



COMMISSION FOR CULTURAL DEVELOPMENT GRANT APPLICATION

Our Mission is to promote the development of Bangor as a regional arts center that nurtures the artistic and cultural expression of its diverse peoples.

APPLICATION INSTRUCTIONS

- Applications are reviewed quarterly and must be postmarked by **January 1st, April 1st, July 1st, or October 1st** for consideration.
- **Only 501(c)3 Organizations are eligible to apply for grants**
- **Large grant applications** (Over \$2,000) will only be accepted on January 1st and July 1st. *NOTE for large grants collaborations is very heavily weighted in the evaluation process.*
- **Small grant applications** (\$2,000 or less) will be accepted on January 1st, April 1st, July 1st and October 1st.
- **Match requirement-** Applicants must demonstrate how City of Bangor funds will be leveraged. Funds should be matched by a minimum of 50% through other means of fundraising (grants, donations, in-kind)
- Eligible organizations may submit only one application per calendar year.
- The decision process on each application will take a minimum of six weeks from the end of the application deadline.
- The Bangor City Council gives final approval on all Commission recommendations.
- Funds granted are intended to be used within 12 months and a final report is required of all successful applicants.
- Applicants will be given the opportunity to speak on behalf of their organization, both with the Commission and with the Council

CHECKLIST OF ITEMS DUE WITH GRANT REQUEST

Please provide **5 hard copies AND 1 electronic copy** of the following:

- Grant Application Form
- Proposal Narrative
- Budget supporting this proposed project

Please provide **1 hard copy** of the following:

- Signed Assurances Form
- List of officers and board members
- Copy of IRS Federal Tax Exemption Determination Letter 501(c)

Materials and questions should be addressed to:

Caitlin Brooke • City of Bangor, 73 Harlow Street, Bangor, ME 04401

(207)992-4234 • caitlin.brooke@bangormaine.gov

- Operating income and expense budget for current fiscal year
- Capital budget
- Description of any capital campaign which you are planning or have in process
- List of current and proposed funding sources for your organization
- Most recent annual report including financial statement (Audited, if available)

GRANT APPLICATION

Organization Information

Applicant name Bangor Symphony Orchestra	Phone 207-942-5555	Email brian@bangorsymphony.org sarah@bangorsymphony.org
Organization Bangor Symphony Orchestra		Name of project for funding BSO On the Town
Mailing address PO Box 1441 Bangor, ME 04402-1441		Physical address (if different) c/o Husson University Quirk House 891 Broadway, Bangor, ME 04401
Year organization was established: 1896		Number of employees: 1 full-time, 1 part-time, 110 independent contractors
Organization named in 501(c) letter: Bangor Symphony Orchestra		Total operating expenses, past fiscal year: \$633,516
Mission Statement: The Bangor Symphony Orchestra (BSO), founded in 1896, is pledged to provide Maine audiences with powerful, enriching, and diverse musical experiences through live concert performances and education programs of the highest quality.		
General description of the organization, its purpose, and goals: The Bangor Symphony Orchestra has a rich history as one of the oldest continuously operating orchestras in the country. Today, the BSO is a dynamic organization committed to keeping classical music vital in the life of our community through concerts, outreach, and educational programming that connects with audiences of all ages in and out of the concert hall. The current edition of the BSO boasts 65 contracted musicians led by Grammy Award-winning Music Director and Conductor Lucas Richman, who recently made Bangor his permanent home and is the first Music Director to do so in over 50 years.		

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Brief description of current programs and activities. Emphasize major achievements of the past two years.

To accomplish the goals set forth in its mission, the BSO annually presents five classical concerts, the *Nutcracker* with the Robinson Ballet and Bangor Area Children's Choir, a Pops concert, the Bangor Symphony Youth Orchestras (BSYO), the BSO Maine High School Concerto Competition, the Dr. Maurice P. King Master Class, Music and Wellness at Acadia Hospital, and young people's concerts.

