

THE CAMPAIGN TO ENSURE ROCKPORT MUSIC'S FUTURE

MESSAGE FROM THE
CAMPAIGN CO-CHAIRS

Let's Make Some Noise

FIRST OF ALL, THANK YOU! Thank you to all who have supported Rockport Music over the years through your time, your expertise, your gifts and your attendance! The success of Rockport Music over the past 36 years, especially since the opening of the Shalin Liu Performance Center, is something that is rare and powerful. We all benefit from the solid foundation set by so many over the years. We do not ever want to forget our beginnings and all who have helped us achieve so much. As stewards of this organization, we know we must also look to the future, and that future is dependent on establishing an endowment to ensure long-term financial sustainability for Rockport Music and the preservation of the Shalin Liu Performance Center.

After announcing the *In Concert with You* campaign last June, we have already reached 90% of our campaign goal. We have been reaching out to our friends, as well as making new ones, sharing the story of Rockport Music through several cultivation events that included intimate performances by our new Artistic Director Barry Shiffman. While we are in the final stretch, we still have \$1.2 million to raise to accomplish our goal. Often, that last push is the most difficult to achieve.

Will you help us reach this goal? We hope you will consider being part of this important initiative to provide needed endowment for this organization, funding that is so integral to the musical lives of people, not just in Cape Ann or even the North Shore, but in greater Boston. Please consider being part of the campaign to secure Rockport Music's future!

STEPHEN M. BELL
GARTH GREIMANN
CAMPAIGN CO-CHAIRS



Supporting Music for Generations to Come

The *In Concert with You* campaign's Artistic Program Excellence Endowment initiative is quite important, so what does it actually do?

Quite simply, it's in our name. It's in our mission; we are Rockport Music.

This community's love of music is the whole reason for our existence. We are here to share it with the community – from our local Cape Ann neighborhoods to broader audiences throughout New England. Right now, the artists we present are of the highest caliber, but in order to grow artistically, we need the ability to broaden our artistic offerings. Imagine more commissions by leading composers with world premiere performances as well as a broader array of programming that could bring breakout artists of classical, jazz, folk and world music. Our Artistic Director Barry Shiffman shares a few words on his vision:

At Rockport Music, the possibilities for creative excellence abound.

As we move forward in planning the future, I want to bring to Rockport the best the world has to offer. From artists at the top of their career to those just being recognized, Rockport will be seen as a place that artists and managers bring their best creative projects and look to us as a partner in this creation. As custodians of the extraordinary Shalin Liu Performance Center, with our history of engaged audiences, the sky is the limit for what we can achieve together.

How often do we hear – “Why don't we have [insert your favorite Billboard-charting superstar] here?” There are so many outstanding artists we would love to feature at the Hall, but those concerts would be financially impossible with our limited seating capacity.

This fund would allow us to present some of those artists that have previously been out of reach due to financial constraints. With only 330 seats, our Hall offers an intimate musical

experience, however, it can create challenges to cover costs of maintaining the concert hall and presenting the breadth of concerts year-round. Executive Director Tony Beadle elaborates: “To remain competitive in this arts presenting world, we need the ability to continue presenting the highest quality of music while keeping prices accessible!”

It will also support the education and outreach programming that provides free concerts for all, programs for schoolchildren and youth, and expanding partnerships with leading non-profit organizations that will enrich the wonderful Rockport and Cape Ann communities.

We also know that we must plan for the future. If we experience another global financial downturn, we must ensure that we can maintain the artistic excellence that our patrons have come to expect at Rockport Music. This Artistic Program Excellence Endowment initiative is indeed ambitious, but it is absolutely necessary to keep Rockport Music relevant and thriving for generations to come!

TOP: Rockport Music's new Artistic Director Barry Shiffman performing.

BOTTOM: The quartet Brooklyn Rider providing a workshop for the Rockport High School Orchestra at the Shalin Liu Performance Center.

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