

Excellence in the Arts : Entry # 127

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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\$3,500.00

What is the organization's mission/vision statement?

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

Describe the diversity of your board.

Intentional and yet meaningful placement of people of color on our board and staff have been part of our mission over the past three years, resulting in Nat Reeves, our jazz representative on the board, and Calida Jones, our Kids Camp director.

The board is 20% of color, and the staff is 25% of color.

The board is 20% female, and the staff is 50% female.

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

100%

Detail any changes since your last application.

No significant changes. Douglas Hyland stepped off the board, and Steve Metcalf has joined.

Project Name

Music at the Red Door 2021-2022 Season

Project Description

- 25th Anniversary Organ Concert with David Hurd, September 25 at 3PM. Mr. Hurd is organist and choirmaster at the Church of St. Mary the Virgin NYC and well-known composer of many hymn settings. This concert is co-sponsored by the Gr. Htfd. Chapter, Am. Guild of Organists, and is a featured event of the 2021 Albert Schweitzer Organ Festival.
- Jazz at the Red Door with the Sarah Hanrahan Quartet, February 4 at 7:30 PM. A student of Nat Reeves at the Hartt School, Ms. Hanrahan is currently at the Juilliard School and creating a name for herself in New York jazz circles.
- Mozart Requiem, March 5 at 3 PM. The St. John's Choir of Youth & Adults is joined by the Hartford Symphony Orchestra and organist Edward Clark to present this choral masterwork.
- Spring Chamber Music with the Larksgrove Duo, April 22 at 7:30 PM - EmmaLee Holmes-Hicks, violin, and Peter Zay, cello, member of the HSO and New World Trio. The duo perform classical repertoire, and fiddle tunes arranged by Mr. Zay.

Project start/opening

09/25/2021

Project end/closing

04/22/2022

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Project venue

St. John's Episcopal Church

Project town

West Hartford

Admission fees, attendance, and activity details

Music at the Red Door never charges admission fees - everyone is welcome. We do ask a free-will donation, and most people who can afford it give \$20 per person, our suggested donation amount.

Each concert is given once.

We anticipate a full house for all concerts, given a year of lock-down due to the pandemic. The church can comfortably seat about 350 patrons.

We also intend to continue our practice of live-streaming our concerts, and making these videos available on our website.

How do you intend to promote/market this project?

Music at the Red Door has an extensive marketing campaign, including Facebook marketing, brochures, 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. Additionally, a press release for each concert is sent to area media outlets.

How is your organization going to use Roberts funding?

The Roberts Foundation funding will be used to pay our artists.

Funding from the Roberts Foundation is critical to our performance of the Mozart Requiem in March, as this will be a most expensive concert for us. Collaborating with the Hartford Symphony Orchestra costs considerably more than hiring a free-lance orchestra, but should also bring in a larger audience. Music at the Red Door is eager gradually to increase our budget and present more ambitious concerts each season.

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 e-blasts.

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 ten 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?

Music at the Red Door has been presenting concerts at St. John's for ten years: classical, jazz, and popular/world music. Each genre of music attracts various members of our community - we always aspire to make all feel welcome at our concerts,

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regardless of their ability to pay.

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.

In addition to the main Red Door concerts, we have expanded our reach into the community through strategic partnerships: The New World Trio is currently our Ensemble in Residence.

Other Music at the Red Door events next season include eight "First Sunday" organ recitals by area organists as part of the "Pipes Alive!" series, and six Choral Evensongs, with St John's and visiting choirs.

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 Univ. 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. Word of mouth is one of our most important promotional assets – people know that, when they see a concert as part of the Red Door Series, they know that it will be excellent.

We attract many area residents, especially because our concerts are free of charge. Audiences range from 100 for jazz and chamber music concerts to 350 for our most popular concerts. Those who attend benefit by experiencing the beauty of a live concert, which has many healing affects on the soul.

How will this project be evaluated?

The Music at the Red Door concert series is evaluated based on the number of people who attend our concerts, and the feedback we receive 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-FY21.pdf](#)

Balance sheet

- [Music-at-Red-Door-Series-Budget-2021-22.pdf](#)

Project budget

- [Music-at-Red-Door-Series-Budget-2021-221.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

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No

Grant Report

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

The David Hurd recital, now scheduled for September 25, 2021, was originally scheduled for March 2020, and was postponed due to the COVID pandemic. This concert was sponsored under the previous grant from the Roberts foundation. We will receive funding from the Hartford AGO chapter in support of this concert this season.

We are requesting additional support this season because of the Mozart Requiem concert in March, which will be a reach for us, budget-wise.

Music at the Red Door, though a separate 501(c)3, follows the fiscal year of St. John's church, which is the calendar year. Given that it's only July, they do not have a 2022 budget prepared. I have extrapolated anticipated expenses for the concerts listed in this proposal to create the project budget.

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

No

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

Yes