

Great Music for All

**A Development Campaign
For the Long-Term Future of Gainesville and its Youth**

PRELIMINARY STRATEGIC ACTION PLAN

BACKGROUND

The **Gainesville ProMusica Concert Series** has been a proud part of the rich musical heritage of the city of Gainesville for more than 56 years. Originally called the Gainesville Artist Series, the organization's current name was adopted in 1978, and later incorporated in 1993. After the passing of long time executive director G. Jackson Howorth in late 2005, the Board asked Mr. Jack A. Bell, a former member of the Atlanta Symphony Orchestra for over 32 years and music professor at Georgia State University, to assume directorship.

Gainesville ProMusica is devoted to enriching and expanding the musical life of residents in the Gainesville and Northeast Georgia communities. Our Concert Series offers the finest music to be heard anywhere, performed by world class musicians at an affordable price. We currently present three evening concerts a year, plus an additional day time Young People's Concert. As a part of our commitment to educating and cultivating new audiences, students are offered **FREE** admission to all of our performances.

STRATEGY

Our plan involves creating strategic partnerships and leveraging the existing programs and functions of **Gainesville ProMusica** to have the maximum impact on the quality of life in our community.

The success of ***Great Music for All*** will allow for the expansion of the concert and music education programs making Gainesville an ever better place to live, work, and raise a family.

FIVE-YEAR GOALS

- ❖ Continue to provide a "world class" musical experience for the Gainesville area.
- ❖ Inspire the youth of the Gainesville area to listen to great music, enjoy great music, and possibly become great musicians themselves.
- ❖ Provide instruments, music lessons, and scholarships for deserving youth.

- ❖ Involve local, regional and statewide companies in promoting great music for the Gainesville area as well as supporting outreach concerts to various underserved areas of our community.
- ❖ Reach out to the general population of the Gainesville area and introduce them to the pleasures and opportunities of the classical music world.

PROGRAM COMPONENTS AND KEY OBJECTIVES

I. Create a permanent endowment to support operations and expansion of the Gainesville ProMusica Concert Series

*An endowment will allow **Gainesville ProMusica** to continue to offer programs at the lowest possible price to the general public and to continue to offer FREE performances to an ever greater number of Gainesville's youth.*

II. Add additional Young People's Concerts

The same group of musicians who perform in the evening concert give a special daytime performance for young audiences, introducing them to the joys of classical music. Young People's Concerts include audience participation and provide students with a taste of what it would be like to be a musician. These concerts have often inspired children to pursue music lessons and even turn into professional musicians. We currently only offer one YPC per year. We would like to offer YPC performances in conjunction with all of our evening concerts in order to increase exposure of children to a greater number and a greater variety of music and musicians each year.

III. Add outreach evening concerts to our season.

In addition to our three Pearce Auditorium concerts, our outreach concerts would take performances into the underserved areas of our community. Additional concerts could also include many diverse programs such as the nationally broadcast program "From the Top" which features student musicians from eight to eighteen.

IV. Create joint concerts and programs with other local and regional organizations

Joint performances with local arts organizations such as the nationally ranked Brenau Dance Ensemble, or the newly formed International Opera Center at Brenau would expand our audience base and draw in even more young people.

V. Scholarship program for deserving youth musicians

The cost of musical instruments and instruction can be a barrier to participation in a music program for many economically disadvantaged students. At the same time, research shows that at risk students who participate in the arts are more likely to stay in school and are higher achievers than those who rarely experience the arts. Through the scholarship program we would provide deserving youth with musical instruments and instruction.

VI. Create new music education programs in traditional community venues.

These programs would provide a structured learning environment for a wide range of musical experiences -- string programs to hand drumming. This type of instruction could be offered within the community as an after school program and provide a positive learning environment, especially for at risk students.

SUMMARY OF PROPOSED PROJECTS

- I. Create a permanent endowment to support operations and expansion of the Gainesville ProMusica Concert Series**
- II. Add additional Young People's Concerts**
- III. Add a fourth and fifth outreach concert to our season each year**
- IV. Create joint concerts and programs with other local and regional organizations**
- V. Create scholarship program for deserving youth musicians**
- VI. Create new music education programs in traditional community venues**

FUNDING

The private and public sector must be energized to set a strong pattern for underwriting successful strategies for the future of the **Gainesville ProMusica Concert Series**. **Great Music for All** will provide an opportunity for the business community to be a full partner in expanding the awareness and knowledge of Gainesville as a place to visit, work and live. In the event that a funding campaign is organized and implemented, local businesses, individuals, institutions, public entities and foundations will be asked to invest in **Great Music for All** with investments based on each firm's individual stake in the region and the projected benefits derived.

OVERSIGHT AND GOVERNANCE

The Board of Directors of the Gainesville ProMusica Concert Series and a Board of Advisors will guide the five-year program. The Board of Advisors will include community leaders familiar with the needs of education and music and regional business and community leaders familiar with the needs of the Gainesville area. These two Boards will remain responsible for program implementation, management and the disbursement of funds. All funds will be placed with the North Georgia Community Foundation for management.

CONCLUSION

The **Gainesville ProMusica Concert Series** is critically important to the life of Gainesville and Northeast Georgia by providing great music and education to our region. A Feasibility Study should be conducted to assess fundraising opportunities, as well as to identify project support at the local and state levels. The Feasibility Study Findings Report must be integrated into a Funding Plan for the continued operation of the **Gainesville ProMusica Concert Series**.