



Annual Report

July 1, 2005 – June 30, 2006

Board of Directors

Kathy Bender-Coin

Yvonne Corella

Howard Kong

To-Reé-Neé
Wolf McArdle

Victor Quiros

Min
Yanagihashi

Performing Ensemble

Rome Hamner

Karen
Falkenstrom

Zibi Turtle

Performing Ensemble Track

Nancy Hall

Sonya Evans-Linsell

Jacob Hawkins

Nicole
Stansbury

Mission

Odaiko Sonora strives to uphold and expand the instruction and performance of *taiko*, the artistic, powerful, and physically demanding discipline of Japanese ensemble drumming. Through exciting performances, high-quality instruction and team workshops, we increase first-hand knowledge of taiko and the opportunities it presents for physical, mental, and spiritual growth throughout Southern Arizona.

Description

Odaiko Sonora is a performing arts educational organization founded in May 2002 and incorporated as a 501(c)3 nonprofit agency in May 2004. The group is the only source of structured, ongoing taiko instruction and professional taiko performance in Southern Arizona. Odaiko Sonora consists of a Community Group and professional Performing Ensemble. Class Instructors come from the Performing Ensemble. Services include a variety of taiko classes for children and adults, public performances, school and community residencies, team-building workshops, and master-level workshops by visiting taiko masters. The group also produces two concert events each year. The leaders of Odaiko Sonora actively network and train with the national and international taiko community to bring the highest quality instruction, community programming and performance to our region.



Performing Ensemble and Track students energize the Tucson Children's Museum courtyard for the Japan America Society of Tucson's New Year's celebration.

Year in Review

FY 05-06 was a year of great change for Odaiko Sonora, with new realizations, new visions, personnel changes and challenges that led us to greater heights. Growth remained steady in all of the stated goal areas: Performance, Teaching/Training, Instruments/Equipment, and Administration.

More significantly, however, staff completed a 12-week Business Planning course through the Microbusiness Advancement Center, and completed an ACA Roster Consultant facilitated Strategic Planning Process with the Board of Directors. Through these efforts, the Board and staff of Odaiko Sonora selected five key strategies to be implemented between 2005 and 2008:

- Create a staff position for outreach, production and marketing
- Increase the number of self-produced events to two by FY 07-08
- Increase the size and quality of Performing Ensemble

2005

july

Tiffany Tamaribuchi contracted to be Artistic Director and Consultant

aug

First multi-day residency at Arts for All, Inc.

sept

Karen attends the Western Arts Association Presentors Conference in Albuquerque to lay groundwork for Shidara tour

OS selected for ACA Teaching Artists Roster

oct

Completion of Microbusiness Advancement Center's 12-week Business Planning course and Odaiko Sonora Business Plan

nov

Airing of "Desert Drums" documentary on Tucson City Channel 12

Completion of Board of Director and staff Strategic Planning process with ACA Consultant

- Secure a dojo for rehearsals, classes and safe storage of equipment
- Develop a Teacher Training Track

We made incredible strides in all goal and strategies areas.

❖ Performance

Odaiko Sonora performed 42 times, a 20% increase from FY 04–05. These included annual appearances at heritage-based events such as the TUSD Asian Lunar New Year concert and the Tucson Children Museum/Japan-America Society's Japanese New Year celebration. We also made our yearly appearance at festivals and community events, including Tucson Meet Yourself, the Arts Festival, and the All Souls Procession.

Once again, we were honored to perform at the PCC Annual Japanese Speech Contest. We have participated in this event since its inception. Performances forged new relationships with community organizations including Up With People, Arizona State Museum, Tucson Pride, Oro Valley Arts Council, and the Oasis Center for Sexual Assault and Relationship Violence.

We continued to pursue collaborative projects, creating and performing two pieces with OTO Dance. We also worked with Borderlands Theatre Company, serving as community/artistic advisors and opening night performers for their production of *Conjuncto*. Showcase guest stars Mu Daiko provided a free performance for Borderlands' annual fundraising dinner. We continued our professional partnership Phoenix's Fushicho Daiko developing shared repertoire and mutual support.

Residency/performances included Arts for All, Inc., Rancho Linda Vista, the UA Student Involved Leadership Retreat, and the town of Arivaca. We conducted two workshop intensives for UA Library staff.

We chose the Tucson Convention Center's Leo Rich Theatre for our hallmark annual event, the Southern Arizona Taiko Showcase (May 5). The second year of this event was even more successful than the first, with an innovative kids' ticket sponsoring program, significant support from Asian community groups, and a near sellout crowd.

