DEAR FRIENDS,

One of the perks of being UMS President is that I get to share good news with you every year through our Annual Report. Our 2013-2014 report continues that trend, reflecting the work we are doing to present the world’s great artists, nurture creativity, and deepen the impact of the performing arts throughout our community.

The UMS 2013-2014 season was especially rich in variety, with performances that brought audiences to the festive Fats Waller Dance Party with Jason Moran at Downtown Home and Garden, to Hill Auditorium for pianist András Schiff, to Performance Network for The Table, and to the Power Center for The Suit. We presented artists from 15 different countries ranging as far as Japan, with Shun-kin performed by Complicite and Setagaya Public Theatre; Pakistan’s Asif Ali Khan; and The Manganiyar Seduction from northern India. We also charted new organizational territory in our educational programs, launching our first-ever undergraduate course, offering a new Faculty Institute on the arts and academics, and creating an innovative arts internship program. Each performance and activity added to the powerful, bold, sometimes challenging, and always exciting 2013-2014 season.

In November 2013, UMS announced the Victors for UMS campaign as part of the U-M Victors for Michigan campaign. Our fundraising goal is $50 million, $30 million of which will go toward endowment. The next three sections of this Report are organized around the three goals we have set for our campaign (Access and Inclusiveness, Engaged Learning, and Bold Artistic Leadership), with examples of our achievements over the past year listed under each one.

UMS proudly closed the year in the black, maintaining a strong financial position through careful budget management, strong marketing efforts to promote ticket sales, and increased fundraising. As the economy recovers, our prospects look even better for a strong and stable future. I’d like to highlight two major gifts in particular that were secured in 2013-2014, each of which will endow a Chamber Arts concert in perpetuity. These named endowment funds were established by U-M emerita faculty member Ilene Forsyth and by Candis and Helmut Stern. You can read about the tremendous impact made by some of our generous donors at www.ums.org/support.

I want to thank all our donors, at all levels, and all our ticket buyers for your ongoing support. As an independent non-profit closely affiliated with the University of Michigan, we depend almost entirely on you to make our season possible. We have a terrific 135-year history, and we look forward to working with you to create a very bright and exciting future.

Sincerely,

Kenneth C. Fischer
President
CAMPAIGN GOAL #1:
ACCESS AND INCLUSIVENESS

IMPACT
UMS digitized and archived all of our UMS Learning Guides on our website for anyone to use. These guides are created as a resource for K-12 teachers to prepare their students for their experience at a UMS School Day performance and include everything from what to expect when you get to the hall, to the art form and historical context. They are an excellent resource for anyone. You can peruse our guides at www.ums.org/learn/k-12/resources.

UMS presented seven K-12 School Day performances, with 6,889 students attending from schools across Washtenaw, Wayne, Oakland, and Livingston Counties. Thanks to our generous donors, UMS was able to subsidize the cost of these events, keeping tickets to just $7 per student.

As part of a national effort called Engaging Dance Audiences, UMS received a grant that supported efforts to build audiences for dance, encourage a deeper understanding of the art form, and help remove some of the barriers that keep people from “trying” dance. UMS explored new initiatives around dance, including a Dance Club with pre- and post-performance events, a Night School series of public lecture/demonstrations on dance and movement, and a You Can Dance series of movement workshops offered at the Ann Arbor Y.

UMS provides affordable access to students through several subsidized ticket programs that provided more than 12,000 discounted tickets to students last season. In 2013-2014, UMS launched Bert’s Ticket, an opportunity made possible thanks to 103-year-old U-M alumnus Bert Askwith. Bert is offering every first and second year student a free ticket to attend a UMS performance because he believes the arts are a critical part of a Michigan education. All of our ticket programs for college and high school students are listed on our website, at www.ums.org/students.
CAMPAIGN GOAL #2: ENGAGED LEARNING THROUGH THE ARTS

IMPACT
For the first time ever, UMS launched an academic course in Winter 2014, in collaboration with the College of Literature, Science, and the Arts (LSA) and the School of Music, Theatre & Dance (SMTD). Part of an arts integration project supported by the Andrew W. Mellon Foundation, Engaging Performance attracted over 75 students from 35 majors, with nearly 60 of them new to UMS. The course content was directly connected to UMS performances during the semester. Students purchased concert tickets as the “text” for the course, talked with visiting UMS artists and arts administrators, engaged in hands-on arts activities, and explored how the performing arts are an integral part of their lives and the world at large. The course was team-taught by faculty members from LSA and SMTD and fulfilled the LSA Humanities distribution requirement. Watch the impact of the course in the video above.

