

"One Voice"- Rogue Valley Peace Choir event hosted by the Rogue Valley Peace Choir and sponsored by the City of Ashland

The Eugene Peace Choir, In Accord, also from Eugene, the Emandal Peace Choir from Willits California and the Portland Peace Choir joined our Rogue Valley Peace Choir on the Second weekend in February to join together as One Voice in concert to promote peace and understanding in our world.

Sixty-five members of the Emandal Chorale came from Willits CA. In Accord came with 35 singers. Twenty-five singers came from Portland. Eugene Peace Choir brought 12 singers. Their friends and family joined the 137 choir members to enjoy a weekend in Ashland. The Rogue Valley Peace Choir sang with 85 singers.

The SOU Recital Hall has a capacity of 450. The venue was over 85% filled. In the Recital Hall, we estimated 385 people joined us. The Rogue River Room was 45% filled. The concert was live streamed to that venue to accommodate the large audience. The participants in that room fluctuated some due to the Social Justice Fair, but an average occupancy would be 85. We estimate the audience at 470. The number of programs handed out verifies at least that count.

As requested by the City of Ashland, one of our volunteers created a survey that was inserted into the program. The survey and survey report are attached. We received 196 survey responses.

Kim and a volunteer created a beautiful program for the One Voice Concert. We printed 600 of them. One is included in this package. Kim created a flyer that was printed up and posted throughout the Rogue Valley. The image on the flyer, "One World," is an artwork created by Ashland sculptor, Wataru Sugiyama . The artist not only attended the event, he installed the sculpture in the lobby for all to enjoy. As a result of the artwork inclusion in the flyer, the sculptor was able to connect with Willow Wind school and has donated "One World" to be enjoyed by the students there.

The Publicity Team got the event covered on JPR and listed in Sneak Preview, a free publication available to all and in the Revels. Kim designed a half-page paid ad which was placed in the Sneak Preview. There was also a front page feature about One Voice in Ashland Daily Tidings, and a similar article in the Mail Tribune, with concurrent mention in the Revels. Our Director was interviewed by KTVL News. NBC News 5 interviewed our Director, along with Don Willis, Director of Emandal Chorale, on the day of the One Voice event. Check out <https://kobi5.com/news/peace-choir-concert-delivers-message-harmony-71487/>



Event Coordinator

The Choir hired Kim Griswell-Lowry to be our Event Coordinator for the One Voice event. Kim started work five months prior to the event. She worked:

8 weeks at three hours per week= 24 hours

4 weeks at 5 hours per week= 20 hours

4 weeks at 10 hours per week= 40 hours

4 weeks at 20 hours per week= 80 hours

For a total of 164 hours devoted to the success of our event. An email from Kim to the choirs is attached that demonstrates her work.

Those who made our event a success

Five peace choirs came together in Ashland with their friends and families. Kim and the teams made sure everyone had tourist information about Ashland and found accommodations. We offered a workshop that was attended by 140 people with a local musician and movement artist, Cyrise Schakter. One hundred and eighty attendees gathered for a dinner in the United Methodist Church on Saturday catered by local caterer, Maren Faye.

Kim and her team made arrangements with Cyrise Schakter for the workshop and worked to find a reasonable caterer who could meet our requirements. She made sure the choirs were informed of all the events and their locations. A special SOU map was created to aid the choir members and family to find parking and the Rogue River Room and accessible pathways. I have attached the email from Kim to the participating choirs to facilitate the activities.

Kim worked with SOU facilities and the SOU U.N. Club to plan the Social Justice Fair event and to coordinate that event with ours. The size of our audience was beyond the capacity of the SOU Recital Hall, so our overflow audience would be seated in the Rogue River Room where the Social Justice Fair took place on Sunday afternoon. The U.N. Club and the organizations working the tables enjoyed the music and the One Voice participants interest in their organizations.

Our Director and Kim met with the SOU media teams to ensure the audio and visual output would be as needed. Technical issues were worked on for several days to ensure our music would be enjoyed by the overflow crowd. RVTV videoed the concert and will make DVDs for the participants. The choir paid Tom Freeman to run the sound for the concert using Rogue Valley Peace Choir equipment.

The Rogue Valley Peace Choir Performance Team did a great deal of work creating the entire event from renting the venue to ensuring equipment was available and choirs were informed. There were ten volunteers involved in that team. The Publicity Team was very successful at getting the word out about the event with the flyers and publicity spots. In that team there were 15 volunteers. The Social Team created a lovely lobby experience for the audience with snacks and decorations. Eight team members cheerfully did those jobs. We needed six ushers

and runners to hand out the programs, get people seated and keep the choirs informed of the schedule. Pitching in wherever needed were eight miscellaneous volunteers. My husband being one of them. The total by that count is 47. I would like to also acknowledge our seven Board members who are volunteers and are keeping the show going. They are already listed among the volunteers.