The BSO is proud of its core programs and activities:

- **Education programs:** the Bangor Symphony Youth Orchestras (BSYO); master classes funded by the Dr. Maurice P. King Master Class Endowment Fund; the BSO Maine High School Concerto Competition to encourage and recognize the outstanding talents of Maine's high school instrumentalists; the *Know Your Orchestra!* voucher program, which encourages children to become acquainted with classical music and allows families to attend orchestra concerts for less than the cost of a night at the movies; and annual Young People's Concert performances for students from around the state.
- **Concert programs:** Classical concerts showcasing our great orchestra and a variety of talented soloists, including guitarist Ana Vidovic and violinist Midori; Disney in Concert, a family-friendly program pushing the orchestra into new technological territory with live HD projections; and three *Nutcracker* performances with the Robinson Ballet and Bangor Area Children's Choir. Patrons are also invited to attend pre-concert talks prior to each classical concert program.

The Bangor Symphony Youth Orchestras, an education program of the Bangor Symphony Orchestra, gives qualified middle and high school students the opportunity to work with BSO musicians and gain performance experience in an encouraging and motivating environment. The BSYO seeks to fill a gap in music education provided in the region by providing students with this advanced level music making opportunity. Currently, over 100 students are participating, a new record. During the 2014-15 season, BSYO members will work closely with the world-famous violinist Midori.

The BSO has surpassed budget expectations for five seasons in a row, as well as retired a staggering amount of debt. For the 2014-15 season, the BSO has 625 subscribers, a 33% increase from just two seasons ago. During the current season, the BSO board, staff, and musicians are conducting a comprehensive strategic planning process to chart a fiscally responsible and artistically exciting and engaging future for the organization.

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Funding Request Summary

Amount Requested \$5,000.00	Date Needed Prior to 6/30/2015	Organization's Fiscal Year 7/1 - 6/30
Total fundraising goal for this project (in cash and in-kind): \$6,000.00	Total funding already raised for this project and description of the source(s): \$1,000.00 (Maine Association of Non Profits and St. Joseph Healthcare)	

Briefly state the purpose of the request, and time frame of the planned expenditures:

The purpose of this request is to continue and expand the BSO's "On the Town" performances, which add vibrancy to the city's cultural landscape by featuring BSO musicians at community events, often in exciting, accessible venues.

Proposal Narrative

Provide the following information in this order. Do not use more than 5 single-spaced pages, exclusive of attachments. Please staple; do not bind your application.

Describe your project:

1. What community and/or agency needs will this effort address?
The continuation of the BSO's "On the Town" performances will address efforts by the Commission for Cultural Development and the City of Bangor at large to bring cultural vibrancy to our community. "On the Town" performances add new life to existing cultural events and also act as events unto themselves. They serve to surprise and delight passersby or community event attendees not expecting to hear live classical music in Bangor while also attracting BSO fans to different events throughout the city that they might not otherwise have attended. The benefits are shared by the hosts of performances, by nearby businesses, and other arts groups presenting events in Bangor. Further, as the Commission for Cultural Development plans to implement its new strategic plan and seek funding from the Maine Arts Commission in the form of a CED grant, BSO "On the Town" performances may serve as evidence of existing efforts by the city to fuel an arts revival in Bangor. The BSO benefits greatly from the exposure to new audiences at "On the Town" performances and from the ability to provide more paying gigs to local BSO musicians piecing together their livelihood as performers in Bangor.
2. Capacity: complete description of program or capital campaign including strategies that will be employed to implement the proposed project:
 - goals and objectives
The objective of this program is to have a quartet of BSO musicians perform monthly at community events and a variety of locations throughout Bangor. The goals of this project are to play an integral role in the Commission on Cultural Development's new strategic plan by contributing to Bangor's cultural vibrancy, while also increasing awareness of the Commission's activities and evidence of its efforts for future funding opportunities. For the BSO, the goal is to reach new

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audiences, be perceived as an active arts ensemble in Bangor, and provide more performance opportunities for its musicians.

