

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.

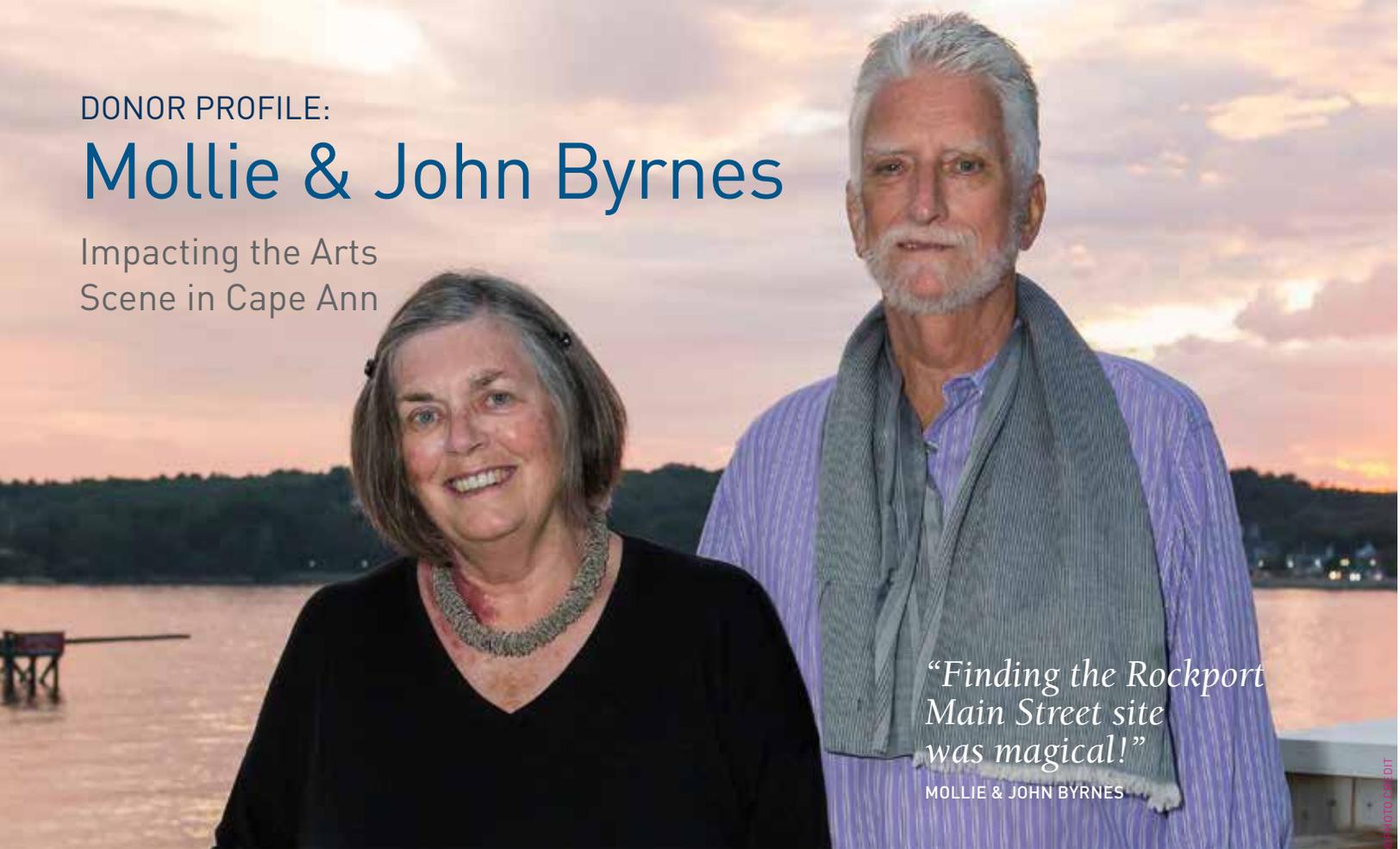
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DONOR PROFILE:

Mollie & John Byrnes

Impacting the Arts Scene in Cape Ann



“Finding the Rockport Main Street site was magical!”

