN WITH **CHRIS THILE** SEPT 14 - MURRAY  
 SEPT 19 - MADISONVILLE • SEPT 22 - BEATTYVILLE • SEPT 23 - HENDERSON WITH **MICHAEL CLEVELAND & FLAMEKEEPER**  
 FEB 27 - CORBIN • FEB 28 - FRANKFORT • MARCH 2 - PADUCAH • MARCH 5 - BOWLING GREEN • MARCH 8 - DANVILLE • MARCH 9 - FORT KNOX



# CONTENT

## CONCERT ATTENDANCE

Review of attendance for evening concerts.

## COMMUNITY PARTNERSHIPS

Review total impact of community events.

## AUDIENCE INSIGHTS

Learn more about the audience we reached.

## SURVEY RESPONSES

Hear first hand from our audiences.

## PRESS COVERAGE

Understanding exposure beyond events.

## 2024-2026

Expanding success : a bold leap into 2024/2026.

# OVERVIEW

In this impact report, we highlight the remarkable journey and success of the Louisville Orchestra's "In Harmony" tours. From 2022 to 2024, under the dynamic leadership of Teddy Abrams the orchestra embarked on a series of tours across Kentucky, leaving a lasting musical legacy. These tours not only showcased an exceptional blend of classical and contemporary music but also deepened our engagement with communities, reaching diverse audiences and fostering a renewed appreciation for orchestral music. This report encapsulates the significant impact of these tours, reflecting on audience feedback, demographic engagement, and the profound influence of music in enriching the cultural fabric of communities across the state, to bridge the urban-rural divide.

# WHAT KENTUCKIANS ARE SAYING

“The Louisville Orchestra’s visit to Harlan County in May represented not just an investment in the economy of our county, the City of Harlan, and the arts, but a promise of unity and genuine camaraderie with the people of Eastern Kentucky through the universal language of music. “In Harmony” certainly lived up to its name.”

**Dan Mosely, Judge Executive of Harlan County**



# TOTAL IMPACT

**| 127 EVENTS**

**| 38 COUNTIES**

**| 27,000 ATTENDEES**



# CONCERT TOTAL ATTENDANCE

**18** CONCERTS  
INCLUDING (6) UPCOMING 2024

**18** UNIQUE ZIP CODES

**16K** ATTENDEES  
INCLUDING 5K EXPECTED  
AUDIENCES FOR UPCOMING 2024



The "In Harmony Tour" stands as a vibrant testament to the power of music in uniting communities. So far spanning three months from May to September, the tour has touched 12 unique zip codes across the region, showcasing an array of venues from the cozy Mountain Arts Center in Prestonsburg to the sprawling Glasgow Town Square. The tour's impact is impressively quantifiable: 12 concerts with a total attendance of 10,412. Noteworthy highlights include the overwhelming turnout at Glasgow Town Square with an estimated 1,750 attendees and the full-house at the Stephen Foster Amphitheater in Bardstown, indicating a profound resonance with the local communities. The Orchestra continues in 2024 for 6 additional concerts.



# TOTAL COMMUNITY PARTNERSHIPS

The "In Harmony Tour" demonstrates a comprehensive and engaging approach to community partnerships through music, having connected with a variety of community centers across multiple cities. The tour highlights a remarkable journey of cultural enrichment and education across 53 unique zip codes. With a total of 78 events and 6,816 attendees, the tour emphasized educational engagement through 29 services in schools and educational institutions. The innovative "Once Upon an Orchestra" program was a hit, presented 26 times, blending music with storytelling in various settings. Additionally, 16 public performances and 7 private events, such as at Cedar Creek Assisted Living and veterans centers, showcased the tour's versatility. This initiative not only entertained but also significantly contributed to community cohesion and cultural appreciation, illustrating the powerful impact of music and education in bringing communities together. The Louisville Orchestra continues in 2024 for 30 additional community events.

