



Annual Report

July 1, 2004 – June 30, 2005

Board of Directors

MK LeFevour

Eric
Lichtenheld

Ofelia
Lichtenheld

Mari Kaneta

To-Reé-Neé
Wolf Keiser

Min
Yanagihashi

Performing Ensemble

Rome Hamner

Karen
Falkenstrom

Eric
Lichtenheld

Ofelia
Lichtenheld

Zibi Turtle

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 performances and workshops we hope to spread taiko and the opportunities it presents for physical, mental, and spiritual growth throughout Southern Arizona.

Description

Odaiko Sonora was founded in May 2002 by Rome Hamner and Karen Falkenstrom. The group incorporated as a 501(c)3 performing arts and education agency in May 2004. The group is currently the only source of ongoing taiko instruction and performance in Southern Arizona, offering weekly classes (Tucson Taiko Juku), residencies, performances, and workshops by visiting masters. The principals actively network and train with the national and international taiko community in order to bring the highest quality instruction, community programming and performance available to our region.

Year in Review

FY 2004-05 was an exciting year for Odaiko Sonora, with phenomenal growth in all stated goal areas: Performance, Teaching/Training, Instruments/Equipment, and Administration.

• Performances

After a 4-month audition process training period, we held auditions for new performing members in Sept. '04, adding three apprentices to our Performing Ensemble.

The group (including the Tucson Taiko Juku for selected gigs) performed 35 times, far exceeding our goal of two performances per month and FY 2003-04's total of 21. Our performances included annual heritage-based events such as the TUSD Asian Lunar New Year concert and the Tucson Children Museum/Japan-America Society of Tucson's Japanese New Year celebration. We also appeared at festivals and community events, including Tucson Meet Yourself, the Family Arts Festival, and the Warehouse Artist Management Organization's second annual concert.

In January 2005, we produced two events. We partnered with Tucson's pyrotechnic troupe Flam Chen and Krispy Krems Donuts to present the Big Event for Tsunami Relief, raising \$4,300 for Save the Children and Red Cross relief efforts. On May 20, we hosted the first Southern



2004

july

OS awarded \$1800 AZ Commission on the Arts project grant for 2005 Southern AZ Taiko Showcase

Karen participates in week-long Portland Taiko Summer Intensive

Rome takes 5th place in 1st Southern CA Odaiko Contest in L.A.

aug

Pilot Taiko Team Building session for employees of ACCO in Nogales, Sonora

sept

1st auditions for new performing ensemble members

oct

Cucuy Bayashi, our 1st original song, premieres at Tucson Meet Yourself

Odaiko construction completed

Arizona Taiko Showcase, featuring the two Tucson groups, Fushicho Daiko of Phoenix, and special guest Tiffany Tamaribuchi and the Sacramento Taiko Dan touring ensemble. Attendance of this event was nearly 400, and was a significant step in growing the area taiko audience to support future events.

As our group has grown and developed, so has our reputation. This year we had our first “headliner” event, appearing as the sole artist at the June 4 Marana Arts Council Marana Heritage Arts series.

Audiences

For 2004–05, our performance audience is estimated at 4,400, plus 300 who participated in in-depth/educational experiences, and 15 ongoing students of taiko. Audience members include: over 1000 K-12 students; Tohono O’odham residents of the San Xavier reservation who attended a free taiko concert put on by the Sacramento Taiko Dan touring ensemble; 80 University of Arizona sophomores and juniors at a 3-day leadership retreat; and a huge cross-section of the Southern Arizona Pan-Asian community. The vast majority of our performances are free community-wide events, so the people who experience taiko through us closely represent the diversity of our region’s economic, ethnic, and age groups.

• Teaching/Training

We continued weekly taiko classes through the Tucson Taiko Juku, and held two 5-week introductory taiko sessions to recruit new students. We led a one-day workshop at the Rancho Linda Vista Youth Leadership camp, and held other school programs with DeGrazia Elementary, St. Gregory, and Compass High. We also developed and tested team-building and leadership training workshops.



We hosted two master-level workshops, welcoming Yoshikazu Fujimoto of KODO to Tucson in March. As part of our Showcase weekend in May, Sensei Tamaribuchi offered two taiko workshops to players in the area, greatly raising the level of instruction available in our community.

One performing member was awarded a fellowship to the Portland Taiko Summer Intensive, one trained and competed in the 1st Southern California Odaiko Contest, and two members attended the 1st Hawaii International Taiko Convention, which allowed them to train with taiko masters from Japan.

• Instruments/Equipment

We completed construction of our *odaiko*, purchased three new *shime-daiko* and stands, and completed a new *chu-daiko*. Through the volunteer efforts of Ofelia Lichtenheld and Nancy Hall, the group now has two full costume sets and a variety of mix and match accessory *obi*, *hachimaki*, and *tekko*.