MOLLIE & JOHN BYRNES

MOLLIE AND JOHN BYRNES first became involved in Rockport Music as volunteers after moving to Gloucester from Boston in 2000. They thought it would be a great way to meet new people and get involved in the community. They were right. Just a year after volunteering in the organization, Mollie was asked to join the Board. She recalls the organization’s humble “do it yourself” attitude. “At the time it was only 17 concerts per year with the chamber music festival,” says Mollie. “We had lots of potlucks, held our meetings in people’s homes and the board did a fair share of any volunteering at the concerts in those earlier days. In addition to serving on multiple committees over her 9½ years on the board, (including board secretary and vice chair), she was also on the search committees that chose Tony Beadle as Executive Director and Barry Shiffman as Artistic Director. She says of her work “I was on many committees over the years and the work seemed like a part-time job! What made it bearable was the great people I (we) had to interact with who were also involved with Rockport Music.”

Since joining the Rockport Music family, Mollie and John say they have learned much more about music and especially different styles of music, however both learned an appreciation for music at a young age. Mollie’s family listened to a lot of big band, classical, and jazz, and attended musical theatre productions. John grew up in a family that “always had the radio on – listening to big band, rock, jazz, really everything... I enjoy all types of music –

country, rock, classical, etc. Later, when I was in the army in Germany, I had several friends who were into classical music and I found I really enjoyed it. I had always liked it, but during that time, I developed a greater appreciation for it.”

Mollie and John were part of the site search committee for the Festival’s new concert venue (now the Shalin Liu Performance Center) and shared details about the extensive research and site visits that the committee explored when first looking for a location. One day, after months of exploring the viability of different locations, they finally got a stroke of luck when the Madras shop on Main Street suddenly came up for sale. “Finding the Rockport Main Street site was magical, it was as if the stars were aligned,” says John. As all can now attest, the location proved to be the right one, both for the organization and for the town of Rockport. “We respect that Rockport Music has grown to support this wonderful facility and feel the organization has done a lot for the community. The Shalin Liu Performance Center is a jewel in downtown Rockport... it has had an incredible impact on the arts scene in Cape Ann.” They were both on the architecture committee that interviewed and finally chose Epstein Joslin Architects.

They shared that having been involved with the organization, they have come to appreciate the “smart, well-thought out growth which has happened at Rockport Music because of its many dedicated board members, good staff, and devoted volunteers.” Mollie and John hope that this campaign will “strengthen the organization

and make it self-sustaining...independent.” They know that fundraising is integral to an organization, but a campaign that will help prepare an organization to be ready for whatever may happen in the future economy is extremely important as well.

The Byrnes are involved in a variety of organizations in the North Shore community, including John on the board of Pathways for Children, and Mollie is part of the Trustees Emeriti of Rockport Music. Additionally, Mollie currently serves on the Walnut Hill School board and previously served on the Essex County Community Foundation board.

When asked where they would like to see the organization in five years, they hope to see a growing audience that is open to emerging artists. Says John, “It would be really wonderful for more people to see and experience music at the hall, even if it isn’t a ‘big name.’ Hopefully, patrons will trust what’s being presented and just try something new. The biggest names are not always the best experience.”



HAPPENINGS

1. Deb and Jack Henning with Trustee Chair Susanne Guyer enjoying a reception in October.
2. Janice Cane (member of Trustees Emeriti), Jill Bell, and Susan Stella at the cultivation reception following the Ying Quartet and Zuill Bailey concert.
3. Artistic Director Barry Shiffman, cellist Cicely Parnas, and cellist Zuill Bailey at the reception following Shiffman and Bailey’s concert with the Ying Quartet.
4. Mark Glovsky and Livia Cowan enjoying the October reception.
5. John Shane and Michael Morss having a wonderful conversation at the reception following the Ying Quartet concert.
6. Jacek Makowski enjoying an impassioned conversation with pianist Danny Koo after his performance earlier that evening.
7. Nina (Trustee) and Gene Doggett speaking with Thad Carpen following the Ying Quartet concert.



Preserving Our Jewel

Keeping the Shalin Liu Performance Center in Superb Condition

IT IS NOT HYPERBOLE TO STATE THAT WE have one of the finest concert venues in the country. In just a short span of seven and a half years, the Shalin Liu Performance Center has become an iconic Cape Ann landmark, its magnificent architecture and striking backdrop now instantly recognizable. Almost as much as the phenomenal music it houses, the actual building has developed into an integral part of the Rockport Music identity. It is indeed one of the crown jewels of the Atlantic.

