



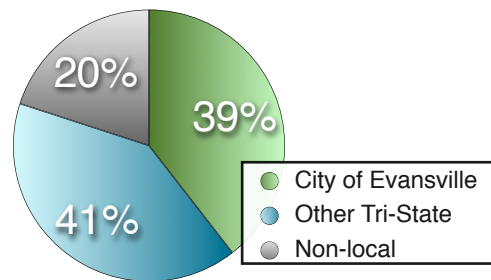
# Tales & Scales

## ANNUAL REPORT FOR 2008-2009

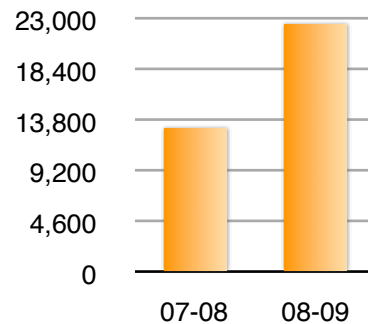
### IMPACT

In the 2008-2009 season, Tales & Scales ignited the imaginations of more than 21,000 young people through approximately 200 performances and workshops. 82 Tri-State schools, libraries, museums, and community centers experienced Tales & Scales' innovative programming, with nearly 17,000 area young people as audience members, 5,533 of whom also participated in a workshop or residency program, and 175 campers at Tales & Scales Camp Imagination. Of the total audience served, 80% was local to the greater Evansville metropolitan area.

Young People Served



# Served in the Tri-State



To measure the effectiveness of our programs, written evaluations were solicited from each school or venue visited. In the five areas evaluated, the average ratings were (out of 100 pts.): Musician/Audience Interaction - **96.4**, Importance of Programming - **95.4**, Performance Quality - **97.2**, Study Guide Materials - **92.6**, Overall Service Provided - **96.8**

### ACHIEVEMENTS Major Achievements in the 2008-2009 year include:

- Organizational Re-alignment with Founding mission.** During the 2008-2009 season, the Tales & Scales Board of Directors and Staff focused on strategic re-alignment of the Company to directly serve the young people and families of Evansville and the Tri-State. Founder Bridget Muldoon McDaniel served as Interim Executive Producing Director and led the Company through the process of re-establishing its founding mission and shifting from a primarily national touring company to a locally-committed community arts organization with significant national reach through educational programmatic excellence.
- Financial & Operational Streamlining.** In an effort to operate more efficiently and economically, we worked to reduce our overall expenses (36% reduction from 2007-2008 season). Expenses were reduced by: relocating administrative offices to Innovation Pointe (downtown Evansville), lowering administrative and artistic salaries, reducing national tour travel and marketing expenses, and utilizing locally-based artistic collaborators.
- Expansion of Camp Imagination Program.** In preparation for 2009's sixteenth-annual Camp Imagination, Tales & Scales worked to expand our innovative performing arts camp to three weeks through new community partnerships. Two weeks of Camp Imagination were presented in partnership with the Koch Family Children's Museum of Evansville (cMoe), and a third week was held in Henderson (KY), in partnership with the Henderson Area Arts Alliance. These partnerships enabled the partnering organizations to share resources and expand camp constituencies, while ensuring all campers the highest quality experience.
- Awards.** National Endowment for the Arts Access to Artistic Excellence; Indiana Arts Commission American Masterpieces

**PROGRAMS** Major program activities conducted in 2008-2009 included:

- **Re-mounting of two classic musictelling productions.** For the 2008-2009 season, Tales & Scales remounted two classic musictelling productions – *The Little Dragon* and *The Arabian Nights*. *The Little Dragon* is by storyteller Jay O’Callahan, with music composed by Scott Wheeler. *The Little Dragon* was directed by Gary Race (internationally-recognized opera director and arts education consultant), with assistance from C. Neil Parsons. This production was mounted July - September 2008 and had its season premiere at Evansville Museum’s Kids & Grandparents Day on September 7, 2008. *The Arabian Nights*, by writer Christopher Limber and composer Doug Lofstrom, was directed by Gary Race with assistance from Diane Brewer (University of Evansville Professor of Theatre). This work was mounted October-December 2008 and had its season premiere at the Evansville Boys & Girls Club on December 12, 2008.
- **Local, Regional, and National Touring.** *The Little Dragon* served as the featured work in the 2008-2009 local school tour and was performed 59 times, including a February 2009 performance with the Buffalo Philharmonic Orchestra. *The Arabian Nights* toured nationally and served as the featured work in the spring 2009 regional library tour, resulting in 14 performances, including a February 2009 performance with the Saint Paul Chamber Orchestra.
- **Continued programs to serve the local education community.** Tales & Scales continued to nurture and grow its partnerships with the greater Evansville education community through the formation of an Education Advisory Committee and recruitment of educators to the Board of Directors. Tales & Scales worked with Gary Race and Deborah Moore (former T&S Artistic Director, Kennedy Center Teaching Artist, Louisville Orchestra Director of Education) to design workshop and residency programs. After-school residencies were presented at four Evansville Vanderburgh School Corporation elementary schools, an Educator Workshop was presented by the Diocese of Evansville music teachers, and numerous student workshops were held in area elementary schools. Community Partners included: Evansville ARC, Boys & Girls Club of Evansville, Patchwork Central, Koch Family Children’s Museum of Evansville, Henderson Area Arts Alliance, and Barnes & Noble.