The Rogue Valley Peace Choir is grateful to the City of Ashland for their interest and support. We feel our message and the expression of it through music is a valuable effort. I wish you could have been there to see the audience and experience the power of One Voice.

Respectfully Submitted,

A handwritten signature in black ink that reads "Dawn Sinnott". The script is cursive and fluid, with the first letters of "Dawn" and "Sinnott" being capitalized and prominent.

Dawn Sinnott
Rogue Valley Peace Choir President

Monday, February 5, 2018 email from Kim to the participating choirs:

Greetings directors and facilitators!

Here are a few notes on order for sound checks and performances for "One Voice." (Rob already sent out the sound check info but it can't hurt to just make sure everyone has the information.)

The SOU Music Building will be open to choirs at 11:00 a.m. at which time your warm-up room will be available.

WARM UP ROOMS:

When you arrive, you will be directed to your warm-up room. These rooms are in the Music Building, the same building as the concert hall. There will be a sign on your room with your choir's name. (Belongings can be left in warm-up rooms as they will be locked once you pull the door shut. There won't, however, be in-and-out access so don't leave anything you will need when you perform.)

(Note: RVPC will warm up onstage during sound check.)

SOUND CHECKS ON STAGE:

11:15-11:45	Rogue Valley Peace Choir
11:50-12:05	In Accord (Eugene)
12:10-12:25	Eugene Peace Choir
12:30-12:45	Emandal Peace Choir (Willits)
12:50- 1:05	Portland Peace Choir
1:05- 1:30	ALL CHOIRS ON STAGE for 'One Voice' final song rehearsal

1:30 House opens to audience

Note: 5 minutes are allotted in between each sound check for getting on stage. RVPC will start 15 minutes earlier for the sound engineer to get initial settings.

ORDER OF PERFORMANCE:

1. Eugene Peace Choir
2. Portland Peace Choir
3. In Accord
4. Emandal Chorale
5. Rogue Valley Peace Choir
6. ALL CHOIRS for "One Voice" finale

Please note: Since we will be in another building watching the concert stream into the hall, each choir should know **who is performing directly before them**. When that choir begins, your choir must make its way to the Music Building to line up in the hall backstage.

Please be courteous and quiet so that no noise interferes with the choir performing onstage.

Of course, we will have people to help you find your way to where you need to be at the right times!

In Peace!
Kim

Survey Results

Rogue Valley Peace Choir inserted a half page survey on a peach-colored paper (see attached survey) into our program. Audience members and the visiting choirs were asked to answer the questions on the survey and hand it back to an usher or put it in the box for programs.

We received 196 surveys in response. Tourists came from Edmonds Washington, Anchorage Alaska, Atlanta Georgia, California, Washington and Oregon to our One Voice Concert event. We asked for their zip code and we used that information to organize the data and present the results.

California Visitors

In response to our survey 87 California residents recorded their activities in Ashland. Considering our fine restaurants and the need to eat, 82 of the respondents from California dined at a restaurant. Nine visited an art gallery. All but 8 of the California visitors stayed in a hotel/motel. About eighty-eight percent of the travelers from California were in the 50-70 age range, with 1 under 30, 6 in the 30-50 years old range and the remaining over 70 years old.

Most listed their own peace choir as the most common information source for the event; "word of mouth" was next most common at 18%. The newspaper and flyer were next source of information about the event at 4%.

The California audience and visiting choirs spoke glowingly of the sense of community the event fostered. They appreciated the Rogue Valley Peace Choir's efforts to make the event a success. Our choir leaders met for coffee on Sunday morning in addition to being at the Saturday workshop and enjoying the Saturday dinner together. One member wrote that it was the "Highlight of the year!" Another said, "We love visiting Ashland." Another wrote, "A wonderful opportunity to meet and sing with new people from around the Pacific NW."

Portland Visitors

From our audience and in the visiting Portland Peace Choir, 31 people responded to our survey and recorded their activities in Ashland. All but one respondent ate at one of Ashland restaurants. Over 30% stopped for drinks. I should know, I saw some of them. Over 35% did some shopping at the stores in Ashland. Two of them must have had friends in town, the rest stayed in a hotel/motel. Only 4 respondents did not get gas in Ashland. I assume they were the passengers. The other 27 visitors stopped to fill up.

