



Rockport Music launches second round of fundraising

By Times Staff Aug 8, 2017

ROCKPORT — Seven years after Rockport Music opened its \$20 million waterfront music hall, another capital campaign is in the works.

So far, \$10 million of the hoped-for \$12 million has been raised in the effort, led by co-chairmen Stephen Bell, Joe Mueller and Garth Greimann. And two donors have agreed to give \$1 million to the nonprofit should it raise \$1 million from other donors.

Susanne Guyer, chairwoman of Rockport Music's Board of Trustees, said she is amazed at the level of support that the organization has received thus far.

"We have so many community-minded people and I'm in awe at what we can do well because they are very generous," she said. "The board conducted a two-year feasibility study before we undertook this campaign and that study showed the depth of support that the organization had in the community."

The \$12 million "In Concert with You" campaign is divided into three target areas:

\$5 million for an endowment to support program excellence

\$3 million for an endowment to support artistic and executive leadership

\$4 million for the Shalin Liu Performance Center Building Preservation Fund

Tony Beadle, executive director of Rockport Music, said the program excellence endowment will ensure there is future funding for education programs and to attract world-class artists. He noted that concert ticket prices only cover a portion of the cost to put on concerts of major musicians.

Guyer noted that the leadership endowment — to fund the positions of the artistic and executive directors — is key to the organization's future.

"Rockport Music needs to continue to attract and retain leaders who can provide artistic vision and bring that vision to life," she said.

Rockport Music has a long-term maintenance plan that looks ahead for a 20-year period to address all aspects of the Shalin Liu Performance Center, encompassing everything from the roof to the seawall.

One of the principal donors so far is Shalin Liu, the same philanthropist who stepped up early on when the idea to build the music hall began more than a decade ago. In that same spirit, Liu's contribution completed the building fund portion of the campaign. Beadle said she then made an additional gift for a fund that would exist in perpetuity, with proceeds going to the care of the performance center.

Beadle said Rockport Music strives to keep a balanced plate of offerings, from the once-a-year gala benefit event to the many free family concerts, lectures and other musical offerings to make sure the community at all levels has access to the music hall.

"Rockport Music is all about great music performance and to educate students and adults alike to deepen the musical experience," Guyer said. "This campaign will ensure our mission now and for future generations."

For more information on the campaign, contact Susan Coffin, director of development, at 978-546-7391 ext. 113 or scoffin@rockportmusic.org.