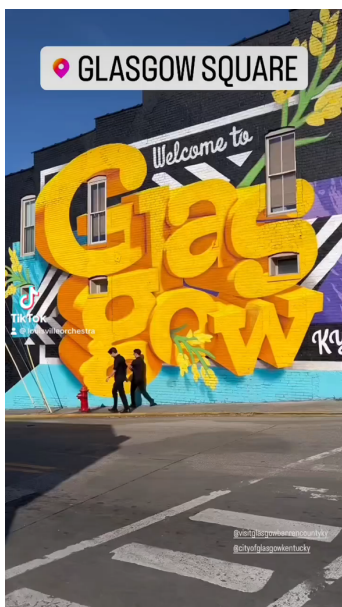
**109** COMMUNITY  
EVENTS  
INCLUDING (30) UPCOMING 2024

**53** UNIQUE ZIP CODES

**9.8K** ATTENDEES  
INCLUDING 9K EXPECTED  
AUDIENCES FOR UPCOMING 2024

# FOLLOW ALONG

## @LOUISVILLEORCHESTRA



**INTERVIEWS, BEHIND-THE-SCENES, MUSIC AND ENTERTAINMENT.**

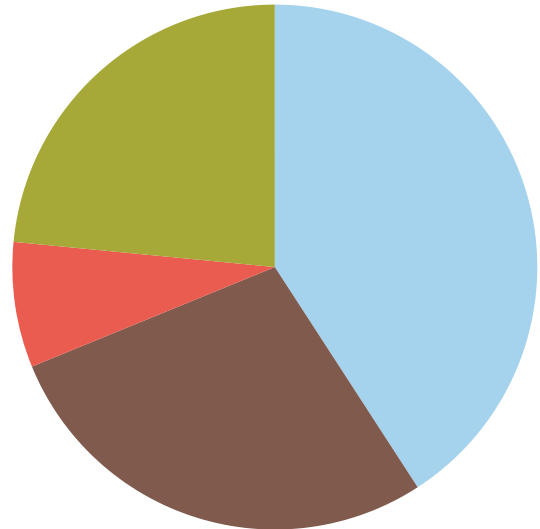
# AUDIENCE DEMOGRAPHICS

BASED ON SURVEY DATA

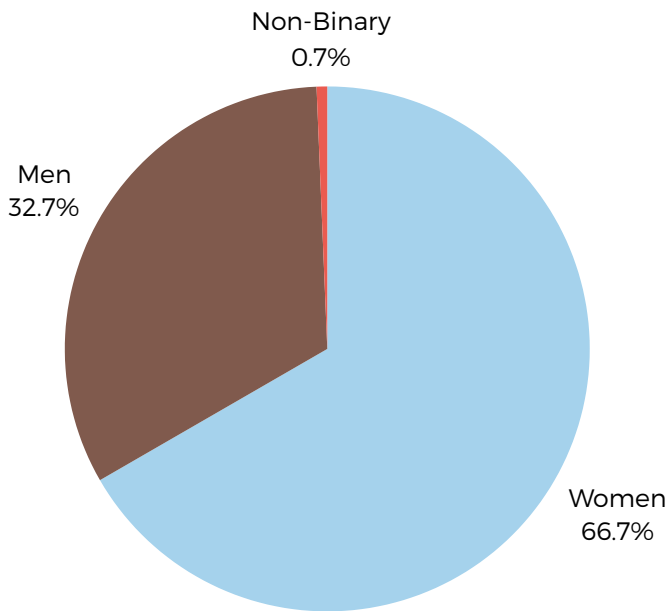


## INCOME

- Completed Graduate School
- Graduated From College
- 2 Years of College
- High School