All but 5 of the Portland respondents were in the 50-70 year old age range. They found our event inspirational and full of peace and love. They thanked us for all of our efforts to make the event smooth and fun. They were glad to spread the message of peace and have some fun.

Eugene Visitors

All 10 of the Eugene respondents dined out at restaurants. All of them stayed in a hotel/motel and three bought gas. A third of them went shopping. They heard about the event by "word of

mouth" or from another peace choir member. They all made comments reflecting how the event gave them hope, inspiration and courage.

Bend Oregon

The two visitors from Bend who attended the concert and filled out a survey ate in restaurants, visited art galleries, shopped and stayed at a hotel. They heard about the event through social media and then by making enquiries in the community.

Grants Pass, Gold Hill, Murphy Visitors

From this area north of us, 5 surveys were filled out. The five people had 12 total in their parties. Out of the 12 visitors, four had dinner in Ashland. They heard about the event in the newspaper and by "word of mouth". Rogue Valley Peace Choir has about 100 members. This is how "word of mouth" becomes such a strong factor in bringing in an audience. Their age range was four people 50-70 years of age and eight over 70. I give them lots of credit for coming to Ashland on a snowy afternoon. They found our message moving. When asked in the survey "*What our concerts mean to you*", one responded, "Everything! Need more concerts! It feeds my soul."

Medford, Central Point Visitors

Twenty-five visitors came to Ashland for the One Voice concert from the northern part of our Rogue River Valley completed surveys after coming to Ashland for the One Voice Concert. Five of them went to a restaurant while they were in Ashland. Two of them went shopping while they were in town. They were drawn to the event by all of our sources of publicity - the reliable "word of mouth", the up and coming social media, one by our flyers and the other half by the newspaper coverage.

Two of the audience members from the northern part of the Rogue River Valley were 30-50. The other four were over 70. They were there to hear our songs of peace and love and commented on the beauty of the songs and how uplifting the music was.

Phoenix-Talent Visitors

We had 10 surveys returned with zip codes indicating they lived in the Phoenix-Talent area. These ten surveys represented 24 people. Two of the audience members had seen the newspaper coverage. Sixteen of them had seen the flyer and then many of those had also heard of the event from a choir member and then, of course, five had heard through word of mouth.

Twelve of these visitors went out to a restaurant in Ashland. Seven of the visitors went shopping. A pair of them had drinks and then (I'm sure) waited an appropriate time period to get gas in Ashland and drive home.

Over half of this group was in the 50-70 years of age group. Three were in the 30-50 group. Two were in the 10-30 age group and the last five were over 70.

Ashland Audience members

We received surveys from 87 members of the audience who had the Ashland zip code. Adding the count they reported for the number in their party, there were 177 audience members from Ashland. They were the usual busy Ashlander. Fifty-five of them dined in a restaurant. Thirteen had drinks. Eleven visited an art gallery and fifteen shopped that day and got to the concert.

The largest age group responding was the 50-70 year olds with 108 people coming to the concert. The next largest age group was the over 70s with 52 in attendance. There were 6 audience members in the 30-50 group and 2 in the below 30 years old age group.

Comments ranged from loving the music, thinking it was upbeat and fun, and feeling a sense of community with purpose and heart. "A wonderful community event of loving music." I loved this one- "One of the reasons I moved to Oregon, peace and tolerance." Then, this one too- "Thank you for bringing these 5 groups together- the power of one voice, the power of music."

Edmunds Washington

Seven people from Edmunds Washington turned in surveys. They all went out to a restaurant. Four of them had drinks at some point. Three of them visited a gallery. All of them went shopping and stayed in a hotel/motel.

All 7 were in the 50-70 age range. They heard about the event from a Rogue Valley Peace Choir member. They found the event spoke to their heart and was thought-provoking." A much needed cry to action in a world of discord and anxiety."

Anchorage Alaska Visitor

This group of three visitors dined out in Ashland, visited a gallery and stayed in a hotel. They heard about the event from a Rogue Valley Peace Choir member. (We do get about)

They were over 70 and found the concert fantastic and meaningful.

Atlanta Georgia

We don't know anything about the Atlanta travelers, except that there were 3 of them and they had drinks, heard about the event by word of mouth and stayed in a hotel and were in the 50-70 age range. I love thinking of them being there.

Financial Report for One Voice Concert February 11, 2018

Rogue Valley Peace Choir received a \$5000 grant from the City of Ashland in 2017. \$3000 was designated for tourism, specifically with regard to the One Voice Choir Festival hosted by RVPC. The rest was to be used as delineated in the RVPC 2017 grant application.

