Dear UMS Family,

I am thrilled to share UMS’s 2014-2015 annual report with you, our generous community of donors, ticket buyers, and volunteers.

While this report reflects the results of your investment in UMS, there is perhaps no greater endorsement of the work that you have helped to make possible than UMS’s receipt of the 2014 National Medal of Arts, the highest award given to artists and arts organizations by the U.S. government. I was deeply honored to accept this award on behalf of UMS from President Obama at a White House ceremony on September 10th.

As a UMS supporter, you know that our mission is to inspire individuals and enrich communities by connecting audiences and artists in uncommon and engaging experiences. While it is wonderful to receive this honor as an affirmation of the work that we do, it also reflects the role of the innumerable audience members, donors, volunteers, and other supporters like you who make UMS both a globally respected and locally cherished organization.

I invite you to explore some of our 2014-2015 season highlights in the following pages. On behalf of the UMS Staff and Board of Directors, thank you for helping to make this extraordinary season possible.

Sincerely,

Ken Fischer
UMS President
National Medal of Arts

2014 RECIPIENT

Celebrating UMS as the recipient of the 2014 National Medal of Arts.

AWARDED BY
PRESIDENT OBAMA
AT THE WHITE HOUSE

THE FIRST
UNIVERSITY PRESENTER TO WIN THE NATIONAL MEDAL OF ARTS

HIGHEST GOVERNMENT AWARD FOR ARTISTS AND ARTS ORGANIZATIONS

NATIONAL MEDAL OF ARTS
In December 2014, UMS announced plans to launch a five-year orchestra residency program, to begin in the 2015-16 season. This commitment was made possible through the generous support of University of Michigan LSA alum Eugene Grant, whose $1 million gift will support the first year of the program with the New York Philharmonic. Through this unique partnership, students and community members will have access to one of the top orchestras in the world, not only through performances but through multiple educational and community activities.
## General 2014-15

### 2014-15 Programs: By the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mainstage Performances</td>
<td>65</td>
</tr>
<tr>
<td>HD Theater Broadcasts</td>
<td>9</td>
</tr>
<tr>
<td>School-Day Performances for K-12 Classrooms</td>
<td>7</td>
</tr>
</tbody>
</table>

**Total Number of Performances:** 81

### 2014-15 Mainstage Attendance

- Total Attendance: 69,393

### HD Broadcast Attendance (in addition to Mainstage Attendance)

- Attendance: 2,999

### University of Michigan Student Attendance

- Attendance at Mainstage Performances & HD Broadcasts: 11,451

### School-Day Performance Attendance

- Attendance: 5,034

### Dollars Spent in Our Community and Region

- Total: $5,636,501
General 2014-15

VENUES

In addition to our customary venues on the University of Michigan campus, audience members were able to experience unique performances in unexpected community spaces such as Trinosophes, a gallery/club space in downtown Detroit, and Ann Arbor’s Skyline High School.
Our audience members were able to experience performances by artists from 16 different countries, right in their own backyard.
“Much of the value of social media is its ability to help the organization learn and improve, understand the attitudes and opinions of stakeholders, and ultimately, build relationships.”

Beth Kanter, *The Networked Nonprofit*

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**People Are Talking**

These post-performance conversations on umslobby.org encourage audiences to provide feedback, ask questions, and engage in conversation with other audience members. Visit: umslobby.org/discuss.

- **YouTube**: 75k views
- **Facebook**: 49k views
- **Overall UMSlobby.org Traffic**: 34%
- **50% growth in traffic to People Are Talking conversations**
- **34%** of umslobby.org visits are to People Are Talking conversations
- **FACEBOOK**:
  - InCREASED page likes (+15%)
  - 7,100 total likes
- **TWITTER**:
  - GROWTH in followers (+15%)
  - 3,750 total followers
- **INSTAGRAM**:
  - GROWTH in followers (+30%)
  - 500 total followers

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**VIDEO INTERACTION**

**20.6%** of unique visitors to umslobby.org interacted with video (since January 2015)
Education & Community Engagement

2014-15 Programs: By the Numbers

Events & Programs

OVERALL

166+

Education & Community Engagement events

11,000+

TOTAL NUMBER

of adults and youth participated in Education & Community Engagement programs

32

master classes and artist visits for university and high school students

170

new U-M faculty members were introduced to UMS programs

TWO

New Faculty Receptions

THROUGH
Education & Community Engagement

2014-15 Programs: By the Numbers

Integrating the Arts with Academics

University Engagement
Second year of offering Engaging Performance, a course co-taught by U-M faculty where UMS performances serve as the ‘textbook’

Students Enrolled in Engaging Performance
- 33 - no prior engagement with UMS
- 20 - previously engaged with UMS

30 majors were represented, including 22 non-arts majors

53

264 students benefited from 8 U-M courses offered in 2014-15 that integrated UMS performances.

Faculty members were selected from 26 applicants during the second year of an institute co-led by UMS and U-M, for those who want to incorporate arts activities and hands-on learning experiences into their non-arts courses in LSA

Of the Institute fellows, 12 (86%) were new partners with UMS

UMS FY15 | Annual Report
Representing the 2014-15 ums season

Faculty Institute on Arts-Academic Integration:
Education & Community Engagement

2014-15 PROGRAMS: BY THE NUMBERS

21st Century Artist Internships

Four students from the U-M School of Music, Theatre & Dance interned with artist ensembles who were presented by UMS over 2014-15; interns spent 4-6 weeks with their ensembles over the summer and then created events and served as “ambassadors” when their ensemble came to campus.

