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The MSO and Milwaukee

- The Milwaukee Symphony Orchestra has a quantifiable impact of \$39 million on our local economy every year (combined MSO and audience expenditures; household income generated; local gov't revenue; state gov't revenue, etc.).
- The MSO reaches more than 200,000 people each season with over 135 classic, pops, family, education and community concerts held throughout the state.
- 100,000 patrons annually travel to downtown Milwaukee for MSO concerts at Uihlein Hall at the Marcus Center for the Performing Arts.
- MSO audiences generate nearly \$6 million per year in the form of tickets sales, lodging, transportation and parking, meals and childcare in Southeastern Wisconsin.
- Last season, 5,644 new households who had never experienced the MSO before purchased tickets. This was a 32 percent increase in new patrons over last season.
- The MSO doubled its single ticket revenue from stand-alone concerts, meaning more people than ever want to experience the power of music with the MSO.
- Nearly 1,500 first-time donors contributed to the MSO's artistic future last season.
- By transforming the historic Warner Grand Theatre into the new Milwaukee Symphony Center, approximately \$80 million in public and private contributions will be invested in West Wisconsin Avenue.
- The added patronage to this area will be of tremendous benefit to the resurgence of West Wisconsin Avenue – both in terms of impact on existing tenants as well as attracting future development.
- The MSO's planned move to the Warner Grand Theatre will free up additional scheduling opportunities at the Marcus Center and the new Milwaukee Symphony Center – a benefit for the entire Milwaukee arts community.

Music That Inspires and Engages

- More than **200,000** people enjoy the MSO every year. Over the past 10 years, nearly **600,000** tickets have been sold to Milwaukee County residents
- During the past two seasons, the MSO performed approximately **44 free and low-cost concerts** in the Milwaukee community, reaching more than 23,500 community members, including:
 - MSO Mondays at Colectivo Coffee – The MSO has played nearly 100 free concerts since the program began in 2006
 - MSO + Me concert – Beginning in November 2014, more than 90 community members have performed side-by-side with MSO musicians
 - Outdoor Concert Series – Each June and July, the MSO reaches approximately 10,000 Milwaukeeans through these concerts in the parks
 - Secret Symphony – In February 2016, the MSO held its first Secret Symphony for 325 Milwaukeeans
- During the 2015/16 school year, the MSO's nationally acclaimed Arts in Community Education (ACE) program:
 - Served 25 public, private and charter schools from nine local school districts
 - Brought acclaimed arts education to **more than 7,400 students** of diverse racial, ethnic and socioeconomic backgrounds, as well as **more than 500 faculty and staff**
 - Fifty-two percent of the 7,400 ACE students served in 2015/16 are minorities, and 64 percent of students came from low-income families and receive free or reduced lunch
 - Facilitated 410 ensemble visits by MSO musicians and cultural partners to participating ACE schools – 385 daytime visits and 25 family nights
- During the 2015/16 school year, the MSO played 15 concerts as part of its Concerts for Schools programming and introduced symphonic music to **23,444 students from 222 elementary and middle schools in 18 Southeastern Wisconsin** and three Northern Illinois counties
 - Twenty-five percent of students served in the Concerts for Schools program were from Milwaukee Public Schools
- As part of the Link Up program, in partnership with Carnegie Hall's Weill Music Institute, Rufus King High School's Drum Line joined the MSO for two performances. *Link Up pairs orchestras across the country with students in grades 3-5 at schools in their local communities for a year-long, hands-on music curriculum*