Audiences

The 05–06 performance audience neared 12,500, including 350 who participated in in-depth/educational experiences, and 15 ongoing students of taiko. This total also includes: over 3000 K-12 students; Tohono O'odham residents of the San Xavier District reservation who participated in a free public workshop; 80 University of Arizona sophomores and juniors at a 3-day leadership retreat; and a huge cross-section of Southern Arizona's Pan-Asian community. The vast majority of our performances take place at free community-wide events, allowing people who closely represent the diversity of our region's economic, ethnic, and age groups to experience taiko.



Odaiko Sonora joins Fushicho to perform Miyake at the annual Matsuri in Phoenix.



The Showcase finale featured Mu Daiko, special guest Tiffany Tamaribuchi, and three Arizona groups.

2006

jan

Karen leaves the Tucson Pima Arts Council to take the first fulltime staff position: Outreach & Production Director

feb

OS performs its first full set at Phoenix Matsuri and receives a standing ovation

march

Suite of collaborative pieces with OTO Dance at the newly opened Fox Theatre. Taiko inspired by PJ Hirabayashi and Michelle Fuji

may

2nd Annual Southern Arizona Taiko Showcase with guests Mu Daiko

First out-of-town residency in Arivaca

We learn we must vacate Ortspace by July 1

june

Search for new space begins in earnest

Interim Board members Howard Kong, Kathy Bender-Coin, Victor Quiros and Bonnie Corella are appointed

❖ Teaching/Training

We continued weekly taiko classes and developed a tiered membership consisting of a Community Group, Performing Ensemble Track, and the Performing Ensemble. These different levels allow anyone to learn taiko at whatever level appeals to them. We conducted our first extended residency with developmentally disabled youth and adults through Arts for All, Inc., and returned for another year with the UA Student Involved Leadership Retreat. Last fall, we created two special team-building/cultural workshop curricula for University of Arizona groups: women students in science and engineering, and attendees of a national Librarian's Association conference.

We hosted workshops for the taiko community by Mu Daiko and sensei Tiffany Tamaribuchi. Ms. Tamaribuchi joined Odaiko Sonora as Artistic Director Consultant, and now guides the creative development of the group.

Four performing members attended the San Jose Taiko Weekend Taiko Intensive in November, studying with PJ & Roy Hirabayashi. Five members traveled to Utah in January for a weekend intensive hosted by Moab Taiko Dan.

❖ Instruments/Equipment

We completed construction of five new chu-daiko, and acquired two new sets of chappa and other percussion instruments.

❖ Administration

Rapid growth in the previous year demanded serious assessment of our capacity and strategic selection of goals at the start of 2006. This need led to the Business and Strategic Planning processes mentioned previously.

Personnel/Volunteers

Odaiko Sonora had 20 very active volunteers at the start of this year, including the founders. They serve as Administrative and Outreach/Production Directors for the group. Till mid-year, each spent an average of 15–25hrs/week coordinating administrative, educational, and performance matters, with the latter receiving a small stipend. In March, co-founder Karen Falkenstrom became the first fulltime staff person, fulfilling one of the newly articulated strategic goals. The two Directors oversee construction or purchase of drums and equipment, lead the Performing Ensemble and spend at least 2hrs/week training and developing repertoire.

Our dynamic Board of Directors includes community members of diverse backgrounds and experience levels. These individuals help with group vision, training and fundraising.

Marketing

Odaiko Sonora has positioned itself as “Southern Arizona’s Taiko-za!” Our group is the only source of structured and master-level taiko instruction in the region. Taiko is an art form that engages and inspires audiences, which makes the performances themselves our greatest marketing vehicle. Invariably, audience members approach us afterwards to ask



The National Librarian's Association chose Odaiko Sonora to lead a pre-conference cultural/leadership workshop.



Odaiko Sonora founders Rome Hamner and Karen Falkenstrom with other participants and members of San Jose Taiko at the Taiko Weekend Intensive.

where they can see us perform next, or how they can learn taiko. Our first Adult Recreational Taiko (ART) class in June filled with virtually no promotion.

Outreach includes an email list that grows with each appearance, and, for self-produced events, distribution of flyers and posters via hubs such as the public library, a poster service, and partner distribution vehicles. Our Showcase partner, local concert promoter Rhythm & Roots, assisted with promotion for that event through their website, targeted email and direct mail, and we were able to arrange for mailing to a list of UA presents audiences of previous KODO and Yamato performances.