Another first for UMS was to work with LSA administrators to launch a Faculty Institute for Arts-Academic Integration in May 2014. Fifteen faculty members from a variety of disciplines participated in a two-day workshop and will continue to meet over the next two years to explore ways to integrate the arts into their curriculum, with the eventual goal of offering arts-integrated courses during 2015-2016. See the Faculty Institute video for a closer look.

Thanks to a grant from the U-M Third Century Initiative, UMS and SMTD piloted a new 21st Century Artist Internship program. Four students from SMTD were selected through a competitive process for immersive summer internships with four different companies, each of which will be presented by UMS during our 2014-2015 season. The four students will serve as campus “ambassadors” for their companies and will offer various educational events about them, both for fellow students and for the general public. Stay tuned to hear directly from these U-M students in 2014-2015 as they put their experiences to work during the companies’ Ann Arbor visits. Information about their public events will be posted at www.umslobby.org.
IMPACT

UMS presented **69 performances** of classical music, theater, dance, jazz, and global music in 2013–2014. Our season showcased a wide variety of artists, art forms, and venues. UMS presented industry giants, including Tony Award–winner Audra McDonald and Grammy Award–winner Michael Tilson Thomas, as well as local debuts of younger, **up-and-coming artists** such as Colin Stetson and Tara Erraught. UMS also continued to support **international artists** of the highest quality, presenting artists from 15 different countries.

UMS presented our third season of **Renegade performances**, which spanned the disciplines of dance, music and theater. Thanks to your generous support, we also exceeded the annual $100,000 Renegade challenge.

Our self-produced documentary, “A Space for Music, A Seat for Everyone: 100 Years of Hill Auditorium,” received a **Michigan Emmy Award** for Best Historical Documentary.

Wynton Marsalis and the Jazz at Lincoln Center Orchestra were honored with the UMS Distinguished Artist Award at the **19th Annual Ford Honors Program and Gala**.

Several generous donors helped UMS establish the **Michael Kondziolka Artistic Leadership Fund** in honor of Michael’s 25th anniversary with UMS. This fund will support the ability of UMS to research and discover new works to present in future seasons. It will also be used to support the commissioning of new works.

UMS launched our third website, **UMS Rewind (www.umsrewind.org)**, an archive digitization project done in collaboration with the Ann Arbor District Library that has been years in the making. With the help of the Library, we have scanned large amounts of archival data on UMS including program books, photographs, and other memorabilia. We also built a searchable database with information about UMS’s rich history of artists, performance dates, and repertoire. Now, with the Rewind website, anyone can access and explore these archives and connect with our history.
FINANCIALS.

2013-2014 SEASON FINANCIAL STATEMENTS

UMS proudly closed the year in the black. In spite of the economic challenges of the last decade, UMS has maintained a strong financial position through careful budget management, strong marketing efforts to promote ticket sales, and increased fundraising. As the economy recovers, our prospects look even better for a strong and stable future.

Click to view the Letter from the Auditors, Statement of Activities, and Statement of Financial Position

2013-2014 SEASON REVENUES – ACTUAL

- Ticket Revenue: 34%
- Individuals: 18%
- Foundations and Government: 12%
- U-M Partnership: 11%
- Endowment Interest: 9%
- Corporations: 7%
- Other Income: 6%
- Events: 3%

2013-2014 SEASON EXPENSES – ACTUAL

- Presentation: 68%
- Administration and Development: 18%
- Education: 12%
- Creation: 2%
FINANCIALS.

BY THE NUMBERS

82,251 Total performance attendance, including school day performances

12,815 Children, students, and community members served through 135 education and community engagement programs

12,171 Discounted student tickets sold to UMS performances, representing 17.2% of the paid audience

62 performances of 41 different events from 16 countries presented live on stage in Ann Arbor

275,000 unique visitors to UMS’s three online engagement platforms: www.ums.org, www.umslobby.org, and www.umsrewind.org

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