



# Cereal City Concert Band

## Annual Effectiveness Assessment Report

Fiscal Year: 2025

Prepared for: Board of Directors

Prepared by: Heather Lane-Fowler, Operations Mgr

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### 1. Purpose of Assessment

The purpose of this report is to evaluate the effectiveness of Cereal City Concert Band in fulfilling its mission to provide accessible, high-quality live music to the community. This report reviews program outcomes, financial performance, and organization health to support continuous improvement and strategic planning.

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### 2. Programs & Activities Reviewed

During 2025, Cereal City Concert Band delivered the following core programs:

- Three public concert performances serving approx. 810 attendees
  - Six community outreach performances (Memorial Day Ceremony at National Cemetery, Leila Arboretum Concert, Lakeside Concert at Gull Lake, concerts for residents at local Assisting Living communities)
  - Weekly rehearsals over a 7-month season
  - International Festival in Schladming, Austria, and Prague concert, serving approx. 500 attendees
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### 3. Performance Metrics

#### A. Program Output

Indicator	Result
Number of concerts	3
Total audience attendance	810
Average attendance per concert	270
Number of active members	53
Rehearsals held	24
Community outreach events	6

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#### B. Financial Effectiveness

Indicator	Result
Total Revenue	\$ 35,314
Total Expenses	\$ 28,772
Program Expenses	\$ 21,567
Program Expense Ratio	% 75
Budget variance	\$ (+ / -) N/A

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#### C. Community Impact

Audience and community feedback was collected through informal discussions and email responses. Key themes included:

- High satisfaction with musical quality
- Appreciation for free and accessible concerts
- Requests for additional assisted living concerts for residents
- Partnerships with military events

Selected comment via email:

I had the pleasure of attending the CCCB Christmas concert this afternoon. The program, especially the first half, was quite challenging and well performed by the ensemble. I was quite impressed by the technical and musical sophistication I experienced while listening to this performance. It appears that Dr. Doyon is providing exceptional leadership.

Best wishes for continued success.

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## 4. Assessment Findings

### Strengths

- Strong audience attendance
- High member retention and engagement
- Financial stability with positive net results
- Positive community reputation

### Challenges

- Aging audience
- Volunteer fatigue in leadership roles
- Limited membership per section
- Lack of comprehensive operating procedures

### Risks

- Dependence on repeat donors
  - Aging core membership
  - Limited marketing capacity
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## 5. Goal Achievement Review

Goal	Status
Increase concert attendance	Achieved (from 784 to 810)
Expand community outreach	Partially Achieved (locally same, International plus)
Improve financial sustainability	Achieved (increase in grant/donors)

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## 6. Board Evaluation

The Board concludes that Cereal City Concert Band is:

- Exceeding expectations
- Meeting expectations
- Needs improvement

Overall effectiveness rating: **[1–5 scale]**

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## 7. Recommendations

For the coming year, the following actions are recommended:

1. Develop Standard Operating Procedures (SOPs)
  2. Conduct annual member survey
  3. Develop Marketing Plan
  4. Create new logo
  5. Evaluate/select new website management
  6. Implement annual budgeting process
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## 8. Strategic Priorities for Next Year

- Increase audience attendance by 10%
  - Increase member volunteer participation by 20%
  - Develop Standard Operating Procedures (SOPs)
  - Strengthen brand identify
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## 9. Compliance & Accountability

This assessment fulfills the Organization's **Measuring Effectiveness Policy** and aligns with **BBB Wise Giving Alliance Standard #7**, demonstrating regular program evaluation and use of results for improvement.

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Approved by the Board of Directors of Cereal City Concert Band on:

Date: April 16, 2026