

Detroit Symphony's five-year plan unveiled

Detroit Symphony Orchestra Hall chairman Robert S. Miller and executive director Deborah Borda recently unveiled a five-year business plan to revitalize the organization and secure its financial stability.

The plan was approved unanimously by the DSOH board of directors. At the end of a year that has seen many changes — the merger of the Detroit Symphony Orchestra and Orchestra Hall, changes in leadership personnel, restructuring of management and the resolution of affirmative action and financial issues — the new DSOH has prepared

a detailed assessment of its financial status.

Improvements are being projected for seven key areas: artistic product, management, marketing, fund-raising, affirmative action, public image and financial management.

DSOH ENTERS the term of its five-year plan with a strong commitment to the artistic excellence of the orchestra, which was overwhelmingly confirmed by the success of its recent European tour. The orchestra's return to its original home, Orchestra Hall, in September and the appointment of a new music director

will further enhance the artistic product.

The DSOH business plan presents a realistic statement of necessary actions required to maintain a world-class orchestra in Detroit. Foremost is the immediate need for significant additional financing to retire the large ongoing deficit and to support operations until a balanced budget can be attained in 1993-94.

A \$5.5 million deficit was at the beginning of fiscal year 1988-89, with an additional projected deficit of \$2.6 million in the current year. The 1989-90 budget projects an additional \$2.7 million, including the added costs for operating Orchestra Hall.

to stabilize finances, and regularly monitor short- and long-term objectives.

"It is critical at this point that those with a stake in the future of DSOH contribute equally to put the organization back on its feet," Miller said.

"The musicians have recognized the gravity of our situation and have been working with us toward modifying and extending their current contract so that we'll have a firm foundation on which to build. The staff will be taking a pay freeze next year and have been working around the clock.

"And our audience has rallied to support DSOH with increased ticket sales of 20-25 percent for the coming season. Now we will be asking the city, state and major corporations to do their part by providing the necessary financial support over the next five years."

"WHEN I accepted the position of

executive director of DSOH, I accepted the challenge of finding a way to preserve the artistic quality of our orchestra, raising emergency funds to get us through this year and developing a realistic and sound five-year plan to bring the organization to financial stability," Borda said.

"We have been successful in these efforts and are committed to having one of the top 10 American orchestras here in Detroit. A great city needs a great orchestra. I am confident the community understands the value of the cultural treasure we represent and will provide the backing we seek."

Photo contest planned

Homestead Gallery of Walled Lake will host its first summer photography competition and sale. It is sponsored by Meteor Photo, Key Tours and David Wachler and Sons Jewelers to benefit Common Ground.

Photographer, teacher and Observer & Eccentric columnist Monte Nagler will be the juror in both black and white and color.

Grand prize for "best of show" will be a trip for two to Las Vegas from Key Tours. First, second and third prizes will be awarded in each category by David Wachler and Sons and Century Camera. Entry forms

are available at sponsor's locations as well as at area art associations.

The reception, open to the public, will be at 8 p.m. Saturday, Aug. 26. A percentage of the proceeds from the opening reception will benefit Common Ground, a crisis intervention center based in Royal Oak. Common Ground has served the metropolitan area with many programs including a suicide prevention line for more than 12 years.

Homestead Gallery is at 136 S. Pontiac Trail, Walled Lake. Hours are 11 a.m. to 5 p.m. Tuesday-Sunday, until 9 p.m. Tuesday.



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