



New Hampshire Music Festival

**Annual
Report**

2020

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PO Box 64 | Plymouth NH 03264

“
***Music can heal
the wounds
which medicine
cannot touch.***”

– Debasish Mridha

A Message from the Chair

Dear Festival Friends:

To say that 2020 will be remembered as one of the most challenging years we have ever faced is an understatement. Amidst the challenges, though, I think we can all agree that we have seen acts of kindness, generosity, and resilience even in the face of uncertainty.

Performing arts organizations across the country, in particular, continue to face extraordinary challenges financially while also attempting to stay connected with their audiences.

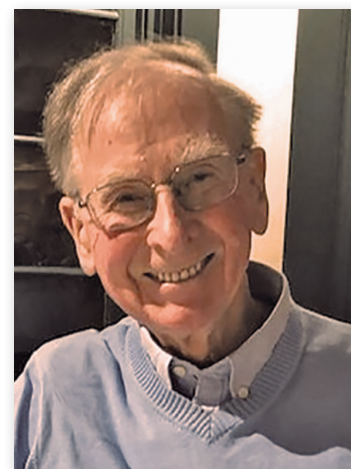
Throughout this 2020 Annual Report, I am happy to share the results of the combined efforts of Board, Staff, and Musicians to reach and serve the community that so generously supports the Festival. From the success of our "From the Heart" live stream chamber series to our greatly-expanded educational programming, the New Hampshire Music Festival continues to be an integral part of the fabric of our community.

The success of 2020 would not have been possible without the help and support of our many partners such as Plymouth State University, David Williams and the Plymouth Congregational Church, TS Events, Wicked Good Web, and—of course, you—our Festival Members.

No one can predict whether we can all be together in person this summer. But we can promise that with your help and support, the Festival will continue to stay connected with its family of donors, patrons, students, and friends. Whether it is outdoor concerts, a barge concert on Squam Lake, and more live-stream performances, we will continue to be the summer music festival that you all have supported over the past 68 years.

Stay safe and well.

Phil Boulter
Board Chairman



Phil Boulter

“Amidst the challenges, though, I think we can all agree that we have seen acts of kindness, generosity, and resilience...”

From the Heart — Livestream Chamber Series a Success!



The New Hampshire Music Festival presented its new “From the Heart” livestream chamber series every Tuesday evening from June 30 through July 28, 2020. This live five-week concert series, featuring 16 Festival musicians, was streamed through the Festival’s website. **TS Events** of Manchester provided the audio and visual technology and services. **David Williams**, Music Director of Plymouth Congregational Church, coordinated every facet of the operations and was a tremendous partner in this our first livestream endeavor. **Wicked Good Web**, the Festival’s web host played an invaluable part in marketing and streaming these concerts through our site. But without a doubt, the greatest commitment came from the **brave and dedicated musicians** who took part in the series. These musicians traveled from New York, Oklahoma, Ohio, Virginia, Illinois, Massachusetts and Virginia — in some of the most challenging circumstances ever faced in our lifetimes. Their efforts were appreciated by over 5,000 viewers to the series.

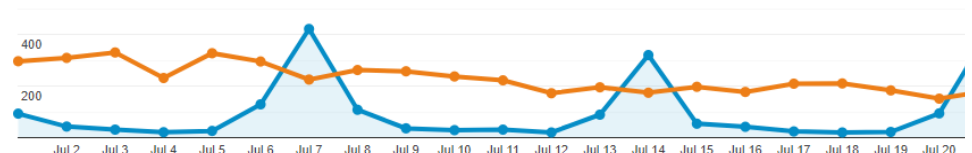
“...we enjoyed the broadcast chamber series this year. Not only was the music interesting and well chosen, but it also allowed us to continue one summer tradition during a time when so much else is missing...please extend our thank you to everyone who made the series possible.”

