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Philadelphia Orchestra Ticket Revenue Surges for 2015-2016 Season

Strong Growth in Other Accessibility Initiatives

(Philadelphia, May 19, 2016)—The Philadelphia Orchestra Association reports that 2015-16 earned income revenues for the main subscription season and other special concerts total slightly over \$12 million. This is an increase of 11% over last year's ticketed revenues, a 45% increase over the revenues of the 2010-11 season, and the highest earned income for the Orchestra in over a decade. With respect to the Orchestra's main subscription series, the season saw the Orchestra expanding its reach across the community, with a 9% year-on-year increase in the number of households purchasing tickets and a 13% increase in households over the past five seasons. Total tickets sold for the main subscription series also grew by 5% over last season and by 9% over the 2010-11 season.

"Increasing revenue sources on all fronts is a primary goal for The Philadelphia Orchestra Association and Allison and her team are making steady progress," stated Association Board Chairman Richard B. Worley. "That the ticket revenues are so strong this year hardly comes as a surprise, however. Anyone who has sat in the house, as I have, for so many exciting concerts could easily feel the enthusiasm from the audience. I offer my congratulations to the musicians and staff of the Orchestra for their success this season and over the last several years."

Philadelphia Orchestra President and CEO Allison Vulgamore expressed equal appreciation for the support of the Orchestra from the community at large. "This particular rise in earned revenue, both in dollars and in numbers of tickets sold, is vitally important. We express our boundless appreciation to the community of Philadelphia for its support and celebrate the strong, dynamic relationship between the community and the Orchestra. This rise also indicates Philadelphia's recognition of the artistry of Yannick Nézet-Séguin and the Philadelphia musicians, as well as that of Principal Guest Conductor Stéphane Denève and our many distinguished guest artists. Each concert provides a unique experience."

Additionally, The Philadelphia Orchestra's audience development strategies continue to yield dividends. Among those programs are Young Friends, eZseatU, and its newest addition, TeenTix, the latter two of which are part of the accessibility portion of HEAR, The Philadelphia Orchestra's portfolio of programs supporting health, education,

accessibility, and research. HEAR was announced in April at a free PopUP concert, which is itself part of an initiative to allow free access to the artistry of The Philadelphia Orchestra, avoiding barriers to enjoyment of the rich resource the Orchestra represents to the community. Approximately 40% of the attendees at the PopUP concert had never before attended a Philadelphia Orchestra concert, further indicating the Orchestra's expanded reach throughout the community.

Aspects of the audience development program include:

- The Young Friends of The Philadelphia Orchestra program was created to allow a place for young professionals to become a part of the Orchestra family. This program offers free membership with pricing benefits to members, along with regular networking and social events where participants, musicians, and guest artists mingle. Since the program's inception in 2011, this group has grown to over 2,400 members actively engaged with the Orchestra. Of this group, approximately 12% have become subscribers. Additionally, 13% of the members first came to The Philadelphia Orchestra through its college membership program, eZseatU. The Young Friends are sponsored by PNC Arts Alive.
- In 2009 the Orchestra began eZseatU. Since then, approximately 1,500 students have attended main subscription concerts on average of 5 times each a season, and more than 10,000 unique students have participated in the program, making over 101,000 visits. eZseatU is presented by PNC Arts Alive, with additional generous support provided by the Amy P. Goldman Foundation.
- The TeenTix initiative, newly begun during the 2015-16 season, is a pilot program for middle and high school students. TeenTix makes a limited number of \$10 seats available for select concerts and over 120 students participated in this offering.

About [The Philadelphia Orchestra](#)

About President and CEO [Allison Vulgamore](#)

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