

Excellence in the Arts : Entry # 77

Is your organization a 501(c)3 nonprofit?

Yes

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

West Hartford

Where will your project be performed or exhibited?

West Hartford

Will this activity occur after August 1, 2023?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

178432-Roberts2020

Organization Name

Music at the Red Door

Organization's IRS Tax ID #

824910448

Principal Contact Name

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Title

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Address

679 Farmington Ave,
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[Map It](#)

Website

<https://www.reddoormusic.org/>

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Amount requested this application

\$2,500.00

What is the organization's mission/vision statement?

Music at the Red Door enriches our neighborhood with a broad range of wonderful musical programs and empowers children through musical education and performance. Through a year-round season of professional-quality musical presentations in the acoustically and visually stunning setting of St. John's Episcopal Church, we employ the power of music and the spirit of fellowship to enrich the musical experiences of Greater Hartford. Our goal is to build bridges between our parish and the community.

Describe the diversity of your board.

Music at the Red Door is committed to diversity in all aspects.

The Board of Directors, consisting of 7 members, meets quarterly, with a 90% attendance rate.

Our board is 29% female and 14% of color.

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

100% of our board members make personal donations every year.

Detail any changes since your last application.

Board: Catherine Cox stepped down from the board and Nat Reeves joined the board.

No other changes have occurred except for the need to respond to the COVID pandemic. Starting in mid-March 2020, all concerts were cancelled or went online. Music at the Red Door is committed to streaming all performances until it is safe to present a live concert with audience in attendance.

Project Name

Music at the Red Door 2020-2021 Season

Project Description

Music at the Red Door requests support from the Roberts Foundation for our 2020-2021 concerts:

- Sunday, December 13 at 3:00: Candlelight Festival of Nine Lessons and Carols.
- Saturday, March 6, 2021 at 3:00 PM: David Hurd organ recital - the 25th Anniversary Celebrity Organ Concert. Dr. Hurd is the Director of Music at the Church of Saint Mary the Virgin in NYC.
- Friday, May 14, 2021 at 7:30 PM: Jazz at the Red Door with Nat Reeves and Friends. Nat performs with his quartet, and presents some of his gifted students - his "Rising Stars."
- Five Sunday organ recitals as part of the *Pipes Alive!* series, plus 30 minute Wednesday online recitals, streamed from the performer's home.
- Five Choral Evensongs with various choirs.
- Two week-long music day camps for neighborhood children, in April and August, under the direction of Calida Jones.

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- Also, we present a chamber music recital in April with Leonid Sigal and colleagues, funded by the 2019-20 Roberts Foundation grant.

Project start/opening

12/06/2020

Project end/closing

08/31/2021

Project venue

St. John's Episcopal Church

Project town

West Hartford

Admission fees, attendance, and activity details

All events at Music at the Red Door are free of charge, though we do ask for a free-will offering. No one is ever turned away. Proceeds from the free-will donation are used to help pay the costs of the performers.

How do you intend to promote/market this project?

Sarah Hager Johnston, a local marketing consultant who works with many area arts organizations, prepares our online marketing campaign, including Facebook marketing, brochure, and concert posters. We mail our brochure to 500 households, send out regular electronic newsletters to over 1,000 individuals, put up a banner in West Hartford Center, and distribute 250 posters for each concert. With COVID we are relying more on online notifications of our concerts, with frequent eblasts.

How is your organization going to use Roberts funding?

Funds from the Roberts Foundation will go towards paying artists fees and supporting our marketing campaign. Having additional funds available will enable us to hire only artists of the highest artistic quality, thus ensuring the continuation of our reputation for excellence.

How will Roberts support be recognized?

The Roberts Foundation logo will be prominently displayed on all our printed and online materials: brochure, posters, banner, website, and eblasts.

What is your organization's definition of artistic excellence?

Music at the Red Door strives to present only the best in musical talent, whether it be a concert created from within its own resources at St. John's or by inviting a group to perform on the series. Our track record over the past nine years indicates that we have done extremely well in consistently presenting concerts of the highest quality, which in turn enhances the spirituality of our audience members and enriches our community.

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

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Music at the Red Door has been presenting concerts at St. John's for nine years: classical, jazz, and popular/world music. The organization has a mission to serve its community, which includes the Asylum Hill neighborhood and the West End of Hartford, and thus we created a summer children's music camp under the able leadership of Calida Jones, founder of the El Sistema program BRAVO Waterbury. We have also held an outdoor block party in September for the neighboring communities.

We have expanded our reach into the community through strategic partnerships: The New World Trio is currently our Ensemble in Residence. We also reach out to children – through the summer day camp and a year-long program of inter-generational choral singing and concerts (Choral Evensongs, Lessons and Carols, and the annual Choral Music for the Soul concert).

Other Music at the Red Door events next season include five "First Sunday" organ recitals by area organists as part of the *Pipes Alive!* series.

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

The audience for Red Door concerts depends upon the type of music being performed. Organ recitals attract organists from throughout the region, and lovers of the majestic Austin pipe organ at St. John's. Chamber music concerts attract people who attend the Hartford Symphony's Sunday Serenades concerts, the Richard P. Garmany Chamber Music Series at the University of Hartford, and the New World Trio concerts (plus many other chamber series). The audience for jazz and world music concerts is more diverse and usually larger. We are actively seeking to grow our audiences for chamber music concerts. Word of mouth is one of our most important promotional assets – it is now true that people know that, when they see a concert as part of the Red Door Series, they know that it will be excellent. Music at the Red Door attracts many area residents, especially because concerts are free of charge. Audiences range from 100 for jazz and chamber music concerts to 350 for our most popular concerts.

How will this project be evaluated?

The Music at the Red Door series is evaluated based on the number of people who attend our concerts, and the feedback we get from our constituents: parishioners, donors, board members, concert goers, and members of our community.

Cover letter

- [Music-at-Red-Door-Cover-Letter.pdf](#)

Current year operational budget

- [Music-at-Red-Door-Budget-2020-21.pdf](#)

Balance sheet

- [Music-at-Red-Door-Balance-Sheet-Sept-30-2020.pdf](#)

Project budget

- [Music-at-Red-Door-Series-Budget-2020-21.pdf](#)

Does your organization produce an annual report?

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No

Has your organization adopted a strategic plan?

No

Grant Report

- [Music-at-the-Red-Door-2019-2020-Season-Grantee-Reporting-Form-1.pdf](#)

Other materials?

- [MRD-2020-2021-Concert-Flyer.pdf](#)

Our concert offerings in 2020-2021 include a chamber music performance with Leonid Sigal and members of the Hartford Symphony. This concert was supposed to be presented in April, 2020 but had to be postponed because of COVID. We will present this concert in April 2021, but this is under the auspices of the grant we received from the Roberts Foundation for the 2019-2020 season.

We have already presented our first concert, on October 16, 2020, featuring cellist Laura Metcalf and guitarist Rupert Boyd, performing as Boyd Meets Girl. The duo performed in the church and were live-streamed.

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