—Joe Kelaghan and Thad DeFauw

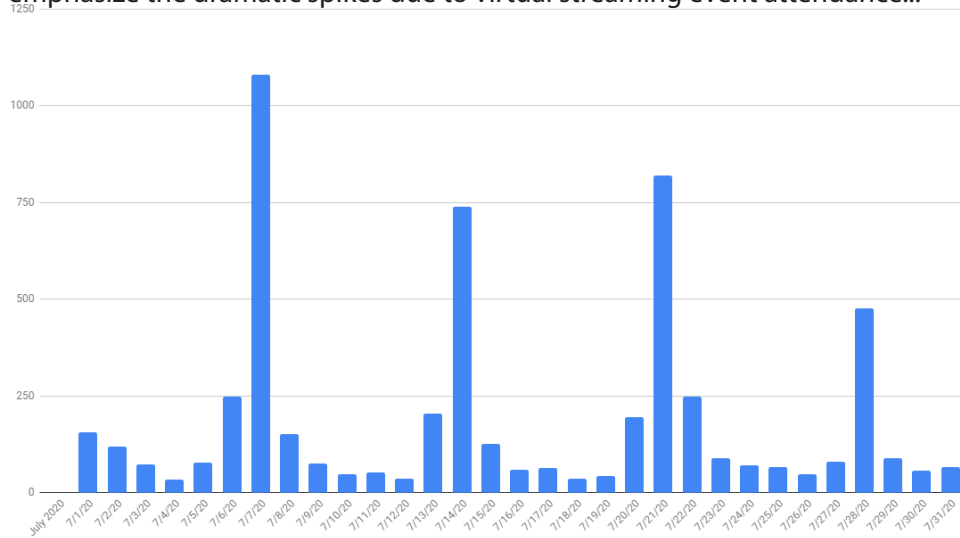
OVERALL WEBSITE TRAFFIC

July 2020
vs July 2019

Graph showing the Tuesday visits to our website to view the From the Heart Series. Views to the livestream series surpassed visits to the website during our regular programming in 2019.

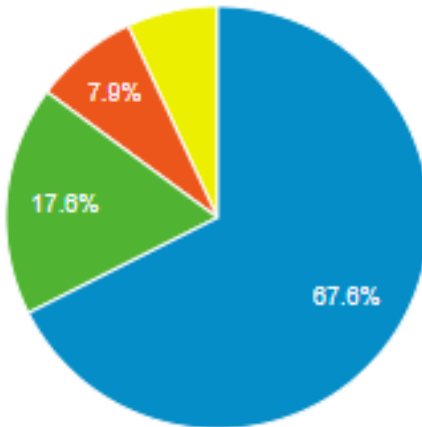


This chart shows NHMF website pageviews by day to emphasize the dramatic spikes due to virtual streaming event attendance...

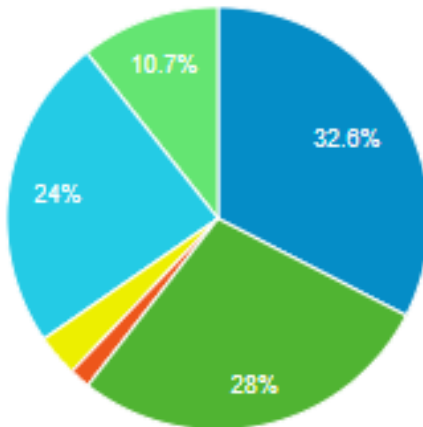


These pie charts demonstrate that our virtual events achieved this audience loyalty through a combination of social media marketing, direct outreach, and word of mouth.

July 2020



July 2019



- Direct
- Social
- Display
- Organic Search
- Referral
- Paid Search

PAGEVIEWS BY DAY

July 2020

MEANS OF VISITOR ACQUISITION

July 2020 vs. July 2019

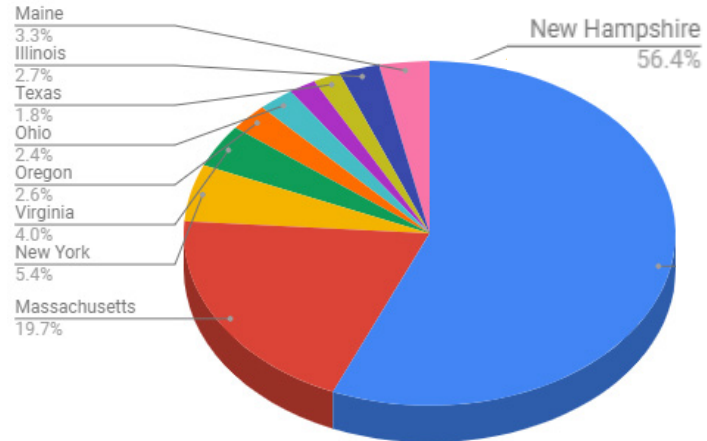
From the Heart — Livestream Chamber Series a Success!

VISITORS BY STATE

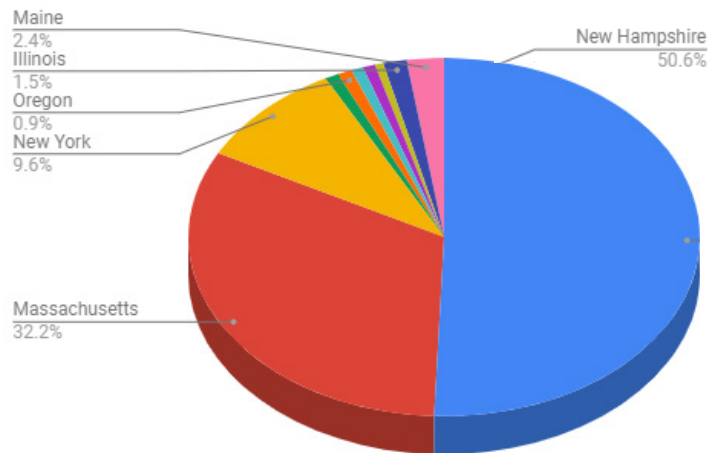
July 2020
vs July 2019

These pie charts show visitors to our virtual events.