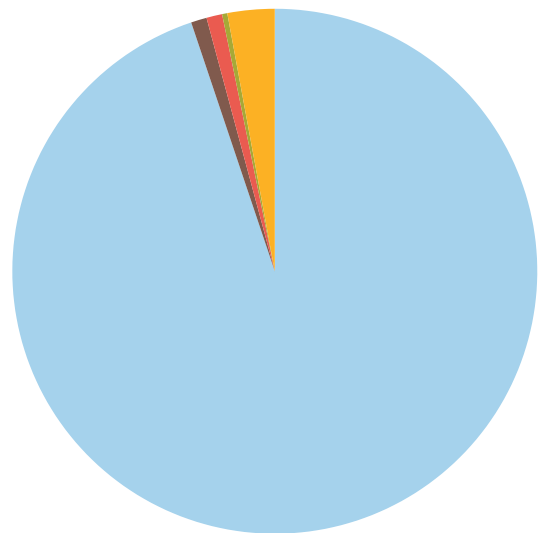


## EDUCATION



## GENDER

- White/Caucasian
- Hispanic or Latin
- Asian American
- African American
- Other



## ETHNICITY





“IT WAS A WONDERFUL PERFORMANCE. I PARTICULARLY ENJOYED ‘BLUE MOON OF KENTUCKY’ AND MR. TEDDY ABRAMS IS SO ENTHUSIASTIC, TALENTED, AND ENTERTAINING.”

ATTENDEE SURVEY RESPONSE

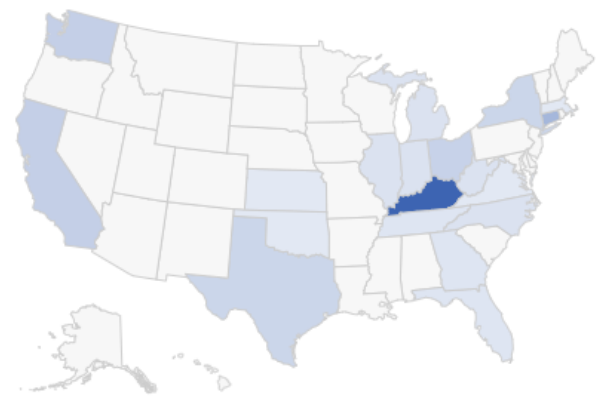
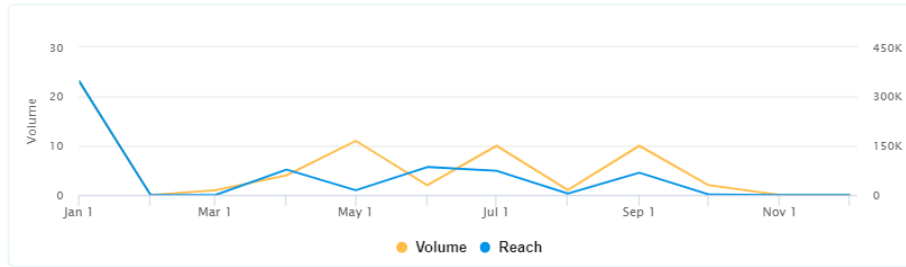


- "Given our rural location, our population doesn't get to experience going to the orchestra. This was a great opportunity for young children to see and hear classical music performed live. The interactive nature of the performance was also really enjoyable and it was clear that the children were very engaged with the story and overall performance." – **Marian Carlson, Director at LaRue County Public Library**
- “Our somewhat forgotten community was encouraged to believe that someone cares enough to bring their talent to us. The concert was a "classical first ever" experience for us in our community. Louis Armstrong's "Wonderful World" was a highlight for all.” – **Gwen Johnson, Director of the Hemphill Community Center**
- “As a librarian and music lover, the presentation was an amazing opportunity to meld two wonderful art forms for a magnificent presentation that many in our community would not otherwise have had the opportunity to enjoy.” – **Sandy Linn, Program Coordinator for Calloway Co. Public Library in Murray, KY**
- “The performance was very accessible to people without an orchestral music or fine arts background. The orchestra's visit to Harlan allowed people to encounter a new experience but to do so in settings that are comfortable and familiar to them. This introduction of a new thing in a familiar place gives people the security to open themselves to something they've never experienced before. It is much easier than making the effort and commitment to travel across the state to seek out the orchestra.” – **Laura Adkisson, Downtown Development & Event Coordinator for Harlan Tourism**



