

**2024**  
**ANNUAL**  
**CONFERENCE**



**SAN FRANCISCO**  
**HYATT REGENCY - DOWNTOWN SOMA**  
**JULY 25-27, 2024**

A | C | S | O | ASSOCIATION OF CALIFORNIA  
SYMPHONY ORCHESTRAS

**BUILDING RESPONSIVE, RESILIENT, AND  
COLLABORATIVE COMMUNITY PROGRAMS**

**SF<sup>SYMPHONY</sup>**

## BACKGROUND AND APPROACH



- Dedicated community engagement team formed in Fall 2020
- Beyond community-focused work, the team is also responsible for advocacy, government relations, and volunteer programs.
- Primary objective: stewarding preexisting programs and building new ones with the goal of making the Symphony as accessible as possible.

# ESTABLISHING AND GROWING RELATIONSHIPS



- We are guided by several key tenets:
  - Lead with curiosity, empathy, and flexibility.
  - Be as straightforward about any requirements and limitations we have as we are about what we *can* offer.
  - Approach any collaboration by centering the needs and goals of a partner (and the constituents they serve).
  - Research and be truly familiar with the mission, vision and values of a partner.
  - Assess any barriers to entry; address and remedy those barriers.
  - Always establish a first step or program with the intention of returning and growing the partnership.

## OUR WORK, AT A GLANCE



- **32,000+** tickets distributed via the Free Community Ticket Program since its establishment in 2021
- **430** organizations partnered with since 2021
- **145** artists, dancers and community members collaborated in the 2023 Día de los Muertos concert
- **88** community organizations and groups represented at the 2023 All San Francisco concert
- Monthly free performances at UCSF Benioff Children's Hospital
- Monthly free Community Chamber Concerts in **20 different** San Francisco neighborhoods, and counting

... and so much more!

# DÍA DE LOS MUERTOS



# DÍA DE LOS MUERTOS: OVER THE YEARS

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# DÍA DE LOS MUERTOS CONCERT OVERVIEW



**This beloved annual event, first held in 2008**, is rooted in community artmaking. It features a concert program of traditional and contemporary Latin American music, preceded by an array of family-friendly activities and altars designed by local artists and organizations.

## Concert Event

- Since its inception, Día de los Muertos has been curated by Martha Rodríguez-Salazar a curator, teacher, choir director, producer, and director of musical and theater productions that celebrate Latin American culture in the Bay Area

## Art Installations

- SFS commissions altars and art installations from local artists and organizations which are displayed in Davies Symphony Hall from mid-October to mid-November

## 2023 Partners

Monica Robles-Corzo, Casa Círculo Cultural, Fernando Escartiz, Florentin Sulá Sulá, Irma Ortiz, Mission Cultural Center for Latino Arts, The Mexican Museum, Mujeres Unidas y Activas, Susan Matthews, Victor Zaballa, Voces Maya and Voz de Mi Pueblo



# CASA CÍRCULO CULTURAL

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Casa Círculo Cultural is a grassroots, community-based multidisciplinary arts non-profit, dedicated to creating cultural programming reflective of the experiences of the Latino communities in the San Francisco Bay Area, while promoting leadership development for the whole family. **Casa Círculo Cultural has collaborated with the San Francisco Symphony on the Día de los Muertos Celebration since 2010.**

## KEY ELEMENTS



- **Theme:** Establishing a specific theme each season guides the essence of the event, including the concert program and guest artists, commissions, installations, community partners, and activities
- **Music:** Working closely with Artistic Planning, conductor, curator, and partners rooted in the theme creates a more powerful connection between the music and the art

# KEY ELEMENTS

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# DÍA DE LOS MUERTOS: PRE-CONCERT

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# DÍA DE LOS MUERTOS: PRE-CONCERT