**MISSION**

Founded in 1986, Evansville’s own Tales & Scales is an innovative ensemble that ignites the imaginations of young people through a unique blend of music, story, theater, and creative movement called *musictelling*.

*Our Mission:*

To ignite, nurture, and fully engage the imaginations of young people through *musictelling*.

*Our Purpose:*

To develop compelling performing arts educational experiences and connections for young people, families, artists, and educators throughout our community and beyond that:

- Provide access to and appreciation for music and the live performing arts;
- Cultivate imaginative visioning, self-confidence, active listening, inner discipline, creative expression, and collaboration;
- Collaborate with educators and emerging young performing artists to develop and implement dynamic teaching strategies for all curriculum areas through the arts.

Tales & Scales educational programs are designed with the belief that:

- Every person is inherently musical and creative;
- The arts are essential to learning

**BOARD  
(CURRENT)**

President: Paul McAuliffe  
Secretary: Laura Scott

Vice President: Cynthia Bernardin  
Treasurer: Pete Sabella

Members: Jennifer Barchet, Tara Blessinger, Pamela Decker, Gail Dunn, Rebecca Edwards, Keith Gambill, Eric Mittlefehldt, Betsy Neahrng, Carlene Oliver, Bridget Muldoon McDaniel (founder & life member)

**STAFF  
(CURRENT)**

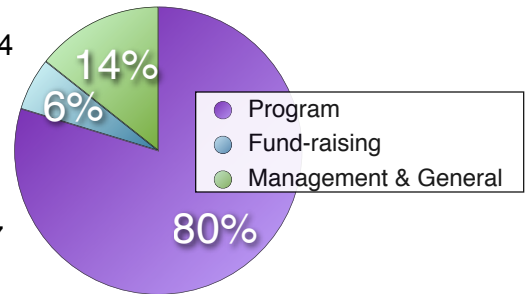
Executive Director: Mary Dicken  
Booking Associate: C. Danielle Beebe  
Bookkeeper: Linda Rawlins

Guest Artistic Director: Diane Brewer  
Guest Education Director: Patti Wright  
Guest Writer/Asst. Director: Mark Rigney

Music Tellers: Hilary Abigana (flute), Adam Bodony (trombone), Jason Gresl (clarinet), Greg Jukes (percussion, also Ensemble Leader)

**FINANCES**

Total income for year ending June 30, 2009: \$256,834  
Total program expenses: \$193,090  
Total fund-raising expenses: \$14,406  
Total management and general expenses: \$34,707  
Total assets for year ending June 30, 2009: \$109,017



**MAJOR  
SUPPORT**

Vectren, Arts Council of Southwestern Indiana, Indiana Arts Commission, National Endowment for the Arts, Toyota Motor Manufacturing Indiana, City of Evansville, Duke Energy Foundation, Mesker Music Trust, BMI Foundation, Mead Johnson Nutritionals, Target Stores, Fifth Third Bank, Bussing-Koch Foundation, Warrick County Community Foundation, Acclaim Graphics, First Presbyterian Church, University of Evansville's Departments of Music and Theatre, University of Southern Indiana

Bridget & Earl McDaniel, Mary Anne & Edward Fox, Eric Mittlefehldt, Alexandria Adomat, Cindy & Rob Bernardin, Allison & Brian Comstock, Mary Dicken, Karen & Niel Ellerbrook, Rita & Richard Eykamp, Roberta Heiman & Paul McAuliffe, Phyllis Igleheart, Lisa & Bob Jones, Doris & David Kim, Angie Manz-Sash & Karl Sash, Betsy & Mike Neahrng, Jane & Ed Bavaria, Tara Blessinger, Patti Wright

***To these and all of our many loyal supporters who made our 2008-2009 season of making a difference in the creative lives of our community's young people possible,***

*Thank You!*

**PHYSICAL ADDRESS:** 318 Main Street, Suite 502  
Evansville, IN 47708

**MAILING ADDRESS:** P.O. Box 3672  
Evansville, IN 47735

**PHONE:** (812) 425-8741

**FAX:** (812) 492-4399

**WEB:** [www.talesandscales.org](http://www.talesandscales.org)

**EMAIL:** [info@talesandscales.org](mailto:info@talesandscales.org)