

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.

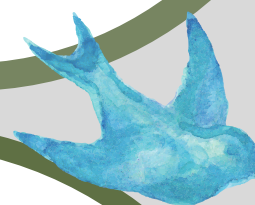
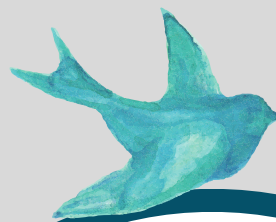
Creating a venue that is set apart through the highest caliber of musicians, the intimate setting, the friendly vibe, and the sense of discovery experienced by our patrons continues to be our goal. We'll also enhance access to concerts by providing high quality live-streams of each show across social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

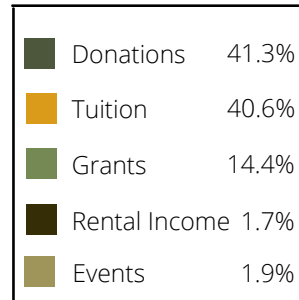
\$17,696

raised for nonprofits



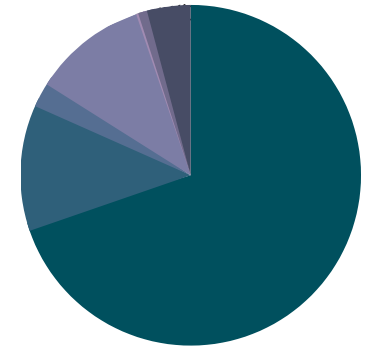
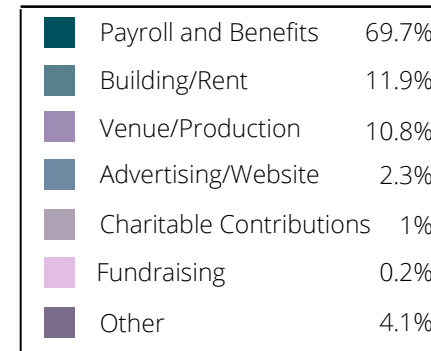
INCOME

Total: \$704,217

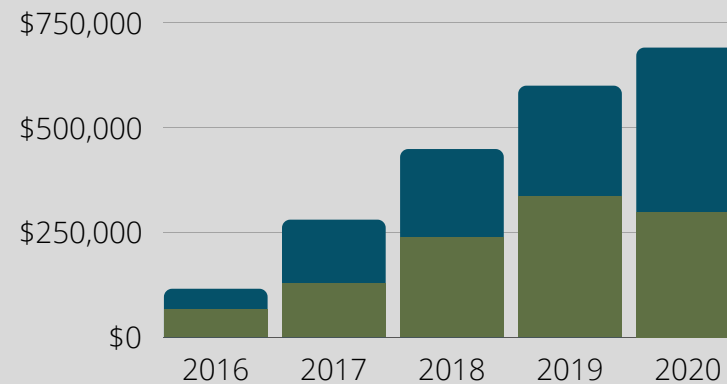


EXPENSES

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."