• Administration:

FY 2004–05 saw an increased focus on the areas of grant-writing and targeting corporate support in order to diversify our funding base. There was also significant progress made in the areas of website development, merchandizing, and promotions.

Above: Tucson and Phoenix taiko players were thrilled to welcome Yoshikazu sensei and his assistant masami in March.

Below: The odaiko body and a finished nagado-daiko frame (from left) Mari Kaneta, Rome Hamner, Ofelia Lichtenheld, and (kneeling) To-reé-Neé Wolf Keiser.

2005

jan
Big Event for
Tsunami relief
raises over
\$4,000

march
KODO Arts
Sphere America
(KASA)
workshops with
Yoshikazu
Fujimoto

Major grant
applications for
ACA and TPAC

Mary Kay
Le Feavour,
Executive
Director of the
Society for
Ecological
Restoration, joins
the Board of
Directors

may
First Southern
AZ Taiko
Showcase

june
4-week
introductory
workshop

Personnel/Volunteers

Odaiko Sonora has 20 very active volunteers including the founders, who are the leaders of the performing ensemble and teach classes. These two have been designated Administrative and Outreach/Development Directors for the group, and spend an average of 15hrs/week each coordinating administrative, educational, and performance matters. The latter began earning a small stipend at the end of this fiscal year. The two founder/Directors oversee construction or purchase of drums and equipment and spend at least 2 hrs/week training and developing repertoire. Performing Ensemble Apprentices (PEAs) volunteer performance and workshop support time, and attend rehearsal for 2hrs every week. Another 8 students, and all PEAs, attend classes/practice up to 8hrs per week, and volunteer for approximately one performance/month. Finally, 6 board members meet regularly to offer guidance on operations, artistic vision, and long-term planning.

Marketing

Taiko is an art form that engages and inspires audiences, and Odaiko Sonora is Tucson's Taiko Za! Invariably, audience members approach us after performances to ask where they can see us perform next, how they can learn taiko, if we have recordings for sale, and to sign up on our mailing list. Our June workshop filled to capacity with only emailed announcements and a flyer at the Taiko Showcase.

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 by featuring it on their website and through their regular distribution system. Evaluation forms included in the Showcase program gave us valuable feedback. Audience members who filled out and submitted the forms that night were included in a raffle for a free introductory workshop, and incentive that drew a 12% response rate.

Ongoing efforts include at least two radio interviews annually on KXCI, reaching a diverse audience of listeners that appreciate local arts. At least quarterly we send out an e-newsletter with information on the group and upcoming shows. We also use merchandize and collateral to drive people to our website, www.tucsontaiko.org, where we announce classes and performances, and post images and video clips. We have been on several news programs, and there are currently three television channels/programs in various stages of production on pieces about Odaiko Sonora for local broadcast.



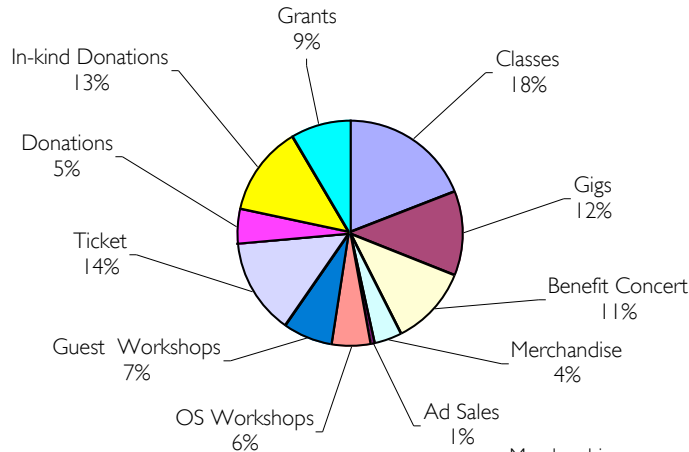
Fiscal Growth & Stability

The organization's budget increased from \$12,000 in FY2003-04 to over \$38,000 in FY2004-05. Since the founding year (2002-03), performance revenue has increased 500%, and teaching revenue 150%. Odaiko Sonora incorporated as a nonprofit in 2004, and 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 infrastructure required for future growth through: a) the creation of paid staff positions; b) developing a business plan that will allow us to apply for significant start-up capital, and c) implementing a facilitated process of strategic and long-range planning.

