

Excellence in the Arts : Entry # 217

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 August 1, 2023?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

Roberts2020

Organization Name

Hartford Chorale, INC

Organization's IRS Tax ID #

060884892

Principal Contact Name

Joan Hultquist

Title

Vice President Development

Email

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Phone

(860) 372-1625

Address

233 Pearl Street #17
Hartford, Connecticut 06103
United States
[Map It](#)

Website

<https://hartfordchorale.org/>

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Amount requested this application

\$25,000.00

What is the organization's mission/vision statement?

Hartford Chorale's mission is to present, on a symphonic scale, masterpieces of great choral art throughout southern New England and beyond, serving as the primary symphonic chorus for the Greater Hartford community

Provide a brief history of your organization and its activities.

Hartford Chorale is one of the region's most renowned symphonic choruses. The Chorale enjoys critically acclaimed collaborations with the Hartford Symphony Orchestra as well as with a number of other orchestras and sponsors throughout southern New England. We begin our 51st season with high expectations following our 50th Anniversary concert in May 2022, welcoming our interim Music Director, Jack Anthony Pott, after the retirement of now Music Director Emeritus Richard Coffey.

The Hartford Chorale is a volunteer not-for-profit organization that presents, on a symphonic scale, masterpieces of great choral art to listeners throughout the region and beyond. The Chorale was established in 1972 by a group of choral musicians who had the desire to form a new, independent, and self-supporting organization. The Chorale reaches out to and inspires the widest possible audience with exceptional performances of a broad range of choral literature, including renowned choral masterpieces.

The Chorale is composed of more than 130 singers, mostly from central Connecticut, with others traveling from Massachusetts and Rhode Island for weekly rehearsals in West Hartford. The Chorale offers talented, experienced singers the opportunity to study and perform at a professional level, while its internship programs make it possible for gifted high school and college musicians to rehearse and perform with the Chorale and its orchestras. Competitive auditions for membership are held on a regular basis.

While the Chorale performs most often in the Greater Hartford area, the chorus has also been heard at Carnegie Hall as well as in several distinguished performance halls in the Northeast. In addition, the Chorale has toured internationally throughout Europe and Asia. A 2020 tour to the United Kingdom was postponed due to the pandemic, and the Chorale looks forward to resuming its commitment to touring as soon as possible.

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

The Hartford Chorale has an audience that comes from all over Connecticut and even some neighboring states; however, our audience is mainly based in the Greater Hartford area. Hartford is a diverse city with a population made up of 37.2% African-American residents, 44.7% Hispanic or Latino residents, 14.9% White residents, and more. According to the U.S. Census of July 2021, the population of Hartford was 120,596 with a median household income of \$36,154.

Describe your organization's governance.

The Hartford Chorale meets 6 to 8 times a year. Attendance averages over 80%. 100% of board members make personal financial contributions. The officer positions are President, Executive VP, VP of Development, Finance, Marketing, Membership, Governance, and Secretary. Music Director Richard Coffey retired at the end of our 2021-22 season. Jack Anthony Pott, our Assistant Music Director, is now interim Music Director. We have a strategic plan which has been developed and implemented.

Describe the diversity of your board.

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Hartford Chorale's Board of Directors has 21 members

52% identify as female

19% are non-Caucasian: our president is South Asian, two members are African American, and one is Japanese

Four of our nine board officers are key decision-makers and are people of color.

Without polling, 9% of the board are members of the LGBTQ community

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

100% of our board members contribute personal financial contributions to Hartford Chorale annually. We are proud of the support the board provides to the organization. During the pandemic, when we could not meet or perform in public, the board continued to meet virtually and maintained annual personal financial contributions.

Project Name

The Music of David Hurd & Margaret Bonds

Is this project related to the Visual Arts?

No

Project Description

The Hartford Chorale celebrates the music of noted African-American composers David Hurd and Margaret Bonds. The concert includes the Connecticut premiere of David Hurd's *In Honor of Martin* and Margaret Bonds' *Credo*, with text by W.E.B. Du Bois. Long overlooked by music historians and publishers because of her gender and skin-color, the music of Margaret Bonds is a powerful glimpse into one of the most important Black composers of 20th century. The Chorale will be accompanied by our presentation partner, the Hartford Symphony Orchestra.

Total estimated project budget

\$81,697.00

Project start/opening

07/01/2022

Project end/closing

06/30/2023

Project venue

Bushnell Center for the Performing Arts Belding Theater

Project town

Hartford

Admission fees, attendance, and activity details

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Admission - \$25-\$59 for retail tickets. Student Tickets - \$10. Group sales discounts between 15-20% are available to organizations interested in groups of 10 or more. Our box office is managed by The Bushnell, and subject to their ticketing fees.

We always hope for a 'sell out' (850 seats) -Post pandemic, we budget for 700 paid admissions and an additional small percentage of comp seats. We have specifically budgeted to invite students from Hartford area schools to attend free of charge.

How do you intend to promote/market this project?

Both Hartford Chorale and Hartford Symphony will send announcements to our direct mail and e-mail lists and posted on our websites. The Bushnell will announce *The Music of David Hurd & Margaret Bonds* on its website and through digital media. Print media including articles in regional and local newspapers and ads in newspapers will be used, and PSAs sent to local and arts-focused radio stations. Posters and flyers will be mailed and distributed via digital media, including e-blasts and Facebook.

