



Photo credit: Tom Spitz

Tucson Symphony Orchestra Begins a Renaissance in Community Engagement



Tom McKinney
President and CEO,
Tucson Symphony
Orchestra

Superstar Yo-Yo Ma, 10-time Grammy® Award winner Arturo Sandoval, world renowned violin virtuoso Gil Shaham, famed ensemble Mariachi Los Camperos and Bugs Bunny are just a few of the artists who will perform with the Tucson Symphony Orchestra in the 2017-18 season.

Such a diverse array of top artists would not be possible without support from local businesses. Last season, 20 business sponsors supported the Tucson Symphony onstage and in the schools with their generous underwriting. In return, they received a host of benefits and a high-profile position in a community of music and art lovers.

“Partnering with the Tucson Symphony Orchestra is such a natural extension of Splendido’s mission to enhance the lives of older adults by creating Ways to Age Well,” said Tom Rios of Splendido at Rancho Vistoso. “Whether attending a concert or volunteering their time, we see firsthand how involvement with the arts enriches the lives of Splendido residents.” The Symphony has worked with sponsors including Tucson Federal Credit Union, Crest Insurance, HealthSouth, and Fidelity Investments.

In 2017-18, Music Director José Luis Gomez begins his inaugural season and has chosen important and beautiful pieces that reflect his life’s journey. “We are thrilled to have José lead our Symphony. The TSO’s mission is to engage, educate and transform our community through live musical experiences of the highest quality. I think people will like what they hear,” said President and CEO Tom McKinney. The Venezuelan-born, Spanish conductor catapulted to worldwide attention when he won First Prize at the International Sir Georg Solti Conductors Competition in Frankfurt.

The TSO provides the most in-depth music education programs in all of Arizona. The nationally-recognized education programs work with more than 120 schools covering 4,000 square miles. “We couldn’t accomplish this without our business partners,” said McKinney.

Impacting more than 120,000 lives each year and infusing millions into the economy of Southern Arizona annually, the Tucson Symphony Orchestra begins a renaissance in community engagement. Splendido’s Tom Rios concurs. “We’re thrilled to support an organization that makes our community and the broader community a better place to live.”

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