

# ANNUAL REPORT

## 2020





I vividly remember sitting in a board meeting in February, exactly one year ago, with the foreboding sense that this viral outbreak was not going to be brief nor easy, despite public assurances to the contrary. In that meeting we discussed what to do about our lessons— move everything online? And our venue — cancel all the shows? One guiding principle became abundantly clear in that conversation, as we were faced with laying people off and shutting everything down. We had to **KEEP GOING**.



Once that decision was made, it was time to move. Quickly. In the span of one weekend, we moved our entire business online. Teaching artists and staff quickly rose to the challenge. They hastily researched online platforms, moved content into Google Drive, hopped on calls to learn how to teach online, shored up tech needs, always moving forward. We had to learn how to livestream concerts, rapidly cancelling ticketed concerts and booking local acts to stream from our venue. This initiative became Save the Music, a community-funded concert series that pays artists to stream live shows and raises money for other nonprofits. It has been extraordinarily successful, and allowed us to support hundreds of musicians and scores of non-profits while also keeping the community engaged with live music performances.

We've had to **GET CREATIVE** in order to survive, flexing different muscles and learning new skills. Not only are our teaching artists seasoned online instructors at this point, serving students locally as well as across the country, but we've also developed entirely new lines of business. We now create live music videos as a specialization, for example. Our admin team has become camera operators, sound technicians, lighting specialists, and experts on streaming content.

Above all, we've had to **STAY FLEXIBLE**. Running an arts organization that relies on togetherness in a global pandemic means planning for the future in short bursts. Questions arise: How can we offer in person options this spring? Music classes and jams outdoors? If so, where? What do we do about bad weather? What's the optimal time to move forward on big dreams for the future?

Yet amidst the uncertainty, important truths have become clearer to me this year. **We need each other. We need to give of ourselves. And we absolutely need the arts.** People will go to great lengths to stay connected and inspired, to stay generous and engaged, even in a time of intense separation. We should all take heart, knowing that in the worst of times, we do still show up for each other. Even when isolated, again and again, we arrive. We open our hearts. We find each other. And we create something new.

Yours in Music,  
*Emily Robey Morrison*  
Executive Director



# Strategic Plan 2020-2023

## **Develop The Front Porch's profile as a leading community arts organization.**

After just 5 years of operation, The Front Porch has become a prominent local arts organization. Our goal is now to raise The Front Porch's regional and national profile. Strategies include a brand refresh, a comprehensive digital marketing strategy, and sustained partnerships with organizations in Central Virginia and beyond.

## **Support diverse audiences and clientele. Promote equity in music education.**

All Front Porch stakeholders – the board of directors, faculty and staff, patrons, and community partners – shall reflect Charlottesville's diverse interests, socioeconomic backgrounds, life experiences, and cultural heritage. We prioritize opportunities to address challenges that limit people's access to Front Porch programs and activities, including transportation, financial capacity, and equipment needs.

## **Establish the best small venue in Central Virginia.**

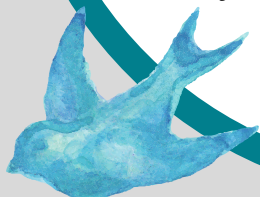
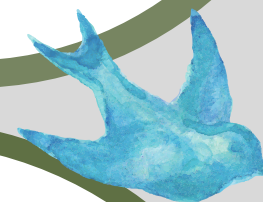
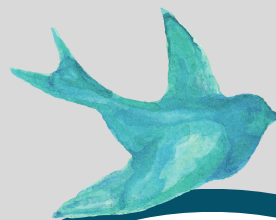
Creating a venue that is set apart through the highest caliber of musicians, the intimate setting, the friendly vibe, and the sense of discovery experienced by our patrons continues to be our goal. We'll also enhance access to concerts by providing high quality live-streams of each show across social platforms.

## **Create the most engaging community music school, anywhere!**

Over the next three years, The Front Porch's faculty and staff will focus on sustaining the highest-quality music education program, linked with myriad opportunities to gather, practice, share, and perform in a community setting. Enhancing our online lesson options will allow us to reach people outside our direct geographic area. In-person lessons, classes, and open jams will continue to serve our immediate community.

## **Sustain excellence in Front Porch staffing and leadership.**

Developing a world class music education program relies on sustaining top-notch faculty and staff. The Front Porch will attract and retain dedicated, qualified, diverse personnel. Hiring and training strategies are focused on prioritizing artistic excellence, creating a collaborative work environment, and securing regular professional development opportunities for staff and teaching artists.