July 2020



July 2019



Music Education Program

The New Hampshire Music Festival manages many different music education programs. From classroom learning and student-participation concerts through our **Carnegie Hall® Link Up** partnership to **Summer Strings Camp** through our partnership with **Fiddlehead Field**, Festival musicians share their knowledge and passion for music performance with the state's youngest residents. Established in early 2019, our **Lonely Instruments in Need of Kids "L.I.N.K."** project has refurbished 30 donated instruments and put them directly in the hands of young learners. Now, as our state's music teachers grapple with distance learning and health restrictions particularly for school chorus, band, and orchestra students, the Festival has expanded its music education to **Virtual Learning Programs**.

These programs include:

- **Pen Pal Program** — Through a portal on the Festival website, students can pick a Festival musician as a Pen Pal friend.
- **Instructional Videos** — Festival musicians develop 20- to 30-minute instructional videos based on content and learning defined by the music teachers.
- **1:1 Master Classes** — musicians provide specific instrument master classes for students.
- **Composition Project** — student compositions performed and recorded by our musicians.

In the 2018–2019 school year, about 500 students from 8 schools participated in the Festival's music education programs. In 2019–2020, a total of 1094 students from 20 schools enrolled in its programs. With its expansion into virtual learning 25 Festival musicians are working with 30 schools to serve almost 3,000 students.

IN THE SCHOOLS

The New Hampshire Music Festival and its musicians work with students in eight counties in the central and southern portion of New Hampshire and visit thirty schools in these counties.

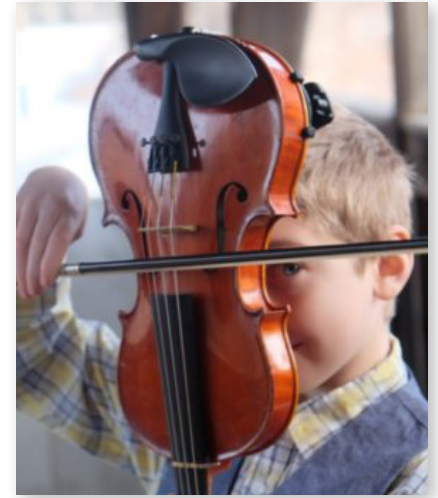
Counties

Belknap
Carroll
Grafton
Hillsborough
Merrimack
Rockingham
Strafford
Sullivan

Schools

Ashland Elementary School
Barnstead Elementary
Campton Elementary
Carpenter Elementary

Chamberlain Elementary
Crescent Lake Elementary
East Rochester Elementary
Effingham Elementary
Gonic Elementary
Highbridge Hill Elementary
Holderness Elementary
John Fuller Elementary School
John Stark Regional High School
LinWood Public School
Maple Avenue Elementary
Mascenic Elementary
Mason Elementary
McClelland Elementary
Monroe Elementary
Mountain View Middle School
Mountain Village Charter
New Durham Elementary
Nottingham West Elementary
Ossipee Central
Paul Smith Elementary
Plymouth Elementary
Richards Elementary
Russell Elementary
Tuftonboro Central
Wentworth Elementary



Wolfgang Kiener, with his violin
provided by the Festival's L.I.N.K. program

I cannot find the right words to convey my thanks to the New Hampshire Music Festival for the gift of a cello to my son, Henri. Now the sounds of cello practicing fill the air at our home instead of the constant monotony of video games!

— Beth Adams



L.I.N.K.
Lonely Instruments in Need of Kids

Financials

PROFIT AND LOSS

January 2019
– January 2020

INCOME

4000 Contributions	
4010 Individuals.....	174,359.38
4020 Foundations.....	48,125.00
Total 4000 Contributions.....	222,484.38
4100 Grant Income	
4180 Federal or State Grant*.....	183,300.00
Total 4100 Grant Income.....	183,300.00
4200 Artistic Income	
4210 Ticket Revenue.....	1,036.00
4270 Program Advertising.....	1,300.00
Total 4200 Artistic Income.....	2,336.00
4400 Education Income.....	-1,935.00
4800 Income from Endowment.....	6,384.34
TOTAL INCOME.....	\$412,569.72
GROSS PROFIT.....	\$412,569.72

EXPENSES

6200 Artistic Expenses**.....	167,724.02
6300 Education Expenses.....	8,314.94
6500 General & Admin Expenses.....	106,699.11
6600 Development.....	47,807.83
6600 Payroll Expenses.....	2,093.55
6650 Insurance.....	15,791.50
6700 Marketing.....	13,713.86
TOTAL EXPENSES.....	\$362,144.81
NET OPERATING INCOME.....	\$50,424.91
NET INCOME.....	\$50,424.91

* Federal Covid Relief Grant received from Small Business Administration

** Housing to PSU for 2019 Festival Musician stays paid off in fiscal year 2020 plus
From the Heart Chamber Series salaries and production

Our Donors— May 2019–May 2020

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Continued from previous page.

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in honor of Trumpet Section
Keith and Cecile Johnson
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