

Introducing the...

LIVONIA CIVIC CHORUS

Celebrating Its 55th Season of Choral Performances for the Livonia Community



About the Chorus...

- Members of the Chorus are Residents of Livonia (54%) and 15 other communities.
- One Charter Member and ten other Members have been with the Chorus 25 years or more.
- 32 Members have been with the Chorus fewer than five years.
- The Chorus has awarded music scholarships for 97 Livonia Middle, High school, or college students since 1970.
- Members have a weekly, two-hour, Tuesday-evening rehearsal from September through May with an attendance expectation.
- Current Members range in age from 24 to 87 years old.

About our Music Team:

Our Music Director, Jeff Swan and Kimberly Swan, our Accompanist, are both experienced vocal performers and lifelong residents of Livonia. Both graduated from Livonia Schools and still reside in the city. Jeff has a Music Education degree from Central Michigan University and has sung in choral groups for more than 40 years, acquiring his conducting skills through study and performances with well-known Choral Directors in Michigan. Kimberly holds two degrees in vocal performance and has appeared in roles in national operas and musicals for over 25 years. She started her piano studies at age seven and continued her piano pursuits as part of her degree program at the University of Michigan.

Since 2017 this dynamic duo has led our choral performance activities, significantly impacting our ability to nurture our vocal talents as well as to provide enriching musical experiences for our community.

Audience Exposure

Twenty-two Choral Performances in 2019, reaching 2,500 attendees!

Two (2) Concerts

December and May at the Churchill High School Performing Arts Center

Sold 1356 Tickets with an

average of 68 volunteer Chorus members participating

Eight (8)

Community Choral Performances

*Collaboration with City of Livonia or Community Organizations
City of Livonia Memorial Day, City of Livonia Vietnam Moving Wall, Livonia Corn Roast for New Residents, Greenmead Historical Park, City of Livonia Parade/Tree Lighting, St. Mary Mercy Hospital Chapel Dedication, and the Harry J. Will Ceremony of Remembrance*

Conservative attendance

figures show **632 attendees** with an average of 29 volunteer Chorus members participating

Twelve (12)

Musical Interludes for Seniors

Oakmont, Woodhaven, Villa Marie, Manoogian, and others

Served at least **413 attendees**

with an average of 31 volunteer Chorus members participating

MISSION:

To nurture the vocal talents of its members while providing choral performances.

VISION:

Enriched musical experiences for our members and for the cultural life of our community.

Livonia City Hall of Fame Class of 2014

The Livonia Civic Chorus is a 501c(3) non-profit organization (2011)

For more information including performance videos or to make a donation, please visit:

livoniacivicchorus.org



AUDIENCE IMPACT...

Survey responses from 2018-2019 Concert Audiences, Community Outreach Performances, and *Musical Interludes for Seniors* (Three of Each)

70% of Concert audiences rated the LCC either a 4 or 5 (the highest ratings available) for playing a significant role in providing cultural opportunities for residents of Livonia and surrounding communities.

58% of Concert audience respondents indicated the highest ratings related to the LCC providing a high quality of choral music performances.

32% of LCC Concert and **49% of Community Outreach** audience respondents were Livonia residents. In those same audiences there were also residents of 29 additional communities.

The Concert and Community Outreach Performance audiences' responses to: **What age group best describes you?**

Age 0-30 6%
Age 31-50 12%
Age 50 & above 67%

ALL Audience Members were asked to write the word that described how they felt during an LCC Performance.



HAPPY

was the #1 Response

MAJOR DONOR PACKAGES

| TITLE | DONATION | BENEFITS | PURPOSE |
|---------------------------------|------------------|--|---|
| PRESENTING DONOR: CONCERT VENUE | \$10,000/ SEASON | Full-page color ad in two Concert Programs; Website and Promotional Materials Listing; Complimentary Tickets for Two Concerts. | Rental of Concert Venue for Two Concerts |
| PRESENTING DONOR: MUSIC TEAM | \$10,000/ SEASON | Full-page color ad in two Concert Programs; Website and Promotional Materials Listing; Complimentary Tickets for Two Concerts. | Annual Sponsor of Musical Leadership Team |
| SPONSOR OF CHORAL MUSIC | \$5000/ SEASON | Full-page color ad in two Concert Programs; Website and Promotional Materials Listing; Complimentary Tickets for Two Concerts. | Supports Cost of Concert Music for Two Concerts |
| SPONSOR | \$2000/ SEASON | Full-page color ad in two Concert Programs; Website Listing; Complimentary Tickets for Two Concerts. | Supports General Operating Expenses of the Livonia Civic Chorus |

CURRENT AND PAST SUPPORTERS OF LCC

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 F&PA Financial Advisors
 St. Mary Mercy Hospital Livonia
 Angela Hospice
 Harry J. Will Funeral Homes
 Cole, Newton and Duran CPAs
 Klisz Law Offices
 Blue Plate Diner
 Harris Funeral Homes
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MULTI-YEAR DONOR PACKAGES WELCOMED

Donations may be sent to **Livonia Civic Chorus**, 37637 Five Mile Road, Suite 156, Livonia, MI 48154
 Donate online: livoniacivicchorus.org