# YEAR IN REVIEW

"We are grateful to stay connected with the music community during this time of physical distancing. Keep up the good work at The Front Porch. We appreciate your efforts: music is so important at this time and always."



**23,015** total student lessons

**100%** virtual since March

**4,781** private lessons

**4,648** group classes

**\$42k** raised for scholarships

**30** teaching artists

**14%** student increase

**648** active students



## New Website and Logo

Our gorgeous new website features videos highlighting each of our teaching artists, enhanced e-commerce capabilities, a friendlier user experience, and improved back-end systems for optimizing our business practices. We couldn't be more thrilled!



## Instrument Rental and Purchase

We've used this quiet time in the studios to vastly improve our instrument rental program this year. We now own lots of student instruments so that everyone can learn to play on something that's high quality and stays in tune!



# SAVE THE MUSIC 2020



Save the Music has offered us an extraordinary resource that highlights the unique blend of magic The Front Porch offers our community. As a fan, it allowed me to sit back and enjoy the remarkable talents of my friends, and to discover those of others. As a musician, it allowed me to get back a little of what we all have lost as artists — the opportunity to connect with people through music, and through a first-class audio/video setup! And for all of that, I can't thank The Front Porch enough.

- John Kelly

85

livestream concerts

240k+

views

202

performers

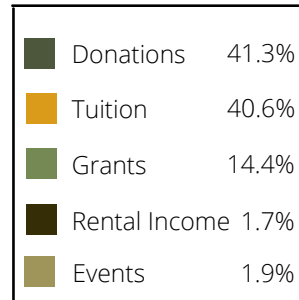
\$17,696

raised for nonprofits



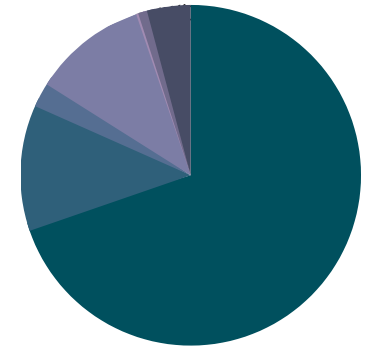
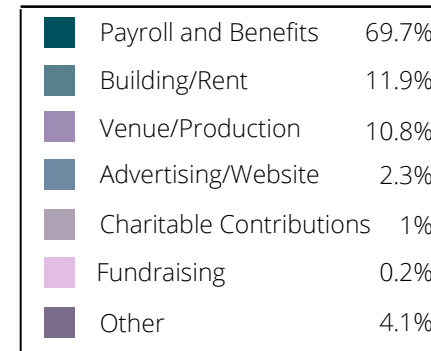
## INCOME