Four 21st Century Interns produced:

- 1 K-12 master class
- 1 hosting of a class visit to a technical rehearsal
- 1 video
- 7 U-M in-class presentations
- 11 Lobby posts
- 3 community presentations
- 2 artist Q&A sessions
- 2 hosted events
- 2 U-M master classes

LOCATIONS WHERE STUDENTS INTERNEd OVER SUMMER 2014 WITH ARTIST ENSEMBLES

- PARIS
  - Théâtre de la Ville
- SAN FRANCISCO
  - San Francisco Symphony
- NEW YORK CITY
  - Trisha Brown Dance Company
  - Kyle Abraham/Abraham.In.Motion.
Education & Community Engagement

2014-15 PROGRAMS: BY THE NUMBERS

Community

205 participants in pre-show “Tune In” events that were offered before select performances at UMS Renegade performances

58 unique participants in “Night School: Curious About Dance” lecture/demonstration series

160 unique participants in “You Can Dance” movement workshop series in partnership with the Ann Arbor Y

K-12

5,000+ students in 2014-15 experienced a School Day Performance

7 School Day Performances featuring artists from around the globe

1,120 students came from outside Washtenaw County, including 230 from Detroit Public Schools

100 teachers participated in UMS workshops and professional development activities

$2K transportation grants offered by UMS to help defray costs of attending a School Day Performance.

34 in-class workshops were offered before and after the School Day Performances.

4 classrooms benefited from working directly with UMS touring artists.

ONE ESPECIALLY MEMORABLE EVENT

500 students and community members were able to learn from multimedia artist Ryoji Ikeda through a Saturday Morning Physics discussion with physicists Anthony Aguirre, Adam Frank, and Fred Adams.
Deep Dive: The Kyle Abraham/Abraham.In.Motion Residency

K-12 Events Included:

- School Day Performance
- 34 K-12 classrooms were impacted through in-class workshops to help tie the School-Day Performance to other core academic subjects
- Classrooms that were impacted included one for at-risk teens and one for special-needs students
- After-school master class for Detroit’s Renaissance High School
- In-school lecture-demonstration at Ann Arbor’s Bach Elementary

Community-Related Events Included:

- Artist visit to UMS Night School session
- “You Can Dance” community movement workshop at the Ann Arbor Y
- Post-show ‘Download’ brunch, open to community members interested in meeting the artists and discussing their performance experiences
- K-12 book club meeting on a book that inspired Kyle Abraham’s choreography
- Public interview of Kyle Abraham by visiting dance professor Stephanie Batiste
- Two post-performance Q&A sessions with entire company

University-Related Events Included:

- Master class for U-M dance majors
- Master class for U-M musical theatre students
- Dance and Identity movement workshop in partnership with U-M Multi-Ethnic Student Affairs
- In-class visit by Kyle Abraham to a U-M course on crime, race, and the law
- Artist visit to a U-M support group for faculty and staff of color
- Visit by Kyle Abraham and dancer Matthew Baker to Engaging Performance course
- Visit to Engaging Performance by Sophia Deery, the UMS 21st Century Intern who interned with AIM
- Backstage tour for U-M theatre design students, led by production manager Dan Stearns

Over 2,600 youth and adults participated in this residency.

41 activities were offered beyond the main stage performances.
Campaign & Financial Data

NOTE: All figures are derived from actual revenues and expenses as listed in the FY15 financial statement.

2014-15 SEASON EXPENSES | ACTUAL

- 70% Presentation
- 16% Administration & Development
- 12% Education
- 2% Creation

2014-15 SEASON REVENUES | ACTUAL

- 34% Ticket Revenue
- 9% Endowment Interest
- 6% Other income
- 21% Individuals
- 11% Foundations & Government
- 10% U-M Partnership
- 7% Corporations
- 2% Events
A strong endowment ensures that UMS performances and educational activities will continue for generations.
### Fun Facts

#### Number of Plastic Bags Used by Compagnie Non Nova

- **44 bags** per performance
- **704 bags total over 16 performances**

**Compagnie Non Nova celebrated their 800th show while in Ann Arbor**

#### Awards

<table>
<thead>
<tr>
<th>Award Description</th>
<th>Numerical Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Grammy Nomination</td>
<td>2014 National Medal of Arts</td>
</tr>
<tr>
<td>1 GRAMMY NOMINATION</td>
<td>for best opera recording Naxos recording of Darius Milhaud’s L’Orestie</td>
</tr>
<tr>
<td>1 GRAMMY NOMINATION</td>
<td>2014 National Medal of Arts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Award Description</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Number of accordionists presented on the 2014-15 season</td>
<td>26</td>
</tr>
<tr>
<td>Number of ushers serving UMS</td>
<td>432</td>
</tr>
<tr>
<td>Number of performers on Hill Auditorium stage during Handel’s Messiah</td>
<td>234</td>
</tr>
<tr>
<td>Number of hotel room nights in Ann Arbor area generated by UMS artists</td>
<td>2,025</td>
</tr>
<tr>
<td>Estimated cups of coffee served backstage</td>
<td>2,746</td>
</tr>
<tr>
<td>Pieces of fruit served backstage</td>
<td>642</td>
</tr>
<tr>
<td>Manicures and Pedicures for lead performers in Kiss &amp; Cry</td>
<td>2</td>
</tr>
</tbody>
</table>