Yet despite its charm and stately elegance, the building is not impervious to the steady march of time. Like any much-loved (and rigorously attended) building, maintaining both the hall's functionality and its aesthetic beauty is quite a tall order. Thankfully, the *In Concert with You* campaign has designated \$4 million dollars towards this (to be spent over the next 20 years) as part of its Building Preservation Fund. The building has also found a benefactor in its namesake, Shalin Liu, who has generously established the seed money for the Shalin Liu Performance Center Building Preservation Endowment. Both of these efforts will go a long way towards sustaining and maintaining the building for posterity.

So what are the biggest needs of the building? One of the best people to answer that would be Scott Rodgers, the Director of Technical Operations at Rockport Music. According to Rodgers, the building, though still quite impressive and grand, has some rather noteworthy areas of concern that need to be monitored. "We have a large amount of patron traffic, several large-scale events, and we are located on the ocean," says Rodgers. "If you add these variables up, it quickly adds to a significant amount of need for general maintenance and most importantly, preventative maintenance." Maybe one of the largest trouble spots is the north-facing seawall protecting the building from the ocean.



Though not in complete disrepair, the wall needs significant buttressing to avoid the necessity for a complete rebuild (which would come at enormous expense to the organization). Other needs to be addressed in coming years is a more efficient cooling system with higher capacity, as well as the replacement of the seat fabric in the performance hall. Rodgers is also very aware of making certain that we stay current with today's rapidly changing technology, including updating the hall's soundboard and wireless system which will need to happen due to FCC updates within the next two years.

Keeping a building like this in smooth working order is no small feat. Just ask Rodgers. "Each component of the building needs to be watched and carefully taken care of through scheduled tasks and daily upkeep," says Rodgers. "It is a labor of love, but we are happy to be doing it. We want the building to be here for generations to come and we will achieve this through diligence and planning."

We at Rockport Music are so fortunate to bring such a unique concert venue to our community. We can't squander what we've already accomplished. We need to take care of our house!

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THANK YOU

Special thanks to Joe Mueller for his leadership as one of our Campaign co-chairs as he steps down from his role.





ROCKPORT HIGH SCHOOL ALUMNUS AND FORMER ROCKPORT MUSIC PRODUCTION INTERN JONATHAN PERRY just graduated from Berklee School of Music last May and is already forging an exciting career in New York City as a working musician. With his Music Business Management degree from Berklee and his experience working behind-the-scenes at the Shalin Liu Performance Center, Jonathan is equipped with the sort of multi-faceted music business savvy that gives a musician a leg up in a challenging industry.

In his short time in New York so far, he has already established many connections in the music scene and currently works as a drummer for hire, playing live gigs and recording sessions with various bands in the city. He has also toured with a band, and has composed for TV, film, and commercials.

Speaking to how his connection to Rockport Music prepared and inspired him for his musical career, he said "it really impacted me seeing my heroes like drummer Billy Kilson (who played in the 2012 Gala with Chris Botti) live on-stage at the Shalin Liu Performance Center!" He went on to add that it was also inspirational seeing hometown legend Paula Cole return to Rockport after making it big in the pop world. These experiences, as well as his time as an intern learning all facets of production – from advancing shows with artist management to setting up light and audio equipment – have stayed with him as he's paved his way in the field. We look forward to seeing where Jonathan's career will lead him next!

IMPACT IN ACTION STUDENT PROFILE:

Jonathan Perry

Starting his Musical Career



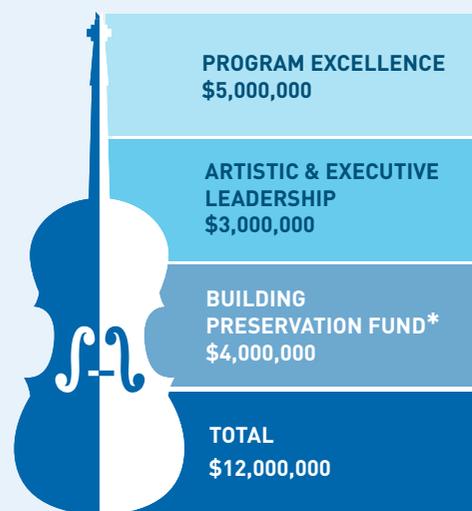
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IN CONCERT WITH YOU CAMPAIGN



* Additional gifts may be given to the **SHALIN LIU PERFORMANCE CENTER BUILDING PRESERVATION ENDOWMENT.**

For more information about the *In Concert with You* Campaign, contact Director of Development Susan K. Coffin at 978.546.7391 x.113.

InConcertWithYou.org

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