



INSPIRE | EDUCATE | UNITE

BUILDING COMMUNITY THROUGH THE POWER OF MUSIC

The Florida Orchestra's

SYMPHONY BY THE SEA



Event Overview

- Free public concert held Saturday, June 6 at the BayCare Sound 7:30pm-9:30pm
- Performance included:
 - Salute to America 250 with *Armed Forces Salute*, *America the Beautiful*, Tchaikovsky's *1812 Overture*,
 - John Williams' movie themes from *Star Wars* and *Jaws*,
 - Broadway hits and classical crowd-pleasers.
- Approximately 1,565 attendees





Community Partners

Community Partners were invited to host information tents and included:

- TFO Instrument Petting Zoo
- Salvation Army Street Level Outreach Program
- Florida Botanical Gardens
- Florida Native Plant Society
- Suncoast Primate Sanctuary
- Hope Villages of America
- Florida Wind Band
- Community Dental Clinic
- LiFT Academy (Learning Independence for Tomorrow)

Note: Through donations at entry points, the Salvation Army collected approximately **150 pounds** of food and personal care items.

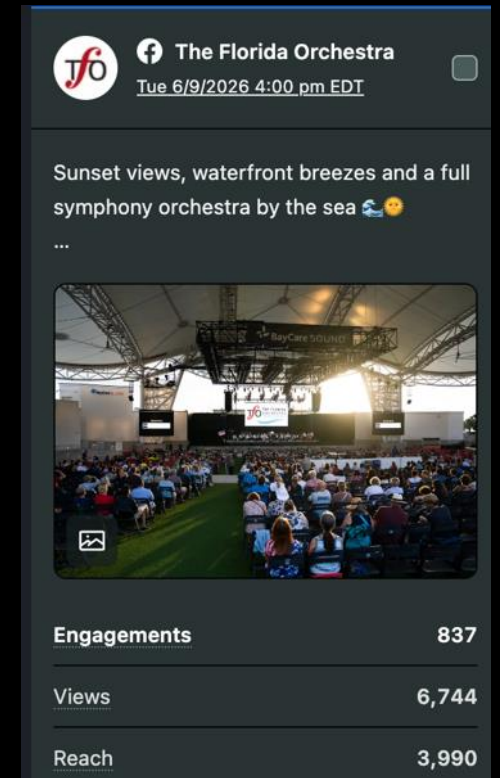
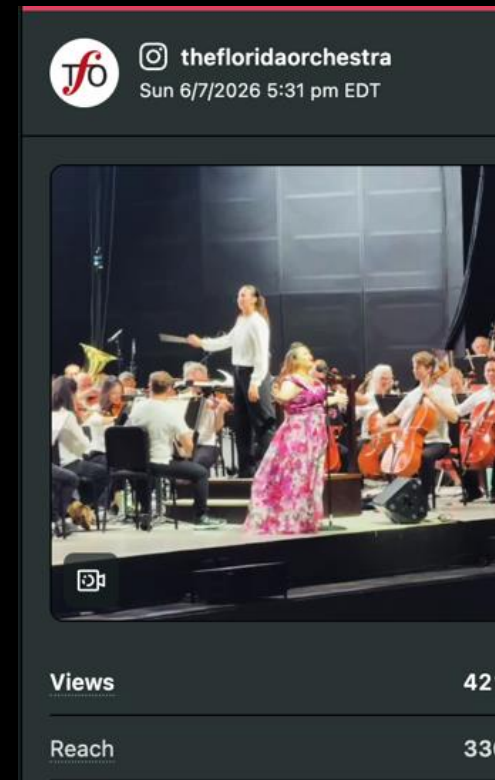
Participant Feedback

- “Thank you for the opportunity to participate in tonight’s *Symphony by the Sea* event at The BayCare Sound. It was our honor to be the recipient of the community’s generosity, and we look forward to collaborating on additional initiatives with you in the future - everyone enjoyed tonight!” – Salvation Army
- “This was an ideal opportunity to introduce our organization to music lovers. The setting was beautiful, and we are grateful for the warm welcome. We hope to have many chances to collaborate in the future.” – FL Wind Band
- “Thank you for including our organization in your community partners. We look forward to working together again in the future.” – LiFT Academy



Press & Social Media Mentions

- Included in TFO season brochure with more than 60K copies distributed throughout Tampa Bay
- Listed on TFO website and Email reminders to all TFO patrons
- Press release sent to Tampa Bay outlets:
<https://floridaorchestra.org/wp-content/uploads/2026/04/TFO-Symphony-by-the-Sea-Change-25.pdf>
- TFO partners like AMPLIFY Clearwater and Leadership Tampa Bay shared on their e-newsletter and social media
- Overall TFO social media coverage:
 - 19 total social media placements, including 10 feed posts and 9 Instagram Story frames
 - 70,805 total views/impressions across all platforms and content (Facebook, Instagram, LinkedIn, TikTok)
 - 2,442 total engagements/interactions
 - 42,624 cumulative reach across Facebook and Instagram feed posts and Stories



Event Challenges

Our biggest challenge was the unexpected date change. Because the original date had been published in TFO's fall brochure months earlier, we had minimal time to update patrons and generate awareness for the new date.

Holding the concert outside our traditional season also made attendance more challenging, and several valued community partners were unable to participate because of the revised schedule.



 **The Florida Orchestra**
Fri 4/17/2026 12:12 pm EDT

Update! We've changed the date of our free Symphony by the Sea community concert to Saturday, June 6, at The...



Engagements

749

Views

42,878

Reach

28,001

Lessons Learned

- Continue spreading awareness of TFO's newest park concert – *Symphony by the Sea* in downtown Clearwater
- Maintain a consistent date for the event – This season it will be held Friday, May 7, 2027
- Seek and secure additional sponsorships
- Include local schools/community partners again

Special thanks to the DDB for sponsoring this community event!





THANK YOU

For concerts and information
FloridaOrchestra.org