

Excellence in the Arts : Entry # 34

Is your organization a 501(c)3 nonprofit?

Yes

According to your 501(c)3 letter, in what town is your official office located?

Hartford

Where will your project be performed or exhibited?

Hartford

Will this activity occur after February 1, 2023?

Yes

Are you a recent grantee?

Yes

Organization Name

Connecticut Guitar Society

Organization's IRS Tax ID #

222768662

Principal Contact Name

Joyce Magee

Title

Executive Director

Email

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Phone

(860) 651-9772

Address

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SIMSBURY, Connecticut 06070
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[Map It](#)

Website

<http://www.ctguitar.org>

Amount requested this application

\$5,500.00

What is the organization's mission/vision statement?

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The Connecticut Guitar Society (formerly the Connecticut Classical Guitar Society) was founded in 1985 to promote the appreciation and education of the classical guitar. We have come a long way since this beginning by a group of Hartt School of Music students who met and played in private homes. Now completing our 35th season, the Connecticut Guitar Society (CGS) embraces all-styles of guitar music in our concert presentations, master classes, workshops, and our Amateur Ensemble.

Provide a brief history of your organization and its activities.

The Society serves the educational and cultural needs of music lovers as well as all levels of guitarists and the community through productions of concerts, workshops, master classes and sponsorship of amateur guitar ensembles.

Our concerts, known for quality and variety, bring virtuoso performances by acknowledged masters and rising stars playing every musical style and taste from Bach to Blues – from Flamenco to Jazz. We reach over thousands a year at concerts and in our educational and referral outreach. We strive to increase the number of elementary and high school students in our audience and workshops. Evidence of our increasing visibility and recognition comes in many forms. We have developed a reputation in Connecticut and well beyond. We have been named "Critics Choice" and "Best Bets" by publications including the *New York Times*, *Connecticut Magazine*, the *Hartford Courant* and *Advocate Newspapers*.

Describe the demographics of your audience/people served by your activities.

Audience by Age Group

Children & Teens 14%

Young Adults 14%

Adults 49%

Seniors 23%

Audience by Geography

Hartford Residents 14%

Capital Reg. 54%

CT residents not in Cap. Reg 26%

Out of state 6%

Describe your organization's governance.

There are 5 regularly scheduled board meetings although typically six meetings are held each season. Each meeting is designed to maximize the board's involvement in upcoming concerts and to evaluate progress and decisions. One hundred percent of the board of directors are connected by the Internet and engage regularly in email to facilitate the day-to-day activities. The bylaws call for a minimum of three meetings per year with special meetings possible at the call of the president. A majority of the number of directors constitutes a quorum. Board members form the corp of active volunteers who help at events by greeting and conducting surveys

Elected for a term of two years and consisting of a maximum of twenty directors, the Board is divided into two groups with staggered terms of office. The Executive Committee consists of the President, Secretary, and Treasurer. There are presently four working committees: Nominating, Program Planning, Development and Marketing.

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100% financial contributions.

What percentage of your board makes personal financial contributions to your organization?

Female member of Connecticut Guitar Society Board: 66 percent

Latino/Hispanic: Seventeen percent of the Board.

Personal financial contributions to the Connecticut Guitar Society: 100 percent

Project Name

Women and Their Guitars

Project Description

The Guitar world has long been dominated by men. Now the entrance of talented female artists.

Annalisa Ewald starts the series. Her first album garnered the No. 8 spot on the Billboard Classical chart. Developed The Ewald Suzuki Guitar Method for learning guitar. Frequent soloist in the NY area she launched an ensemble exploring seldom-heard music of the 16th and 17th centuries.

Jaclyn Jones - classical guitar who studied with world renowned maestros. Exciting sound and has concertized at the Wadsworth, churches and historical societies; founded the guitar dept. at the Grace Academy in Htfd.

The series cumulates with world re-known Kaki King. Kaki is a is a mind-blowing young fingerstyle guitarist. Busking in the NYC subways she got her big break appearing on Conan O'Brien and has been touring the world ever since. Kaki uses flamenco, fret tapping, percussion and altered tunings . She will be appealing to a young audience.

Each will present a workshop.

Project start/opening

02/14/2021

Project end/closing

04/17/2021

Project venue

Asylum Hill congregational Church; Windsor Arts Center

Project town

Hartford; Windsor

Admission fees, attendance, and activity details

Date	Tickets Prices	Sales	Comps
February 14, 2021	\$15 - \$20	70	6
March 14, 2021	\$15 - \$20	70	8
April 17, 2021	\$20-\$30	250	10

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How do you intend to promote/market this project?

