Excellence in the Arts : Entry # 377

Are you a 501(c)3 organization in good standing with the IRS?

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 November 1, 2024?

No

Are you a recent grantee?

Yes

Enter your Report Code

112687-Roberts2022

Organization Name

Music at the Red Door

Organization's IRS Tax ID #

824910448

Principal Contact Name

Anne Guernsey

Title

Grant Writer

Email

grants@reddoormusic.org

Phone

(718) 614-2466

Address

St. John's Episcopal Church , 679 Farmington Avenue
West Hartford, Connecticut 06117
United States
Map It

Website

https://www.reddoormusic.org/

Excellence in the Arts : Entry # 377

Amount requested this application

$5,000.00

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 in West Hartford, Music at the Red Door employs the power of music and the spirit of fellowship to build bridges between our parish and the community.

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

Attendee demographics mirror racial demographics for West Hartford: White (70%), Black (9%), Asian (8%), Hispanic (8%); Two+ (5%).

Describe your organization's governance.

The ten-member Music at the Red Door board of directors meets three times a year and has a 100% record of attendance. There has been no change to board leadership except for the departure of the ex-officio artistic director. We expect to have a new artistic director in place during the first quarter of 2025.

Describe the diversity of your board.

The ten-member Music at the Red Door board of directors includes members of St. John's Church as well as artists and community leaders. We strive to have a diversified board. Currently, our board diversity is: 10% Black, 90% White; 40% women, 50% male, 10% undefined.

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

100%

Project Name

2024-2025 Music at the Red Door Major Concerts

Is this project related to the Visual Arts?

No

Project Description

Excellence in the Arts : Entry # 377

The main concert series for the 2024-2025 season at Music at the Red Door consists of four major concerts of varying styles:
September 27, 2024: Jazz @ the Red Door – Nat Reeves and Friends – internationally known bassist and Hartford jazz educator, Nat Reeves will be joined by two jazz legends Benito Gonzalez, pianist, and Jeff “Tain” Watts, percussionist.
March 21, 2025: Spring Chamber Music – The Claremont Trio - Known as “the freshest breath of air in the world of chamber music today,” the three women of the Claremont trio play with passion and precision.
May 2, 2025: Dreams: A musical journey with Afro-Cuban inspired jazz, dance, & drums. Ed Fast and Congabop, with dancers Savannah Jones and Chantal Edwards.
The above major events are in addition to our Pipes Alive! series of eight half-hour organ concerts, three concerts by our ensemble-in-residence The New World Trio, and our weeklong Kids Community Music Camp in August 2025.

Total estimated project budget

$49,400.00

Project start/opening

09/27/2024

Project end/closing

09/01/2025

Project venue

St. John’s Episcopal Church

Project town

West Hartford

Admission fees, attendance, and activity details

All four concerts are free, though we do ask for a free-will offering. Proceeds help pay costs. Music at the Red Door programs attract many area residents. Audiences range from well over 100-250 live audiences for our major events with 30-100 viewing our events by livestream. Our target total live audience is 1,500 with 500-750 by livestream. The total number of performers expected for our major concerts is 18. The number of performers for our remaining events is expected to be 60.

How do you intend to promote/market this project?

Music at the Red Door retains the services of a graphic designer and marketing consultant. Programs are marketed via e-blasts, Facebook and Instagram posts, posters, and town green banners for each major event, as well as a season brochure and social media posts for our annual series such as Pipes Alive! and New World Trio. We also purchase ads with the Bushnell and Hartford Symphony Orchestra and radio spots on New England Public Media (NEPM) radio.

How is your organization going to use Roberts funding?

All funds from the Roberts Foundation will go toward paying artist fees. Your generous support will enable us to hire only artists of the highest artistic quality, thus ensuring the continuation of our reputation for excellence. The budget for the above concerts is $49,400, with artistic salaries and publicity making up 30% of the budget. Details are presented in our budget provided with this application.

How will Roberts support be recognized?

Excellence in the Arts : Entry # 377

The Roberts Foundation logo will be prominently displayed on all our printed and online materials, including brochures, posters, banners, eblasts, and the website.

What is your organization's definition of artistic excellence?

Music at the Red Door strives to present only the best in musical talent, whether drawing from our own choral and organ expertise at St. John's or inviting outside individuals or groups to perform. Our track record over the past 13 years indicates that we have done extremely well in consistently presenting concerts of the highest quality, which in turn enhances the satisfaction of our audience members and enriches our community.

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

The project will present high-quality performers, ones with artistic excellence and whose performances resonate with the community. Featured artists are well-established in their fields and represent a broad range of musical programs. Well-known performers such as Leonid Segal (concertmaster of the Hartford Symphony Orchestra) and local jazz bassist Nat Reeves are frequently featured, as our audience has come to expect spectacular concerts taking advantage of the acoustically and visually stunning setting of St. John's. Being able to offer these concerts without admission fees advances our mission to enrich the musical experiences of the Greater Hartford community.

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

Audiences will benefit from experiencing a wide variety of excellent programs in many different genres. The community benefits by having such an excellent musical resource available that is open to all, regardless of ability to pay. For example, the concert, Jazz @ the Red Door – Nat Reeves and Friends, brings a spectacular trio of well-known jazz artists from Hartford and New York City. Jazz at our venue has a loyal following, and we are proud to feature local musicians of such high quality. Additionally, Dreams – Ed Fast and Congabop, returns for another event that honors the Afro-Cuban music tradition, and attracts a diverse audience from the immediate community around St. John's. These concerts help us fulfill our mission to serve our surrounding diverse community.

How will this project be evaluated?

Music at the Red Door 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. The number of online subscribers who receive up-to-date information through our e-blasts, Facebook and Instagram posts, and other notices is now approaching 2,000.

Cover letter

- Cover-Letter-Roberts-app-2024.pdf

Board list

- M@RD_BOARD-OF-DIRECTORS_2024.pdf

IRS 501(c)3 determination letter

- IRS-Determination-2018-Red-Door.pdf

Excellence in the Arts : Entry # 377

Financial statement

- 2023-form990ez-music-at-the-red-door-inc.pdf

Last year operational budget

- Music-at-Red-Door_Previous-Year-Budget-ROBERTS-2023.pdf

Current year operational budget

- 2024-25-Annual-Budget-Music-at-the-Red-Door.pdf

Balance sheet

- Balance-Sheet-6-30-24.pdf

Project budget

- Roberts-24-25-Main-Events-Budget.pdf

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

No

Grant Report

- Music-at-the-Red-Door-Grantee-Reporting-Form.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