

Southern Oregon
**Repertory
Singers**

PO Box 1091
Ashland, OR 97520

(541) 552-0900
www.repsingers.org

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Richard Seidman, *Executive Director*

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October 1, 2018

Natalie Thomason
City of Ashland
20 East Main Street
Ashland, OR 97520

Dear Ms. Thomason,

Enclosed is Southern Oregon Repertory Singers' final report for the \$5,000 Economic and Cultural Development grant we received for the fiscal year July 1, 2017 through June 30, 2018. Please let me know if you have any questions or need more information.

We are grateful to the City of Ashland for its generous support that makes a huge difference to our small organization!

Sincerely,



Richard Seidman
Executive Director

SOUTHERN OREGON REPERTORY SINGERS
 2017-18 Economic and Cultural Development Grant
 Final Report

The purpose of this \$5,000 grant was to support the presentation eleven performances, expand our audience, and continue our successful Community Engagement Program for local high school students

We succeeded on all fronts.

The summary of the performances is:

Program/Event Title	Dates of Event	Number of Attendees
"The Heart's Reflection"	10/28, 10/29 2017	564
"The Snow Lay Deep on the Ground"	12/16, 12/17, 2017	834
"First Light: The James M. Collier Festival of New Choral Music"	3/3, 3/4 2018	715
Beethoven Symphony No. 9 Collaboration with Rogue Valley Symphony Orchestra	4/20, 4/21, 4/22 2018	2,100
"Baroque Majesty"	5/19, 5/20 2018	603
Grant Total of Concert Attendees		4,816

The audience response to our concerts was overwhelmingly and effusively positive. Here are some audience comments:

- "Breathlessly beautiful! This performance compares with any of the best worldwide."
- "Exquisite sound-chorus keeps getting better and better. Very moving."
- "Incredibly rich and perfectly performed music. Love the enthusiasm of Dr. French and the great voices he finds."
- "Amazing performance of superb music. Nowhere else puts on this level and quality of performance anywhere in Southern Oregon. Love it!"
- "Thank you for the soul-drenching magnificence!"

- "I'm brand new to choral music. I love it! I'll be back next year as a subscriber."
- "I rarely have the opportunity to attend such great music so well performed."
- "Finest music in our blessed valley-conducting, music selection, musicians!"
- "Repertory Singers bring such high quality and inspiration to our region! As a European, this is one of my prime sources of real culture."
- "The music inspires reflection. The ancient musical instruments are fascinating. The singers are world class. The conductor is superb and cares for the audience and educates us in the most delightful way."
- "Everything SORS does is wonderful! I have never been disappointed."
- "Best choral performance in the West."
- "It is wonderful to be able to enjoy this high level of choral music in the Rogue Valley. As a choral singer for many years, I truly appreciate the quality of the Repertory Singers."
- "Made my soul soar."
- "Listening to today's concert makes my ears happy. Your tuning is wonderful. The music selection is wonderful and you are so polished you glow!"
- "The pre-concert lecture and chorus are always excellent, thrilling and spiritually uplifting in my life."
- "I love the Repertory Singers and the selections of Paul French. They touch my heart and soul and fill me with joy and peace."

The first annual concert of "First Light: The James M. Collier Festival of New Choral Music," was especially successful. One couple wrote afterwards, "You promised 'First Light' would be both beautiful and melodious, but it was GLORIOUS!!!, uplifting, and one of the most memorable programs we've attended in over forty years. After attending Saturday evening, we yearned to repeat the experiences again on Sunday. Instead, we promoted the concert to friends, and five new patrons descended on the box office Sunday afternoon."

The Ashland Daily Tidings wrote that the concert "was as much a testament to new music and the exposure of the public to new music as it was to community spirit in Ashland and her environs."

We look forward to building on the success of this inaugural concert in the second annual First Light concert in March 2019.

The Music Outreach Program reached approximately 200 students at seven area high schools in October and November, 2017. Student comments included:

- "You all have honestly inspired us all so much."
- "I love how you guys show us the history of each piece."
- "Watching you all perform was eye-opening. Everyone connected to the music so well and expressed the emotion to the audience. It was truly amazing."
- "You remind me of why I sing."

- "You all have amazing individual voices that I could hear but the way you can suddenly go from clearly different parts to blending your voices almost as one was incredible."
- "So many times I was impressed where my jaw dropped and nothing else mattered."
- "My goal in life is to one-day sing as beautifully as everyone in your choir!"

Ashland High School choral director Nancy Martin wrote, "Repertory Singers came in and absolutely wowed our students. They were inspired to hear such a large beautiful sound from such a small ensemble, and they liked the variety of the pieces performed. Having the musicians sing with us was wonderful; the students learned their parts twice as quickly and enjoyed sounding like a professional group."

We expended the grant budget as follows:

- Operating expenses, including rental of SOU Music Recital Hall and stage management, for each of four concerts in the 2017-2018 season. - \$4,250
- Outreach Program Music Director salary. - \$750

We're grateful to the City of Ashland for supporting Rep Singers' 32nd season and helping us enhance our presence as one of the most excellent arts organizations in Southern Oregon.