How is your organization going to use Roberts funding?

The choral pieces planned for this concert are best presented with a full orchestra, soloists, and the chorus. Estimates for artists costs total \$45,350 - \$38,750 for the orchestra, \$3,000 for soloists, and another \$3,600 for vocal section leaders to support the chorus at rehearsals and performance. Without this funding, we will need to cut back the orchestra size significantly.

How will Roberts support be recognized?

- Acknowledgment in our season announcement, mailed to 2,500+ households
- Acknowledgment in all BHM press releases, media advertising, posters, flyers
- Your full-page color ad in our program book
- Acknowledgment on the donor page in the program book
- Your logo on the Chorale website's page with a link to your website
- Up to 10 complimentary tickets upon request
- Other considerations as discussed

What is your organization's definition of artistic excellence?

Artistic excellence is the shared experience of singing together for our audiences and ourselves, having brought our time, talent, and heartfelt dedication to our performances under the leadership of a skilled team of musical directors and vocal section leaders (supported for many recent years by The Roberts Foundation). This is why Hartford Chorale is regarded as Hartford's premier symphonic choral organization with a repertoire ranging from classical to contemporary. To continue in our achievement the Chorale will strengthen its ability to attract and retain the area's most talented volunteer singers and expand its paid artistic and administrative staff to provide the expertise required to support program and operational activities. The Chorale continues to expand its educational component, providing young people with opportunities for exposure to choral music, especially music that needs to be heard in our times, both as participants and audience.

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

Our mission is to present on a symphonic scale, masterpieces of great choral art throughout southern New England and beyond, serving as the primary symphonic chorus for the Greater Hartford community. Through our concerts and collaborations with the Hartford Symphony Orchestra and other organizations, Hartford Chorale engages the widest possible audiences with exceptional performances of a broad range of choral literature, including the great classics. Programming music composed by artists of color who have not been fully recognized before allows us to reach out in a new way to the

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community we serve, to attract new singers and new audience members, especially music that carries a message that needs to be heard. In so many cases, ours is the only organization that can give voice to such works.

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

While audience appeal for major works with symphonic choruses remains high, the opportunity to hear major works by African American composers is not often available. This concert includes the Connecticut premiere of David Hurd's *In Honor of Martin* and Margaret Bonds' *Credo*, with text by W.E.B. Du Bois. Long overlooked by music historians and publishers because of her gender and skin-color, the music of Margaret Bonds is a powerful glimpse into one of the most important.

Very few organizations have the history, depth, and skills to carry out these productions, which is why only truly prepared performing arts organizations can undertake such projects. Hartford Chorale, with its proven record of successful, self-produced concerts, is one of them.

How will this project be evaluated?

Hartford Chorale events are evaluated on several criteria, including:

- Programs meet artistic excellence goals
- Audience surveys
- Member surveys on artistic programming
- Feedback from partners and press
- Programs meet audience attendance goals
- Programs meet financial goals

After self-produced concerts, we e-mail audience surveys, gathering important facts and feedback, comments on Marketing (how they heard about the concert), Artistic Excellence and suggestions for future programming. Audience attendance numbers are examined for appropriate growth. Financial goals are evaluated: Did we make budget? Did major grantors support this season? Was their support for operating or for project support? Did major projects bring in new donors and did traditional donors increase support? For this concert we are especially interested in bringing in new African American audience. All are assessed to evaluate our programming choices and to determine future plans.

Cover letter

- [Roberts-Foundation-CL-2.pdf](#)

Board list

- [Board-22-23-2.pdf](#)

IRS 501(c)3 determination letter

- [HC-501-c-31.pdf](#)

Financial statement

- [2020_HARTFORD-CHORALE-INC_Tax>Returns_990E.pdf](#)

Last year operational budget

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- [HC-2021-22-operational-budget.pdf](#)

Current year operational budget

- [HC-2022-23-operational-budget.pdf](#)

Balance sheet

- [Balance-Sheet-June-2022.pdf](#)

Project budget

- [HChorale-BHM-Project-Budget.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

Yes

Grant Report

- [Hartford-Chorale-Inc-Grantee-Reporting-Form.pdf](#)

In navigating the pandemic waters between March 2020 and May 2022- 26 months without a live performance- Hartford Chorale has maintained a strong balance sheet, a generous donor base, and a dedicated and determined board and membership. We completed our 50th season with an exceptional concert and honored the retirement of our Music Director Richard Coffey. We established a new fund in his honor that will be used to help our balance sheet grow over time, and assist with new programming.

We begin our 51st season welcoming a new Executive Director, Emily Badger, who is poised to lead us going forward. We hired an Interim Music Director, Jack Anthony Pott, to infuse his brand of artistic excellence into our organization. The programming of this concert is a great demonstration of his desire to maintain and expand our musical palate. Our board and membership have enthusiastically embraced this.

Support from the Roberts Foundation is so important to realize our vision for this project.

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

Notes



Admin Notification (ID: 5e0a490a5c999)

added August 1, 2022 at 11:38 pm

WordPress successfully passed the notification email to the sending server.



Submission Confirmation (ID: 5e0f7526b33d3)

added August 1, 2022 at 11:38 pm

WordPress successfully passed the notification email to the sending server.