Over the years CGS has collected a database of over 4,000+ families who have attended our events; direct mail is sent to those households.

Distribute posters, press releases, posters and related materials.

Arrange for radio interviews with WWUH, WFCR, WHUS, WWUH and WRTC

Load event description and jpeg to Let's Go Arts and Entertainment Calendar

Update ctguitar.org website to promote this concert.

Prepare email blast to the database for each event.

How is your organization going to use Roberts funding?

The Roberts Foundation logo will be featured in in the Seasonal Brochure, noted in the Press Release, visible on the website, included in the flyers, noted in the email blasts, and cited in the Playbill.

What is your organization's definition of artistic excellence?

CGS is committed to artistic excellence in all its endeavors – performance, education, referrals, resources and recording. We measure artistic excellence in several ways: qualities of artist, attendance, press attention, feedback and over-all success of the program. CGS is considered one of the largest and most successful Guitar Societies in the USA and indeed, in the world. At the convention for the Guitar Foundation of America, leading foreign artists seek us out to start their American tours. We also provide exposure to lesser-known but talented artists performing all-styles of guitar music. To our knowledge, we are the only guitar society to be awarded grants by the prestigious National Endowment for the Arts.

How does this project align with that definition, and how does it advance your mission?

By presenting very high quality artists Connecticut residents have the opportunity to hear from the very best.

The *Women and Their Guitars Series* contribute to the health and sustainability of the organization and its members

- Bring acclaim and visibility to CGS
- Attract the Society's largest audiences and in doing so provide revenues
- Create and develop members, donors and sponsors for all CGS' programs
- Present Master Classes for 20 –50 eager students each concert
- Engages a new and younger audience
- The Guitar Society is expanding its audience base by reaching a younger demographic

How will your audience and the community benefit from this project?

The *Women and Their Guitars Series* benefits the community.

- Attracts audiences other than just guitar fans
- Presents 'cutting edge' music with a new original sounds.
- Presents artists who perform in intimate settings where they and their music can be most fully appreciated.

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- Is the only concert series in Connecticut dedicated to guitar music. As such, it plays a significant and unique role in the community's and region's cultural landscape.
- Features music beyond the standard classical guitar repertoire
- Broadens audiences to a younger demographic.
- Broadens audiences to more receptive ears.

How will this project be evaluated?

Our Executive Director, Artistic Director and Board of Directors focus their evaluation in two specific areas. The Board's Planning Committee reviews the quality of the performance and the impact it has on both the community and the organization. The Finance Committee reviews the overall financial success of the program including ticket sales, marketing efforts, and funding from sponsorship and grants.

The board as a whole then reviews both reports. Project evaluation examines the success of the overall experience while answering the following questions:

- Did we maintain the high quality of our ongoing programs?
- Did we receive positive feedback from the artists and participants and press?
- Was the event a successful showcase for CGS?
- Did we draw in new people? Did we sign up new members?
- Did we make the programs accessible and affordable to music lovers?
- Did we increase access to cultural and artistic programs among the diverse communities of Connecticut?

Cover letter

- [Connecticut-Guitar-Society-Cover-Letter.pdf](#)

Board list

- [Connecticut-Guitar-Society-Board-List.pdf](#)

IRS 501(c)3 determination letter

- [IRS-Ltr.pdf](#)

Financial statement

- [IRS-990-2018.pdf](#)

Last year operational budget

- [Connecticut-Guitar-Society-Last-Year-Operational-Budget.pdf](#)

Current year operational budget

- [Connecticut-Guitar-Society-Current-Year-Operational-Budget.pdf](#)

Balance sheet

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- [Balance-Sheet-Feb-2020.pdf](#)

Project budget

- [Project-Exp.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

Yes

Strategic plan

- [CGS-Strategic-Plan.pdf](#)

Other materials?

- [ctguitar.org-web-page.pdf](#)
- [Flyer.pdf](#)
- [Bochure.pdf](#)
- [CGS-Budget-to-Actual-FN-Rpt.pdf](#)
- [CGS-Final-Report-19_20.pdf](#)

Have you contacted the Executive Director by email or phone to discuss this proposal?

Yes

Is your cover letter signed by your senior executive? on your letterhead? with your official office address?

Yes