**2004-05
Revenue**

\$37,832

2004-05 Revenue



Revenue Notes

Grants include foundation (CFSA) and public funding (ACA Project)

Expense Notes

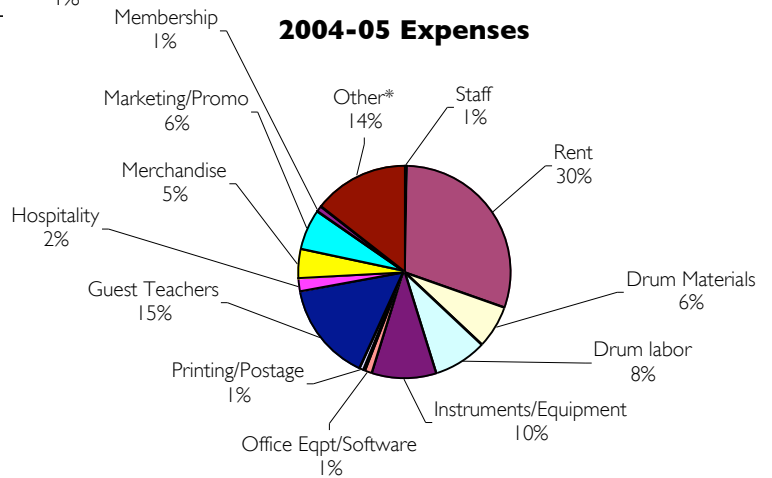
Other includes Tsunami Relief donation

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

**2004-05
Expenses**

\$30,063

2004-05 Expenses



Player List

Performing Ensemble:

- Rome Hamner
- Karen Falkenstrom
- Eric Lichtenheld
- Ofelia Lichtenheld
- Zibi Turtle

Tucson Taiko Juku

- Merryl Sloane
- Beth Harrison
- Brink Harrison
- Sonya Evans-Linsell
- Jacob Hawkins
- Mo Sullivan
- Nancy Hall
- Peter Bigot

June Intro Students: Jared, Josh, Charlene, Anne, Yoshi

Pictured above, Odaiko Sonora members pose with the stable of instruments at our Ortspace Studio home.

Performances in FY 2004-05

2004

- 7/24 Odaiko Contest (solo performed by Rome Hamner)
- 7/29 Rancho Linda Vista, full-day workshop with campers ages 3-16
- 9/12 JAST Annual Installation of Board/Lunch Meeting
- 9/17 Compass High School
- 10/9 Performed for Tucson Meet Yourself Festival
- 12/5 Performed for 5 hours along the course of the Tucson Marathon
- 12/5 Performed for Tucson Botanical Gardens Luminaria Nights
- 12/31 Performed for private New Year's Eve Party for Tucson's Chinese-American community

2005

- 1/2 Performed at Tucson Children's Museum Japanese New Year Celebration
- 1/14 Conducted leadership/team workshop for UA Center for Student Involvement and Leadership Student Leadership Retreat
- 1/16 Performed and had table at Family Arts Festival
- 1/22 Organized and participated in Benefit Concert for Tsunami Victims, co-sponsored by Krispy Kreme Donuts and Flam Chen
- 2/4 Performed for TUSD Asian Lunar New Year Annual Concert
- 2/4 Performed for St. Gregory High School St. Gregory Meet Yourself festival
- 2/12 Collaborative performance with BadGirl Storytelling Brigade: Effortlessness
- 2/12-3/19 5-week Introductory Taiko Workshop

- 2/18,19,20 Collaborative performance with O-T-O Dance for 20 Years and Soaring concert

- 2/20 Performed for Lighthouse YMCA 5K Run
- 2/20 Performed for Pan-Asian Alliance annual fundraising dinner
- 2/26,27 Collaborative performance with Phoenix's Fushicho Daiko at Matsuri: A Festival of Japan
- 3/2,3 Workshops by visiting Taiko Master Yoshikazu Fujimoto of KODO
- 3/5 Taiko demonstration at Iaido Taikai (Japanese Swordsmanship Tournament)
- 3/12 Performed at Second Annual Warehouse Artists Management Organization Party, sponsored by Flam Chen
- 3/18,19 Collaborative performance with O-T-O Dance Surreal Buffet concert
- 4/9 Performance for 3rd Annual Southern Arizona Japanese Speech Contest
- 4/10 Tucson Museum of Art 80th Anniversary Celebration and Free Family Arts Day
- 4/16 Performance for private party, organized by Events Made Special
- 5/5 Community Foundation of Southern Arizona Arts Awards. Intro talk and demonstration of two songs
- 5/20 Produced and performed at 2005 Southern Arizona Taiko Showcase with Fushicho Daiko, Suzuyuki-Kai Taikoza, and special guest members of Sacramento Taiko Dan, including Tiffany Tamaribuchi
- 5/ 27,28,29 Hilton Tucson El Conquistador Resort Memorial Day "Survivor" Weekend
- 4-week intro class
 - 6/4 MAC Heritage Performing Arts Series at Continental Ranch Park Budget charts