SF SYMPHONY



# DÍA DE LOS MUERTOS CONCERT



# DÍA DE LOS MUERTOS CONCERT





# DÍA DE LOS MUERTOS CONCERT

CONDUCTOR MIGUEL HARTH-BEDOYA, SAN FRANCISCO SYMPHONY AND  
CASA CÍRCULO CULTURAL





# MUSIC & WELLNESS

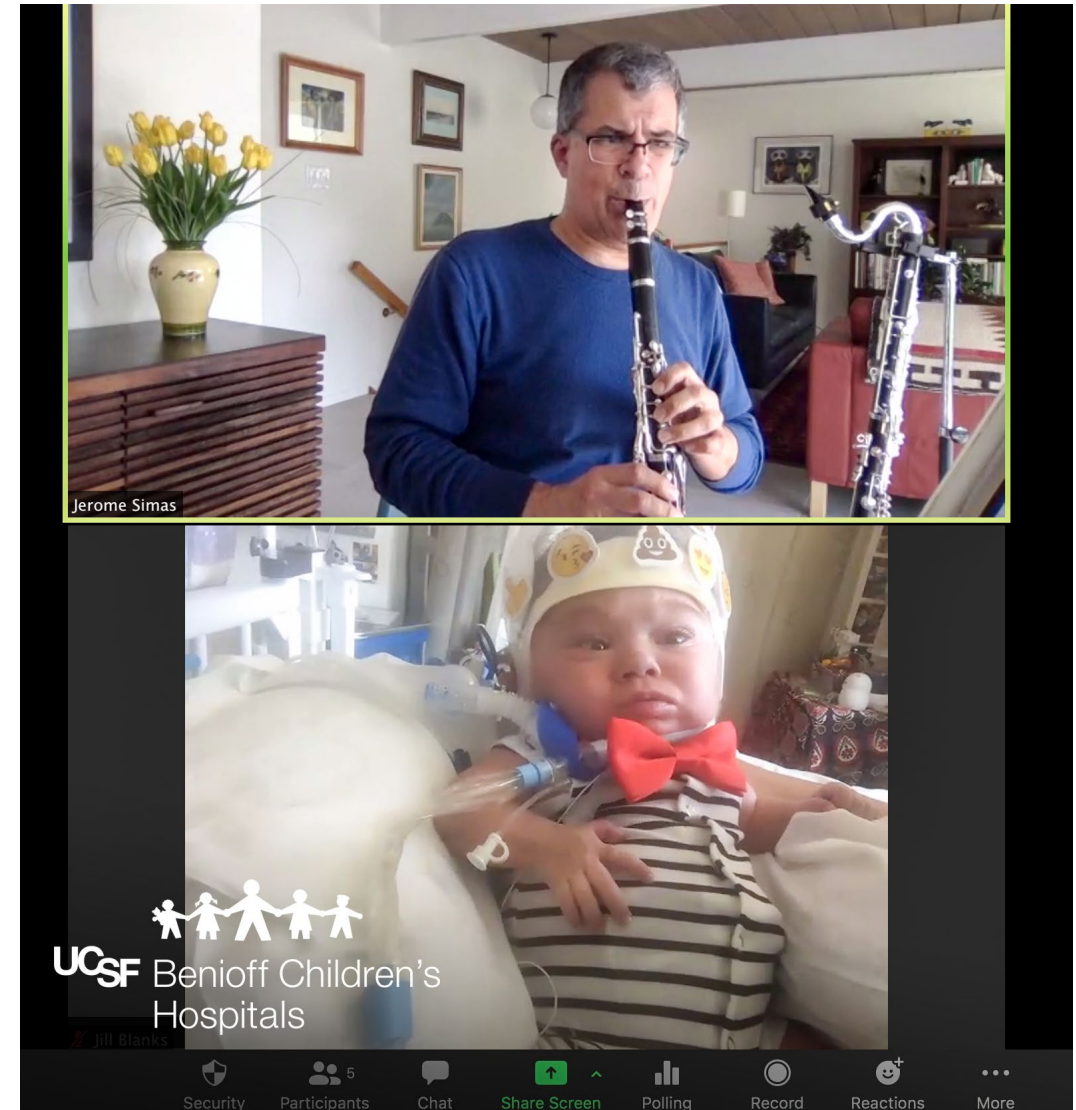
# UCSF BENIOFF CHILDREN'S HOSPITAL PARTNERSHIP



- Monthly concerts for patients, families, doctors, nurses, administrators, custodians of UCSF Benioff Children's Hospital

