



July 9, 2010

Dear Singer,

We annually ask you to complete a Singer survey and an absolute majority of you tell us that you find The Master Chorale to be an avenue to spread your love of singing glorious music. The Chorale is your hobby; your passion.

To maintain excellence, your Master Chorale has an operating budget of \$200,000 to raise in 2010 - 2011. This new budget reflects reduced expenses and administrative costs from previous years.

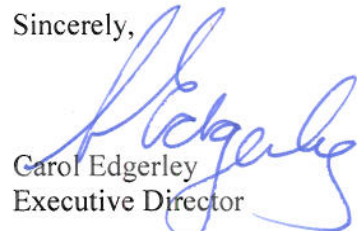
Over the past two years of economic crisis, the Chorale, like many other cultural institutions across the nation, has seen a steep decline in funds raised. Although we could count on as much as \$75,000 in government funding in past years, in the 2009-2010 season we received only \$25,000, and it appears that we will receive significantly less in 2010 -2011. Corporate funding is lagging as well.

In past annual Singer surveys, 65% of you suggested that we explore annual dues or a membership program. Our research shows that 80% of comparable choral organizations across the country charge dues, the average cost being \$150.00. We have now reached the point where, along with giving your talent and time, we must ask you to financially support your passion for singing with the Master Chorale in the form of annual dues.

Annual dues for singers in The Master Chorale of Tampa Bay will be \$150.00. For the 2010 – 2011 Season, dues may be broken into two payments. \$75.00 is due by the second rehearsal in the fall, August 31st and \$75.00 will be due by the second rehearsal in the winter, January 18th, 2011. A limited number of scholarships based on financial need are available so that no singer will lose participation in the Chorale because of an inability to pay dues.

We, the Board of Trustees and Executive Staff, welcome your comments and invite you to write to Board Chair, Bob Hicks at bobhicks@cheerful.com or Executive Director, Carol Edgerley at caroledgerley@masterchorale.com if you have any questions or remarks.

Sincerely,


Carol Edgerley
Executive Director

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