- timetable for accomplishing stated goals and objectives
Our proposal is to have an ensemble performance every month for 10 months during the second half of the BSO's 2014-15 season and the first half of the 2015-16 season, from March to December 2015.
- program methodology
The Juniper Quartet of the BSO is an existing ensemble with a variety of repertoire to play at events appropriate for all ages. Events will be targeted to reach a variety of different audiences, and will include performances at the Bangor Mall, the Bangor International Airport, the Maine Discovery Museum, the Downtown Bangor Arts Collaborative Artwalk, the Bangor Farmers Market, KahBang Central Gallery, the Penobscot Theatre Scenes and Songs, and the market at the Cool Sounds Summer Concert series.
- staffing and volunteer support
Having previously implemented this program the BSO is prepared to do so again. The Juniper Quartet is comprised of Lynn Brubaker, Amanda Cushman, Tim Garrett, and Linda Theriault. Events will be staffed by executive director Brian Hinrichs and director of development Sarah McCarthy. The BSO has a volunteer board of 19 members and a roster of 20 to 30 active volunteers at any point in the season.

3. How does your project address these needs?

The project directly addresses the BSO's need to reach new audiences by performing, for FREE, outside of the concert hall at events throughout the community. Such performances bring exposure that traditional marketing efforts cannot. The performances also directly address the City and the Commission's efforts to create an arts-friendly city. Free classical music performances, sometimes in surprising places, will add vibrancy and provide the type of positive associations that inspire people to return to Bangor for events, dining, shopping, and more.

4. How will City of Bangor funds leverage additional funds to support this project?

With each "On the Town" performance, the Juniper Quartet of the BSO gains more exposure and brings in new requests to perform, often at corporate functions. The additional funds earned from performances at such corporate or private functions go back in to the BSO's outreach budget, furthering the life of this and other outreach programs at the BSO.

5. What population does this project serve?

The citizens of Bangor, as well as visitors to our community are the target population of this program.

6. What results do you expect to have achieved by the end of the funding period?

By the end of the funding period, we expect to have inspired new audiences to recognize the BSO and to consider making classical music a greater part of their lives. We also hope to foster the image of Bangor as a city that embraces the arts, and for the city to consider the BSO a partner in its revitalization efforts.

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Budget

1. Include a detailed budget supporting this project
Please see attached. Although \$5,000 is requested, partial funding would result in fewer ensemble performances during the year and/or performances by duos and trios on occasion instead of a full quartet.

Evaluation

2. What are your indicators for success with this project? (i.e. increased participation, leverage additional fund via grants or donations, etc)
 - New requests for BSO ensemble performances at functions in Bangor.
 - Heightened awareness of the BSO's role in Bangor's arts scene, and the participation of the BSO in important conversations about the future of the arts and the economy in Bangor.
 - Increased redemption of the BSO's "Know Your Orchestra!" vouchers at Masterworks Concerts, which will be available and distributed at all community events.
3. How will you measure (in quantifiable terms) the effectiveness of your activities?
 - Following the funding period, the number of new, paid ensemble performances at events in Bangor will be totaled.
 - The Collins Center for the Arts Box Office tracks redemption of "Know Your Orchestra!" vouchers at each concert; those distributed at "On the Town" performances will have a tracking code on them.
 - Many people write or comment to the BSO when they see us out in the community. Though not always quantifiable, we can anecdotally measure the "buzz" around the BSO's activities on social media and from such responses.