# PRESS COVERAGE

Media Exposure by Volume vs. Reach



## MEDIA EXPOSURE TIMELINE

## MEDIA NATIONAL HEAT MAP

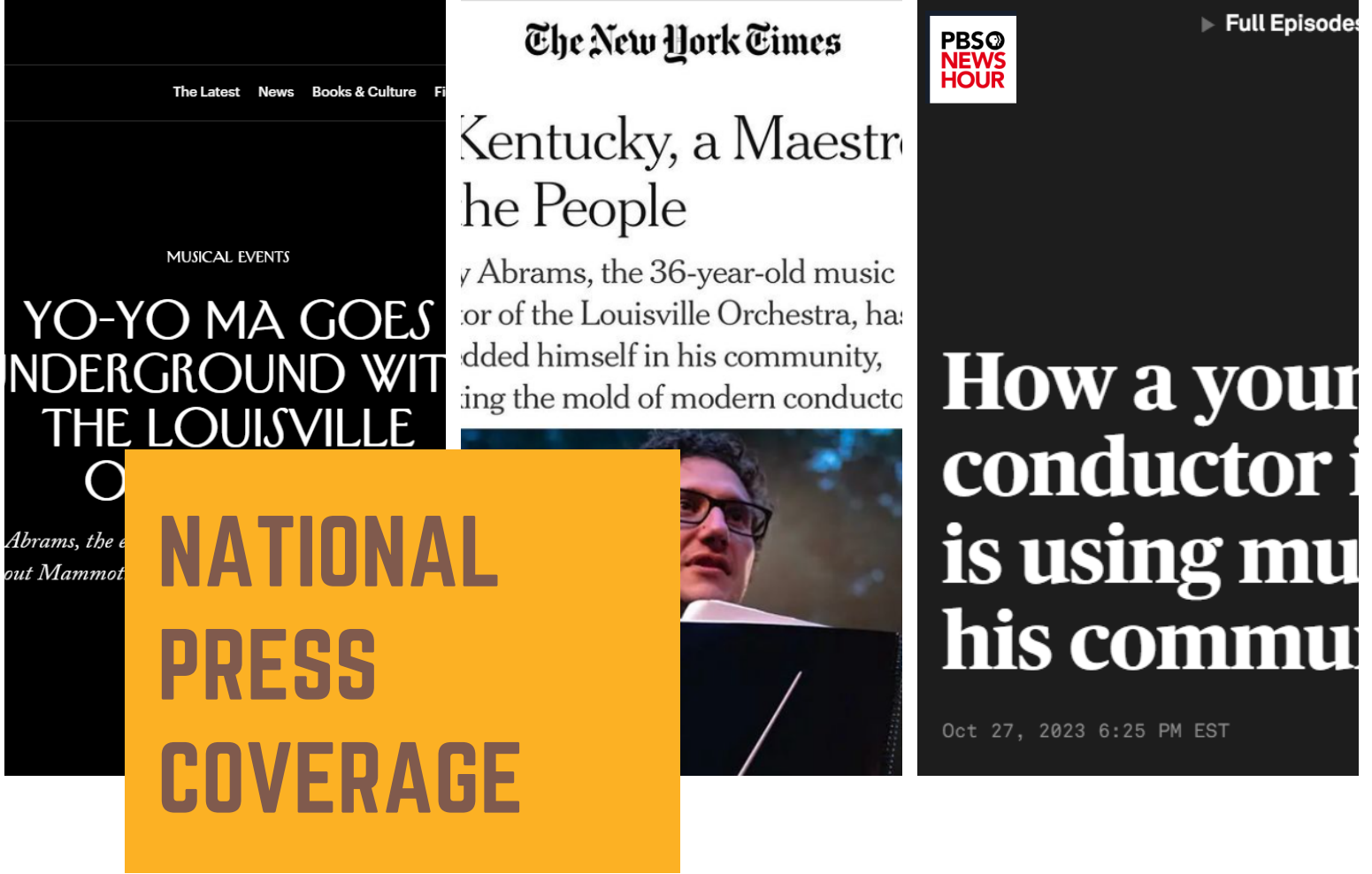
- Robert Stivers@ky...** X | GB | Sep 22, 9:10: More than 400 people came out tonight for the Louisville...
- Murray State Unive...** X | US | Jul 17, 12:24: State is pleased to host "In Harmony: The Commonwealth..."
- progarchy.comkru...** social\_blogs | US | Apr 26: Rick's Quick Takes for April the Beach Boys' unfinished modular masterpiece SMILE...
- Murray State Unive...** X | US | Sep 15, 10:43: public radio host Chris Thile returned to his alma mater la...
- WBKO News@wbk...** X | US | Jun 27, 8:45: downtown Glasgow is a part of their greater project entitled "...
- App. News-Expres...** X | US | May 23, 2:33: The Louisville Orchestra recently made a stop in...
- Julia Bright Crigler...** X | US | Oct 27, 7:07: posting. ; More than 400 people came out tonight for t...
- mike ward@HonMl...** X | US | Sep 23, 9:02: posting. ; More than 400 people came out tonight for t...

