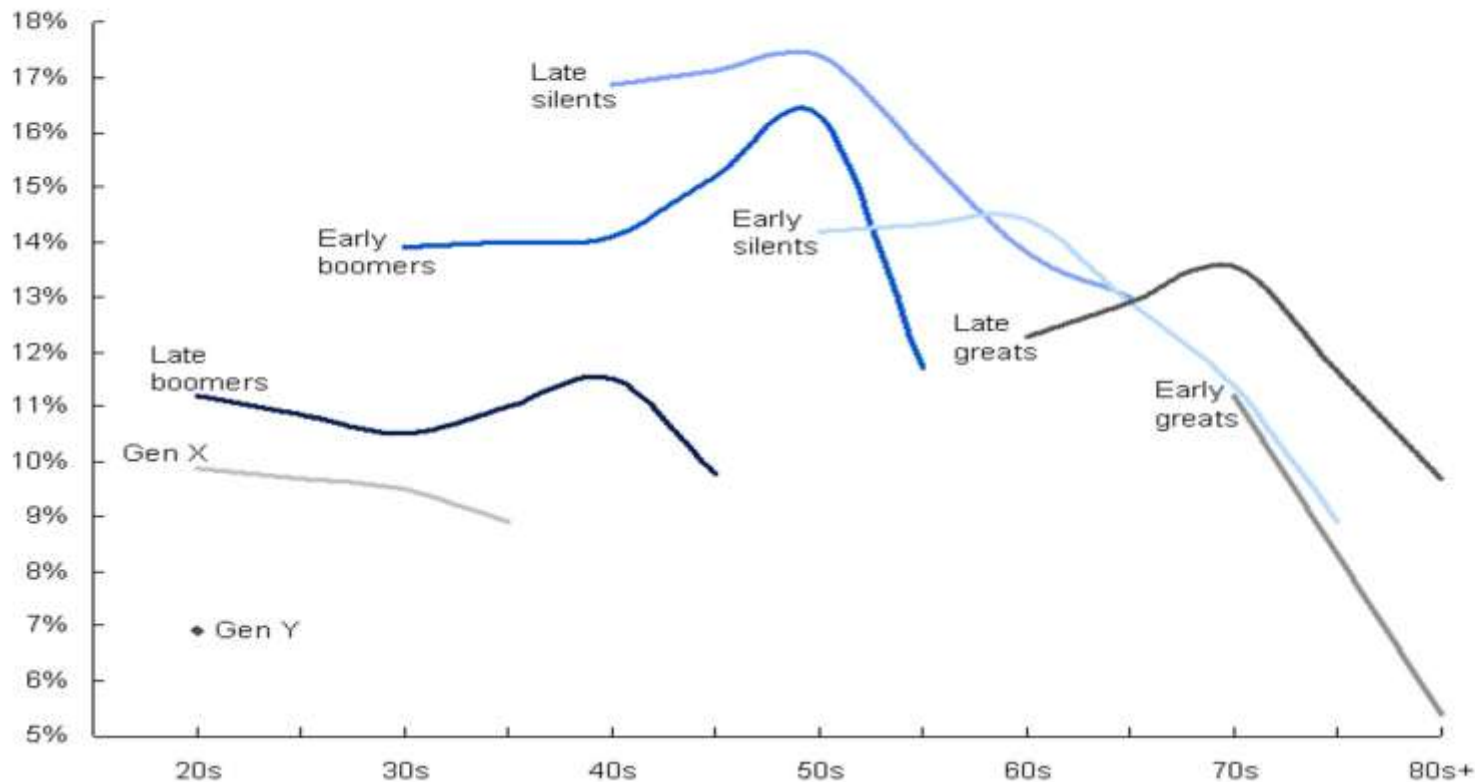
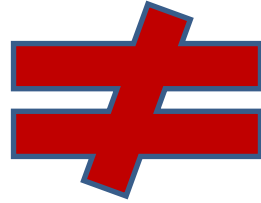




### Population attending classical performances

% participation rates by age and generation





Black  
Pearl  
Chamber  
Orchestra













**ENGAGE**

**ARTS**

**COMMUNITY**



**PARTICIPATE**

# About “Citywide Side by Side”

Adult amateurs from across Philadelphia are invited to rehearse and perform side by side with Black Pearl’s professional musicians for a performance of Beethoven’s Symphony No. 9 at the Dell Music Center.

# Behind the Concept

- “adult amateurs”
- “side by side”
- “Beethoven 9”
- “Philadelphia”
- “Dell Music Center”

# Why adult amateurs?

- Plethora of kids programs in existence
- Kids can't vote and they don't have any money.

# Why side by side?

Side by side aspect important for breaking down the barrier between the orchestra and the audience- rather than just working with the amateurs in one large ensemble by themselves- like orchestra fantasy camp

# Why Beethoven 9?

- It's a well known and beloved work
- “Ode to Joy” is an optimistic, engaging theme
- Choral aspect increases the number of amateurs who can participate

# Why Beethoven 9?

## Marketing!!!!

Inviting people from across every part of Philadelphia, known as the City of Brotherly Love, makes a nice tie in to the “Ode to Joy”’s theme of universal brotherhood. I developed a campaign of “What makes you joyful, Philadelphia?” #joyPHL

# Why the Dell?

- Historic venue (first summer home of the Philadelphia Orchestra) in east Fairmount Park
- In the heart of the underserved Strawberry mansion neighborhood
- Recent renovations at venue and increased investment in area public transportation, park infrastructure signal the beginnings of an economic revitalization for the area
- Black Pearl as the most diverse professional orchestra in the country is an ideal ambassador to bring classical music back to the venue



# Lessons learned

- Have multiple contingencies ready to go
- Necessity of partnerships

# Opportunities

- Chance to build new relationships through “community partners”
- New relationships with community partners have led to increased and more diverse funding



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