Collaborations: *NOTE for large grants this section is very heavily weighted in the evaluation process.*

1. Describe all partners and their roles in the project.
The following are either performances currently in the planning stage, performance partners from last season that will be approached again this year, or ideas for locations that have been previously discussed with partners but for which planning is funding dependent.
 - Maine Science Festival: Quartet performance and presentation on the science of acoustics, March 22, 2015.
 - Maine Discovery Museum: Concert and instrument petting zoo as part of Kids Central Fest, Spring 2015.
 - Maine Troop Greeters: Last year, the BSO fielded and was unable to meet a request for the Troop Greeters. This year, we would like to provide a Brass Quartet to perform at an event of their choosing.
 - Downtown Bangor Arts Collaborative: Quartet performances at the Spring, Summer, and Fall artwalks at locations TBD but likely including KahBang Central Gallery and Bagel Central.
 - Bangor Mall: The BSO has collaborated with the mall on a youth orchestra music-a-thon and would like to present the Quartet in a "pop up" performance before a concert.

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- Bangor International Airport: The BSO has collaborated with the Airport on the *Know Your Orchestra!* voucher program and on the airport's community art wall and would like to present the Quartet in a "pop up" performance before a concert.
 - St. Joseph Healthcare: St. Joseph has newly begun bringing live music to their lobby. The BSO would like to provide the Juniper Quartet for one such occasion.
 - Penobscot Theatre Company: The BSO will again provide musicians to play in the lobby of PTC's annual, free event "Scenes and Songs" in August 2015.
 - Bangor Public Library: At an appropriate storytime of BPL's choosing, the Juniper Quartet will present a special children's themed program.
2. How do you collaborate with other organizations independent of this proposed project? Describe your formal and informal relationships with other organizations.

The Juniper Quartet was formed out of a partnership with Acadia Hospital and the launch of our Music and Wellness Program at the hospital last year. The Quartet makes monthly visits to inpatient and outpatient adult and pediatric groups at Acadia.

The Collins Center for the Arts at the University of Maine handles ticket sales for the BSO. The BSO worked with the Waterfront Concert Series to bring Pops to the Bangor Waterfront in 2010 and is in ongoing discussions for similar future projects. The BSO works closely with the Kingfield Pops on their annual Pops performance in Kingfield and does at least one educational outreach program with them each year. BSO staff sit on grant review panels and volunteer committees with the Maine Arts Commission. The BSO was featured in the Maine Performs! first publication run of 55,000 copies that were distributed widely to promote Maine arts to visitors. The BSO has worked on cross-marketing campaigns with the Maine Discovery Museum and the Penobscot Theatre to increase exposure of events.

The BSO continually works with other like-minded organizations to extend the arts to a broader audience in Maine, and staff and musicians already collaborate with a number of nonprofit organizations both in our region and state. The BSO distributes *Know Your Orchestra! (KYO!)* vouchers to many Maine schools, libraries, social service organizations, local music studios, and other nonprofit arts and culture groups. Some of those organizations include the Bangor Public Library, the Robinson Ballet, the Maine Discovery Museum, the Penobscot Theatre, and the BSYO, which disseminate *KYO!* vouchers as well as information about upcoming concerts and events.

The BSO is a founding member of Bangor Arts. Additionally, BSO musicians teach and staff periodically speak at Husson University School of Business and the University of Maine Honors College and School of Performing Arts.

Sustainability

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1. How will your project be sustained after the exhaustion of grant funds?
The BSO is committed to performing in Bangor regularly, beyond the time period of this proposal. The BSO will continue to seek individual, corporate, and foundation support to have the ability to continue to offer this program. As stated earlier, one of the expected outcomes of the project is increased awareness of the BSO's Juniper Quartet and our ability (and flexibility) to perform outside our concert hall, which it is anticipated, will lead to more requests to perform regularly around Bangor. Examples of this include recent invitations to perform a private St. Joseph Healthcare event and a private Maine Association of Non Profits event.

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Bangor Symphony Orchestra
"On the Town" Budget

Expenses

Description	Amount
BSO quartet performances in various Bangor locations - \$500/quartet*10 performances (inclusive of musicians' fees and travel reimbursement)	\$5,000
Expenses total	\$5,000

Revenue

City of Bangor Cultural Commission Grant - \$500/quartet*10 performances	\$5,000
Revenue total	\$5,000