The grant funds were spent in the following manner:

\$3000 for Tourism (One Voice):

- \$800 to hire an event coordinator
- \$125 to print fliers for distribution in Ashland, Talent, Phoenix, Medford and Jax
- \$250 venue rental United Methodist Church
- \$432.50 venue rental Stevenson Union Rogue River Room at SOU
- \$431.75 venue rental SOU Concert Hall
- \$405.75 toward playbill production
- \$300 Music Director
- \$255 Piano Accompanist

\$2000

- \$1,597.25 (50% of the cost of production of practice recordings)
- \$402.75 (17% of cost of new sound equipment)

The One Voice event was very successful, thanks in large part to the City of Ashland grant. The total expenses for the event were \$8062, slightly below the projected budget of \$8100. RVPC was able to leverage the increased credibility afforded by this grant to secure in-kind contributions and discounts from vendors totaling \$2,100. In addition, RVPC partnered with SOU UN club and the IT department, bringing the total discounts to \$4400. The result of this collaboration and the financial contribution of the City of Ashland was a well received, well attended, well publicized event. We look forward to another opportunity to host this festival in the near future.

Respectfully Submitted,



Lisa Afshar, RVPC Treasurer

Encl: Register of Temporary Restricted Net Assets, City of Ashland; Expense Report One Voice; Income Report One Voice

Rogue Valley Peace Choir

3/27/2018 9:23 AM

Register: Temp. Restricted Net Assets

From 07/01/2017 through 03/27/2018

Sorted by: Date, Type, Number/Ref

<u>Date</u>	<u>Number</u>	<u>Payee</u>	<u>Account</u>	<u>Memo</u>	<u>Increase</u>	<u>C</u>	<u>Decrease</u>	<u>Balance</u>
07/12/2017	1	City of Ashland	Choir Expenses:Perfor...	3000 for touris...	3,000.00			3,000.00
07/12/2017	3	City of Ashland	Operations:Rehearsal S...	50% of practise...	1,597.25			4,597.25
07/12/2017	4	City of Ashland	Other Types of Expens...	sound equipment	402.75			5,000.00
09/14/2017	5	Rob Lowry	Operations:Rehearsal S...	50% of practise...			1,597.25	3,402.75
11/10/2017	2	Kim Griswell	Choir Expenses:Perfor...	Joint chor coord			800.00	2,602.75
11/25/2017	6	Guitar Center	Other Types of Expens...				402.75	2,200.00
01/10/2018	2601	CDS	Choir Expenses:Perfor...	flyers			125.00	2,075.00
01/25/2018	2606	First Methodist Chur...	Choir Expenses:Perfor...				250.00	1,825.00
02/08/2018	2612	Souther Oregon Univ...	Choir Expenses:Perfor...	Rogue River R...			432.50	1,392.50
02/08/2018	2613	Souther Oregon Univ...	Choir Expenses:Perfor...	concert hall			431.75	960.75
02/11/2018	2631	Rob Lowry	Choir Expenses:Music...				300.00	660.75
02/11/2018	2632	Mikiko Petrucelli	Choir Expenses:Piano ...				255.00	405.75
02/25/2018	2627	CDS	Choir Expenses:Perfor...	One Voice Pro...			405.75	0.00

Rogue Valley Peace Choir
Profit & Loss Detail
July 1, 2017 through March 27, 2018