Total: \$704,217

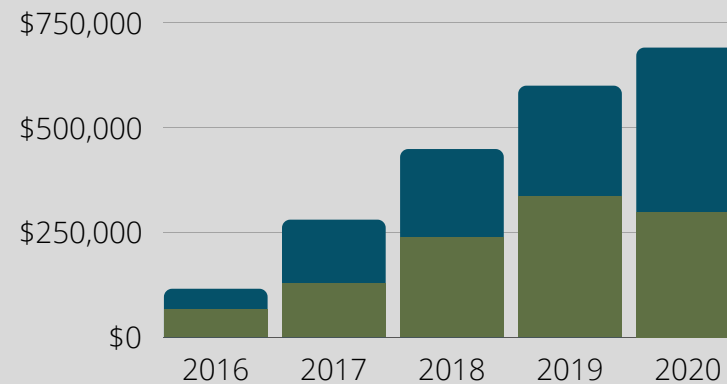


## EXPENSES

Total: \$725,295



## EARNED VS. FUNDRAISED



## Board of Directors

**Chris DuBois** (*Board Chair*): Business Owner, Sticks Kebob Shop

**Marc Lipson** (*Treasurer*): Professor of Finance, Darden School of Business, University of Virginia

**James Wilkinson** (*Secretary*): Environmental Consultant and Writer, Skeo

**Terri Allard**: VPM Host, Producer and Education and Engagement Manager, Singer-songwriter

**Mary Beth Aungier**: Regional Digital and Print Media & National Street Team, LOCKN' Festival

**Paddy Bowman**: Folklorist, Founding Director, Local Learning: The National Network for Folk Arts in Education

**Christina DeMarea**: General Director, Charlottesville Opera

**Jonathan Gilliland**: CIO, Keller Enterprises, LLC

**Neal Goodloe**: Criminal Justice Planner, Thomas Jefferson Area Community Criminal Justice Board

**Clarence Green**: Filmmaker, Producer, Singer-songwriter, and Social Entrepreneur

**Steven Harris**: Concert Promoter, High-end Audio Consultant

**Adam Healey**: Internet Entrepreneur

**Demian Jackson**: Attorney, Jackson Intellectual Property Group

**Lester Jackson**: Musician, Songwriter, Entrepreneur, Music Producer, Electrician

**Chris Perot**: Entrepreneur

**Devon Sproule**: Singer/Songwriter, Music and Songwriting Teaching Artist, The Front Porch





## Core Staff:

Emily Morrison – Executive Director  
 Jess Knicely – Director of Operations  
 Katen Reynolds – Director of Advancement  
 Malia Furtado – Director of Music Education  
 Emily Kresky – Booking and Venue Manager  
 Mike Burris – Audio/Visual Engineer  
 Sean Bracken – Digital Strategy Manager

### Founders Circle (\$10,000+)

Anonymous (3)  
 Community Emergency  
 Response Fund at CACF  
 Helen Cohoon  
 Helen Ingham Foundation  
 Hilltop Foundation  
 Jonathan Gilliland  
 Colleen Keller  
 Madwoman Project Fund

### Legend (\$2,500–\$9,999)

BAMA Works Fund of  
 Dave Matthews Band at  
 CACF  
 Mike Burris  
 CACVB  
 Logan III Charitable Fund  
 Potter's Craft Cider  
 The J&E Berkley Foundation  
 The Joseph and Robert Cornell  
 Memorial Foundation

### Hall of Fame (\$1,000–\$2,499)

Anonymous (3)  
 Joseph Caputi  
 David Cathcart and Susan  
 Donovan Cathcart  
 Jim Childress  
 Christina and Brad DeMarea  
 Nicholas Duke and Gardy  
 Bloemers  
 Judith Fenno  
 Fred and Stasia Greenewalt  
 Adam Healey  
 Mr. and Mrs. Katherine  
 and Wyck Knox  
 Marc Lipson and Ellen Climo  
 Mary and Ralph Morony  
 John Morrison  
 Dennis R Proffitt  
 Rick Ramsey  
 Carol and Jack Weber Fund  
 John Whitlow  
 Richard Will  
 Eleanor Winsor  
 The J&E Berkley Foundation

Virginia Commission for the Arts  
 Target  
 City of Charlottesville  
 Nathalie & Emanuel Goldberg  
 Advised Fund  
 Fennel Family Fund

### Festival Fave (\$500–\$999)

Anonymous (2)  
 Carol Bevilacqua  
 Martin Collin  
 Graham Connell  
 George Davis  
 Charlie Davis  
 Francis Barry Deane  
 Chris DuBois  
 John Frazee

“We've explored  
 a lot of different virtual  
 learning options this summer  
 and fall and this is far and away  
 the best class we've participated  
 in. Well done!”

Susan and Mike Evans  
 Charles Gagnebin  
 Karen Murray and Neal  
 Goodloe  
 Sid Hagan  
 Christian and Rebecca  
 Hall  
 Steven Harris  
 Jack and Hillary Horn  
 Demian Jackson  
 Jason Lyman  
 John McAllister  
 Spencer McElroy  
 Susan Ann Montgomery  
 Diane and Anthony  
 Pullaro  
 Fair Robey  
 Austin Robey  
 Faye and Jerry Rosenthal  
 Scott Smith  
 James K Spencer Jr.  
 Annie Stafford  
 Erika Struble  
 James Wilkinson  
 Worrell Chapman Family  
 Fund  
 McIlhany Episcopal Parish  
 Higginson Fund