Ongoing efforts include regular radio interviews on KXCI, which reaches a diverse audience of listeners who appreciate local arts. Approximately quarterly, we send out an e-newsletter with information on the group and upcoming shows. We also use merchandise and collateral materials to drive people to our website, www.tucsontaiko.org, where we announce classes and performances, post images and list taiko resources. We have been on several news programs, commercial spots, and were the subject of an Emmy Award winning documentary aired in November on the local City of Tucson station.

Fiscal Growth & Stability

The organization's budget increased from \$38,000 in FY2004–05 to over \$50,000 in FY2005–06. Since the 04–05, performance revenue has increased 56% and teaching revenue 21%. Odaiko Sonora incorporated as a nonprofit in 2004, and has expanded the founding Board of Directors to target skill sets that will ensure the future administrative and fiscal health of the organization. Current efforts are focused on the human resources and fiscal infrastructure required for future growth.

Notable additions to our corporate supporters were JNippon Restaurant, Benihana Tucson, Rancho Resort and Casino del Sol.

A Year of Vast Change

FY05–06 will go on record as one of great change. Three of our six Board members stepped down mid-year for personal and health reasons. Interim Board members were appointed.

Several senior players left the group, providing an opportunity to re-structure the training process. This has provided greater clarity between recreational students and community/performing members, as well as creating a place for ongoing recreational players. These members now make up the Odaiko Sonora Community Group. A clear path to the Performing Ensemble was established through the Performing Ensemble Track.

The most significant occurrence of the year, however, was the loss of our studio at Ortospace. We were notified in mid-May that we would have to vacate by the end of June. Although securing a permanent dojo was on the list of new initiatives, we had no intention of leaving Ortospace in FY05–06. The suddenness of the loss was a huge blow. We spent the last six weeks of FY05–06 researching space options. The year ended with a move to Artfare, located downtown and operated by The Muse Community Arts Center, whose previous building had also been demolished. Tucson trends in space for the arts supported the purchase of a building to provide a secure home for Odaiko Sonora in the years to come. We engaged a commercial real estate agent to assist in identifying potential buildings.

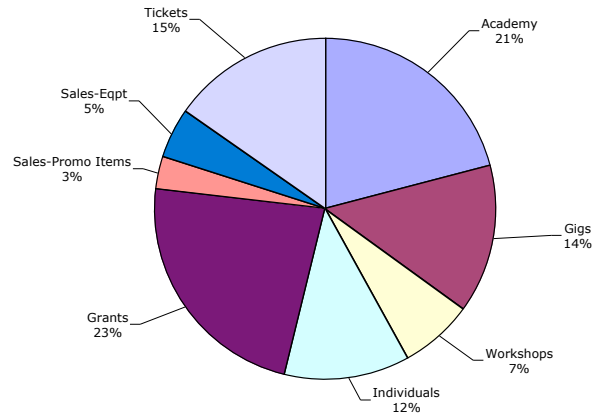
2004-05
Revenue

\$50,544

2004-05
Expenses

\$45,197

2005-06 Revenue



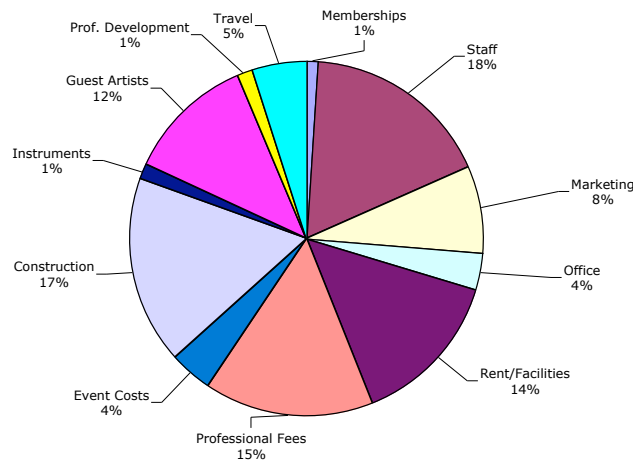
Revenue Notes

Grants include foundation (CFSA) and public funding (ACA Project/GOS and TPAC Project/GOS)

Expense Notes

Membership is to the North American Folk Music & Dance Alliance through whom we have our group exemption.

2005-06 Expenses



Collaborative projects included this spectacle at the Phoenix Matsuri, in which Odaiko Sonora joined the Phoenix groups to perform a song on the festival grounds.