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Ordinary Income/Expense								
Expense								
Choir Expenses								
Performance Costs								
Combined Choir Festival								
Festival Additional Space rent								
Check	01/25/2018	2606	First Methodist Chu...	Workshop ve...		Rogue Credit ...	250.00	250.00
General Journal	01/25/2018	2602	First Methodist Chu...			Temp. Restrict...	-250.00	0.00
Total Festival Additional Space rent							0.00	0.00
Festival Consulting Coordinator								
Bill	11/10/2017	2	Kim Griswell	From City of ...		Accounts Pay...	800.00	800.00
General Journal	11/10/2017	2	Kim Griswell	Joint chor co...		Temp. Restrict...	-800.00	0.00
Total Festival Consulting Coordinator							0.00	0.00
Festival Dinner								
Check	02/10/2018	2619	Maren Caterer			Rogue Credit ...	2,160.00	2,160.00
Check	02/10/2018	2620	Maren Caterer	Gratuity		Rogue Credit ...	300.00	2,460.00
Total Festival Dinner							2,460.00	2,460.00
Festival Publicity								
Check	01/10/2018	2601	CDS	One Voice Fl...		Rogue Credit ...	125.00	125.00
General Journal	01/10/2018	7	CDS	flyers		Temp. Restrict...	-125.00	0.00
Check	01/25/2018	2607	Kim Griswell	Ad Design S...		Rogue Credit ...	75.00	75.00
Check	01/31/2018	2608	Martha Hess	Flier distribut...		Rogue Credit ...	125.00	200.00
Check	02/06/2018	2611	minhute man	reimbused da...		Rogue Credit ...	115.78	315.78
Check	02/10/2018	2616	Dawn Sinnott	surveys, env...		Rogue Credit ...	200.60	516.38
Check	02/16/2018	2624	JPR	Underwriting ...		Rogue Credit ...	300.00	816.38
Check	02/25/2018	2627	CDS	one voice pro...		Rogue Credit ...	625.00	1,441.38
General Journal	02/25/2018	2623	CDS	One Voice Pr...		Temp. Restrict...	-405.75	1,035.63
Check	03/01/2018	2629	kskq	KSKQ under...		Rogue Credit ...	300.00	1,335.63
Check	03/26/2018	2636	Sneak Preview			Rogue Credit ...	300.00	1,635.63
Total Festival Publicity							1,635.63	1,635.63
Festival Sound Engineer								
Check	02/16/2018	2626	Tom Freeman	Sound Tech		Rogue Credit ...	180.00	180.00
Total Festival Sound Engineer							180.00	180.00
Festival Space Rental								
General Journal	02/08/2018	2612	Souther Oregon Uni...	Rogue River ...		Temp. Restrict...	-432.50	-432.50
General Journal	02/08/2018	2613	Souther Oregon Uni...	concert hall		Temp. Restrict...	-431.75	-864.25
Check	02/08/2018	2612	Souther Oregon Uni...	Rogue River ...		Rogue Credit ...	432.50	-431.75
Check	02/08/2018	2613	Souther Oregon Uni...	Concert Hall		Rogue Credit ...	431.75	0.00
Total Festival Space Rental							0.00	0.00

Rogue Valley Peace Choir
Profit & Loss Detail
July 1, 2017 through March 27, 2018

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Festival Workshop Presenters								
Check	02/10/2018	2614	Cyrese Beatty Scha...	workshop pre...		Rogue Credit ...	600.00	600.00
Check	02/10/2018	2617	Cyrese Beatty Scha...	photocopy ex...		Rogue Credit ...	45.32	645.32
Total Festival Workshop Presenters							645.32	645.32
Misc -- flowers								
Check	02/10/2018	2615	Lisa Afshar	Rob and Miki...		Rogue Credit ...	110.70	110.70
Check	02/10/2018	2618	Festival Attendee	Refund		Rogue Credit ...	30.00	140.70
Total Misc -- flowers							140.70	140.70
Music Director								
Check	02/11/2018	2621	Rob Lowry	Compensation		Rogue Credit ...	300.00	300.00
General Journal	02/11/2018	2631	Rob Lowry			Temp. Restrict...	-300.00	0.00
Total Music Director							0.00	0.00
Piano Accompanist								
Check	02/11/2018	2622	Mikiko Petruccelli	Compensation		Rogue Credit ...	255.00	255.00
General Journal	02/11/2018	2632	Mikiko Petruccelli			Temp. Restrict...	-255.00	0.00
Total Piano Accompanist							0.00	0.00
Combined Choir Festival - Other								
General Journal	07/12/2017	1	City of Ashland	3000 for touri...		Temp. Restrict...	3,000.00	3,000.00
Total Combined Choir Festival - Other							3,000.00	3,000.00
Total Combined Choir Festival							8,061.65	8,061.65
Total Performance Costs							8,061.65	8,061.65
Total Choir Expenses							8,061.65	8,061.65
Total Expense							8,061.65	8,061.65
Net Ordinary Income							-8,061.65	-8,061.65
Net Income							<u>-8,061.65</u>	<u>-8,061.65</u>

5:33 PM
03/26/18
Accrual Basis

Rogue Valley Peace Choir
Profit & Loss
July 1, 2017 through March 26, 2018

Jul 1, '17 - Mar 26, 18

Ordinary Income/Expense	
Income	
Choir Income	
Performance Income	
Combined Choir Festival	
Concert Donations	1,798.00
Concert Program ads	620.00
Dinner Payments	2,775.00
Workshop Fees	1,980.00
Total Combined Choir Festival	7,173.00
Total Performance Income	7,173.00
Total Choir Income	7,173.00
Total Income	7,173.00
Net Ordinary Income	7,173.00
Net Income	7,173.00