Top Publications by Volume

Publications	Sentiment	Percentage	Mentions
1 <b>MSN.com</b> www.msn.com	Neutral	20%	9
2 <b>The Paris Post-Intelligencer - Powered by Dow Jones</b>	Neutral	18%	8
3 <b>WBKO-TV</b> www.wbko.com	Neutral	9%	4
4 <b>Northern Kentucky Tribune</b> www.nkytribune.com	Neutral	9%	4
5 <b>WYMT-TV</b> www.wytm.com	Neutral	9%	4
6 <b>Spectrum News 1 Ohio</b> spectrumnews1.com	Positive	9%	4
7 <b>Lexington Herald-Leader</b> www.kentucky.com	Neutral	7%	3
8 <b>BroadwayWorld.com</b> www.broadwayworld.com	Neutral	7%	3
9 <b>The Daily Independent - Powered by Dow Jones</b>	Neutral	7%	3
10 <b>Spectrum News 1_LA-WEST</b> spectrumnews1.com	Neutral	7%	3

## SOCIAL MEDIA

## TOP PUBLICATIONS PER VOLUME



# NATIONAL PRESS COVERAGE

**| PBS NEWSHOUR**

**| NEW YORK TIMES**

**| THE NEW YORKER**

# PROPOSAL FOR 2024-2025

Building on the success and positive impact of "In Harmony", the Louisville Orchestra is excited to propose an expanded and enriching tour for the 2024/2025 season. This proposal outlines a series of concerts and residencies across Kentucky, under the esteemed direction of Teddy Abrams and Gabe Lefkowitz. The aim is to extend our musical outreach, deepen community engagement, and continue to deliver unforgettable musical experiences to diverse audiences.

## Central KY : Conducted by Teddy Abrams Week of July 9th, 2024

- Glasgow, KY
- Bardstown, KY
- One additional location to be determined (TBD)

July tour week under the direction of Teddy Abrams, will kick off the next generation of In Harmony. These performances are set to bring our unique orchestral experience back to some of the best engaged communities.

## Western KY Residency Conducted by Gabe Lefkowitz Week of September 24th, 2024

- Murray, KY
- Henderson, KY
- One additional location to be determined (TBD)

In September, the LO's Concertmaster and Resident Conductor, Gabe Lefkowitz, will lead a Western Kentucky Residency. This segment of the tour will include interactive sessions, workshops, and performances while fostering local talent and providing enriching musical experiences.

## Northern KY Residency Conducted by Teddy Abrams Week of January 27th, 2025

- Ashland, KY
- Morehead, KY
- One additional location TBD

The January tour week, again under the baton of Teddy Abrams, aims to captivate audiences while showcasing the orchestra's versatility and Abrams' innovative programming, promising a series of vibrant and engaging concerts.

## Eastern KY Residency Conducted by Teddy Abrams Week of April 29th, 2025

- Pikeville, KY
- Harlan, KY
- One additional location TBD

Concluding the season, the Eastern Kentucky Residency in April, led by Teddy Abrams, will bring the orchestra back to where it all started. This residency will emphasize community outreach and include performances that highlight local culture and musical heritage.





# THANK YOU

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