

Market Square Concerts

HARRISBURG, PA

THE STATS

OPERATIONAL SINCE 1981

EMPLOYEES: 3 PART-TIME STAFF AND 18

VOLUNTEER BOARD MEMBERS

ANNUAL BUDGET: \$186,813 IN 2015

NUMBER OF DATA PROFILES SUBMITTED: 10

What They Do

Founded in 1981, Market Square Concerts (MSC) is a premier presenter of world-class classical chamber music in Central Pennsylvania.

A resident company of Whitaker Center for Sciences of the Arts, MSC presents six concerts during the main season and three summer music concerts, reaching approximately 1600 audience members annually with a program featuring emerging as well as internationally renowned artists. In 2008, MSC established



an educational outreach program “Soundscape,” which has grown from reaching 90 school students annually to approximately 750 school-age students in the greater Harrisburg area today. Both of MSC’s current co-directors, Peter Sirotin and Ya-Ting Chang, are artists, performers, and educators.

The Challenge

MSC’s operational goals included presenting a varied concert season featuring a balanced combination of emerging and seasoned artists, performing a wide

chamber music repertoire. The organization was also focused on growing its educational and outreach program, “Soundscape,” through new partnerships, and sought to attract a younger audience.

How DataArts Helps

As a result of completing the CDP’s questions on audiences served, MSC’s directors began thinking more deeply about identifying populations that they weren’t reaching. “Thanks to DataArts, we began to pay more attention to who attended our performances, and got a clear picture of the demographic make-up of the concertgoers, including their age and where they lived. We decided to put this data to use, and we amplified our



“We use the CDP to streamline our data collecting process, as well as incorporate data into our planning process.”

Ya-Ting Chang
Executive Director

efforts to reach a wider audience with classical music through our ‘Soundscape’ program. We sent out a mailing prior to each concert and offered free tickets for the arts students. Today ‘Soundscape’ attracts younger attendees from a number of locations that we didn’t think to reach out to before.”



How Data Makes a Difference

“Our financial goals include balancing the budget, growing our recently established endowment, and testing some new fundraising models and opportunities. Data serves as a mirror of sorts, allowing us to look at how we allocate our resources, and provides valuable insight. DataArts reports help us plan for the future by allowing us to see a three-year overview of our activities. Having the ability for year-to-year comparison lets us study what programs are the most successful in terms of revenue, attendance, education, and audience development.”



DataArts, in a Word

“**Useful.** Filling out the CDP can be time consuming for us, since we don’t have a full-time staff. However, we’ve found that DataArts’ data and reports are worth the time and effort. They help us attract prospective funders and make more informed decisions. We’ll continue to use DataArts’ data and the CDP in our long-term planning and processes.”

About DataArts

DataArts is a nonprofit organization that empowers the arts and cultural sector with high-quality data and resources in order to strengthen its vitality, performance, and public impact. The Cultural Data Profile (CDP) is DataArts’ flagship service, which thousands of cultural nonprofits use annually to report their financial and programmatic information. DataArts is a catalyst for data-informed decision-making that results in stronger management for arts and cultural organizations, better-informed philanthropy, and a rich information resource for advocates and researchers.

For more information, visit us at www.culturaldata.org.