



WACO SYMPHONY

Lawrence Loh • Music Director

This Impact Report offers a glimpse into the remarkable achievements and milestones from our recent season. This report highlights the dedication of our musicians, the generosity of our supporters, and the far-reaching impact of our educational programs.

As we reflect on a season filled with memorable performances and community engagement, we want to express our deep gratitude for your unwavering support. We eagerly look forward to the 2024-2025 season, our inaugural season with our new Music Director, Lawrence Loh, as we continue to inspire and enrich the Waco community through the power of music.



Presented **4 classical** performances, **1 pops** performance, and **2 special** performances, including a collaboration with Ballet Frontier of Texas for a family-friendly Nutcracker presentation.



46 tenure and tenure-track

musicians performed with the Symphony.



100 volunteers

dedicated their time and talents. **300 Waco Symphony Council members** supported the organization.



We are blessed to have the Waco Symphony in our community. Thanks for making beautiful music for us!

—**Social Media Comment**



Conducted **10 outreach performances** and school concerts/masterclasses.

Many thanks to all our individual and corporate sponsors as well as our community partners. This organization is also supported by an American Rescue Plan NEA grant from Creative Waco.



Earned **100+ press mentions** including NASA, WACOAN, Waco Tribune-Herald, Waxahachie Sun, Baylor Student Life, Visit Waco, Travel Host, and KWBU, among others (articles, interviews, etc.).



Superb – in every way from start to finish! Bravo to everyone involved.

—Extraordinary Feats Concert Attendee



Achieved **650,000 impressions** on Facebook and Instagram, significantly increasing our online visibility and engagement.



Raised **\$705,396.44**, accounting for **60%** of our income.



Contributed to **\$39.7 million** in event-related spending by arts and culture audiences in Waco, as part of the broader impact of nonprofit arts and culture organizations in our community.



Generated **\$385,743.44** from ticket sales, representing **33%** of our income.



It was a wonderful night of exquisite music! Thank you for sharing your talents with us. I'm especially thankful for Waco Symphony Orchestra.

—Larger than Life Concert Attendee



Engaged with **5,331 students and educators** through Waco Symphony Council's Children's Concerts and five WSO performances/masterclasses with Tennyson Middle School Orchestra and Lake Air Montessori Band.

“I enjoyed the immense talent of the performers and the director. My 12-year-old son attended with me and we enjoyed the music and the costumes. We also enjoyed the opportunity for audience participation.

—Sci-Fi Spectacular Concert Attendee

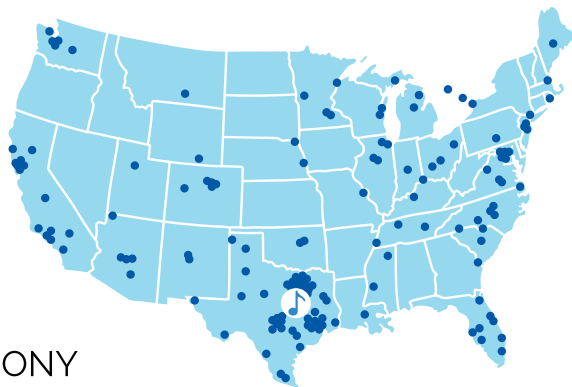


Surveyed audiences ranked the quality of their experience at WSO events **9.2 out of 10.**

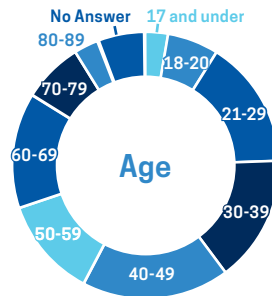


8 out of 10 surveyed audience members would recommend a Waco Symphony performance.

Attendees from across the country



Demographics of WSO Ticket Purchasers



17 or younger	54	3%
18-20	133	6%
21-29	331	16%
30-39	320	15%
40-49	381	18%
50-59	257	12%
60-69	291	14%
70-79	158	8%
80-89	52	2%
90 and older	4	0%
Prefer not to answer	121	6%

Ethnicity

70% White or Caucasian

13% No Answer

10% Hispanic/Latinx

4% Asian

2% Black or African American

2% Multiple Ethnicities

Arab-American	2	0%
Asian	75	4%
Black or African American	34	2%
Hispanic, Latinx, or Spanish	217	10%
Indigenous American or Alaska Native	9	0%
Multiple races / ethnicities	32	2%
Native Hawaiian or Pacific Islander	3	0%
Prefer not to answer	268	13%
White or Caucasian	1462	70%

Gender

30% Male

58% Female

12% No Answer

Female	1219	58%
Male	627	30%
Non-binary	4	0%
Prefer not to answer	252	12%