**House Band  
(\$250-\$499)**

Anonymous (5)  
Mary Beth Aungier  
Stewart and Cecelia Babbott  
Stuart Berr  
Paddy Bowman  
Jackson Boylan  
Kara and Chris Burke  
Brian Calhoun  
John Chapman  
Julian Close  
Fleming Cunningham  
Ralph Edwards  
Joel Eisen  
Steve and Jane Engel  
Staci England  
Dhara Goradia  
Angel Gunn  
Dick Harrington  
Barbarie Hill  
John Kokola  
Peter LaBau  
Claiborne Lange  
Joe Lawlor  
Deborah Lawrence and  
Kim Tingley  
David Leubke  
Diane MacPherson  
Christopher Noland  
Cay Lee and Chad Ratliff  
Linda Renfro  
James Steele  
Maria S Stein  
Alex Stultz  
Caroline Theus  
Kyle West  
Brian and Denise  
Wilkinson

Caplin Foundation  
Virgil and Margaret Wagner  
Fund

**Weekly Jammer  
(\$100-\$249)**

Anonymous (23)  
Rachel Abdella  
Neil Ackroyd  
Kimberly Acquaviva  
Robin and Jonathan  
Albertson-Wren  
Terri Allard  
Lawrence Bechtel  
Kate Bennis  
Jim Bingler  
Logan Blanco and Ann  
Mercer  
Sarah Blosser  
Anna Boeschenstein  
Laura Brown  
Sumner Brown and  
Herbert Beskin  
Margo Bulka  
Joanne Burruss  
Elinor Capehart  
Christine Carroll  
Susan Chase  
Beatrice Chastka  
Bryan Close  
Barry Collins  
Eleanor Cooper  
Genevieve Cox  
Jack Crawford  
Virginia Daugherty  
Penny Decker  
Yves Deluz  
Richard Deutschmann  
Philip Edmundson

David Edwards  
Robert Emmett  
Karen Emmitt  
Sarah Erickson  
Jason Espie  
Alice and Simeon Fitch  
Maralyn Flint  
Luke Foster  
Michael Garnett  
Cali and Blaise Gaston  
Spencer Gay  
Jeremy Gentry  
Michael Giordano  
Scott Gold  
James Gooding  
Lauren Gordon  
Ben Green  
Victoria Handy  
Tom and Jane Hansen  
David Hartley  
Patricia Higgins  
Alysoun Higgins  
Heather Hill  
Steve Hoover  
Sally Hudson  
Kathie Hullfish  
Mark Jackson  
Lester Jackson  
Jennifer Jacobs  
Cale Jaffe  
Phyllis James  
William Johnson  
Ellen Jones  
Keri Kauffman  
Jim and Jane Keathley  
Ron and Joyce Kessinger  
Jennifer Koch  
Kate Lambert  
William Lankford  
Elin Marie Larson

Gabriel Laufer  
Towles Lawson  
Cheri Lewiw  
Mehrak Liszt  
Randy J. Lloyd  
Jon Lohman and Tori Talbot  
George Mackaronis  
Victoria Macmillan  
Brian Madison  
Erin Malec  
Ronnie Marcum  
Jess Martin  
Claudine McElwain  
Henry and Edith McHenry  
Tolly Merrick  
Duke Miller  
Annie Morony  
Jacob Nadkarni  
Jon and Carol Nafziger  
Adam Nemett  
Kelli Olson  
Anna Page  
Roberta Pantalena  
Sarah Peapples  
Zack Perdue  
Russell Perry  
Michael Pillow  
Jodie Plaisance  
Buck Powell  
Deborah Prum  
Rita Ralston  
Marianne Ramsey  
Nicholas Reeb  
Caroline Revercomb  
Katen Reynolds  
James Richardson  
Michael Rodemeyer  
Bruce Ruscio

Bill Sanford and Marianne  
Ramsey  
Bradley R Sayler  
Anthony Schmiege  
Philip Schrodt  
Hank and Frances Schutz  
Tom Schwenk  
Julie Scialla  
Jacqueline Scott  
Sara Shullaw  
Elizabeth Sidamon-Eristoff  
Gale Smith  
Lynne Smith  
David Soyka  
Brian St. John Fox  
Mary Beth Stein  
Kendra Stribling  
Dorothy Sullenberger  
J L Sulzberger  
Eileen and Hank Thacker  
JoAnn Thomas  
Thomas Torrance  
Robert Tyler  
Jean Warrington  
Michael Weaver  
Alice Wiggins  
Jill Williams  
Kurt Williams  
Shannon Williams  
Werter H Willis  
Jansen Woo

"In these strange times of quarantine and social distancing, The Front Porch and its Save the Music series has kept alive the very thing that gives our community its humanity - our relationships with each other - by connecting us all through music."