



Introducing
The Master Chorale of South Florida

Created to Fill a Void

When the Florida Philharmonic Orchestra ceased operations in April 2003, South Florida lost its major regional orchestra and the only chorus developed solely for the purpose of singing choral-orchestral works. In the history of the Florida Philharmonic, concerts in which the Chorus participated were the concerts with highest attendance-and the only concerts to routinely sell out in all three counties. This underscores a desire for this type of music, which is no longer available through the Florida Philharmonic or WTMI.

Various community choruses cannot fill this void with programs accompanied by piano and organ. The Master Chorale can by hiring the finest orchestra musicians. Classical repertoire will be carefully selected and concerts prepared to meet high quality standards. In addition, the Master Chorale intends to build a loyal following by carefully programming to attract maximum audience interest in each venue. To this end, venues will be chosen carefully for easy access, excellent acoustics and affordability to optimize the musical experience and value.

The Master Chorale of South Florida is a nonprofit 501(c)(3) organization comprised of the best amateur and professional singers in the area, the vast majority of whom sang with the Florida Philharmonic Chorus. The Master Chorale was formed to provide outstanding concerts of classical works written for chorus and orchestra to audiences in Miami-Dade, Broward and Palm Beach counties. The Master Chorale strives to become renowned for musicality, passion, and innovative programming, and for fostering in audiences feelings of joy and excitement that come from hearing superb performances of the greatest music ever written.

Major Yearly Expenses

- \$90,000: Salaries of music director, assistant director, accompanist, administrator
- \$105,000: Orchestral musicians, soloists
- \$30,000: Rental of chairs, risers, other equipment, transportation, performance venues
- \$10,000: Marketing, advertising
- \$10,000: Purchase of music

A copy of official registration and financial information may be obtained from the division of consumer services by calling toll-free 1.800.435.7352 within the state. Registration does not imply endorsement, approval or recommendation by the state.

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