- Fully in-person concerts resumed in January 2023

# UCSF BENIOFF CHILDREN'S HOSPITAL PARTNERSHIP



- Virtual Music in the Wards concerts from July 2020 through December 2022

# UCSF BENIOFF CHILDREN'S HOSPITAL PARTNERSHIP



- Instrument petting zoo onsite at Benioff Children's for patients and their families



- **“After today, I realized I am a musician.”** – UCSF Teen Patient

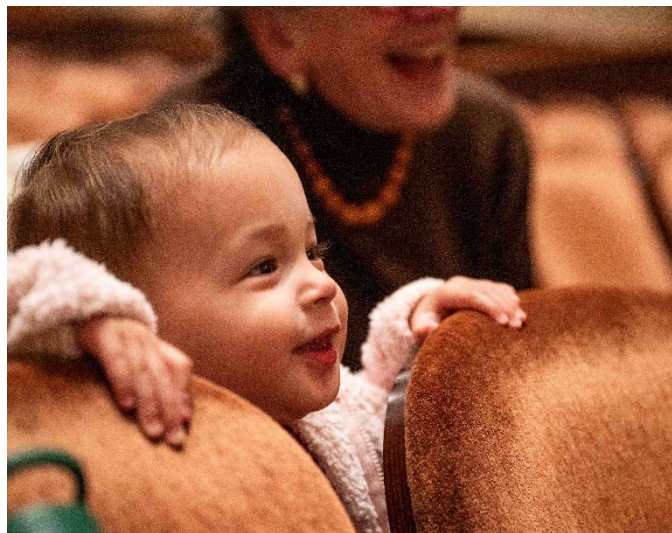
A photograph of an audience of children and adults in a concert hall. The audience is seated in rows of brown upholstered seats. In the foreground, a man with a beard and a young child are visible, both looking towards the left. The child is wearing a blue jacket and has their hands clasped. The man is wearing a dark jacket. In the background, other audience members are visible, some looking towards the camera and others looking towards the left. A white text box is overlaid on the left side of the image, containing the title and a paragraph of text.

## SF Symphony x UCSF Benioff Children's Hospital Open Rehearsal

The Symphony was approached by our longtime partners at UCSF about collaborating on a concert experience for recently discharged patients and their families.

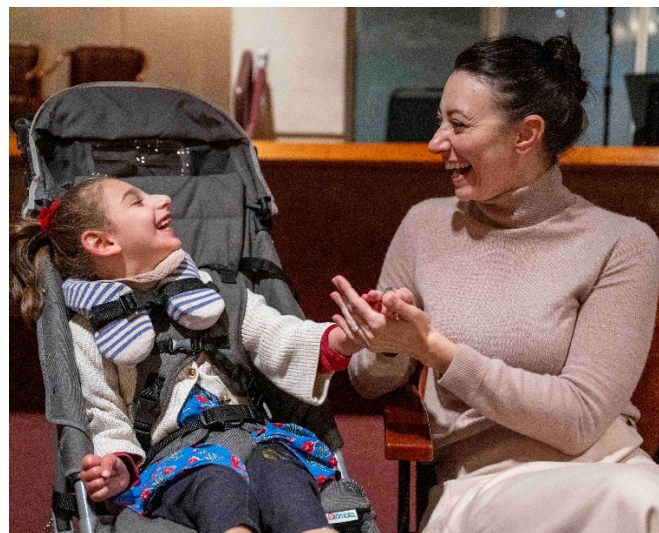


Following a series of exploratory conversations, we decided that the first UCSF Benioff Open Rehearsal would take place during the Youth Orchestra's Peter and the Wolf dress rehearsal!



## Interest

- Interest of 200 guests expected
- We received requests for more than 1,200 tickets.



## Accessibility

- Wheelchair accommodations
- AC power for medical equipment
- Designated immunocompromised zones
- ASL and Spanish language interpreters



## Attendees

- For some, this was their first outing as a family unit.
- More than 20 UCSF team members volunteered to lend a hand
- *"We loved this event! It was perfectly kid-friendly and we felt safe (with our immunocompromised kiddo) throughout. Thank you so much for organizing and letting us know about it! What a delight!"*





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**Q&A**

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# THANK YOU!

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