

THE CLEVELAND
ORCHESTRA
FRANZ WELSER-MÖST

Welcome to Cleveland! We are extraordinarily pleased to be hosting the 2015 League of American Orchestras conference, and thrilled that you are here.

The Cleveland Orchestra has a special relationship with our home city, whose residents have supported the Orchestra for nearly 100 years. It has been our honor and privilege to be part of Cleveland's recent and ongoing revitalization, and to contribute to the new energy and excitement that is drawing national attention, attracting new businesses and young people, and building a strong, vital community in which to live and work. We hope you find time this week to experience the museums, outdoor activities, restaurants, and people that make up our vibrant, resilient community. And, of course, that you take advantage of a Cleveland Orchestra concert at what many have called America's most beautiful concert hall, Severance Hall.

This is an especially exciting time for The Cleveland Orchestra as we approach the centennial of our founding in 2018. Building on our long tradition of musical excellence, we're deeply proud of the work we're doing together as an institution. We're offering more music to more people, in more ways and varying formats. We're evolving through innovation and experimentation. We're successfully building a huge following of young people — who now make up 20% of our audiences. We're finding new ways to serve our community, we're moving forward in new artistic directions, we're providing unique education programs in Northeast Ohio, and we're in demand — not just at home but around the world. We are deeply proud of the work we're doing and so pleased to have the opportunity to share some of our successes with you.

All of us come from different places, but we are all members of an industry that faces challenges. We have the opportunity this week to share experiences — difficulties and successes — and learn together. I hope this Conference inspires new ideas, kindles new relationships, and reinforces our pride in the strengths and gifts of every orchestra from coast to coast.

Thank you again for being here. And, please, don't hesitate to ask anyone from The Cleveland Orchestra team — staff, musicians, board, and volunteers — to assist you or answer any questions you may have.

Best regards,



Gary Hanson
Executive Director
The Cleveland Orchestra