

Maplewood Community Music 2012 – 2013 Accomplishments

August 31, 2013

Summary: This season was hugely successful as measured by the accomplishments for each objective listed below. Awareness of our organization and musician membership has increased, the total number of performances were maintained and concentration on marketing and public relations has contributed to an increase in audience attendance.

Objective: To provide local amateur musicians with the opportunity to join a community ensemble and continue their love of playing music.

- **Membership Status**

Ensemble	Joined	Left	End of Season Total
CB ¹	7	2	29
ST ²	2	2	21
Total Musicians ³			46

Objective: Enrich Maplewood-area residents by performing free public & private concerts and performing at town events in the Maplewood area.

- **Free Public Performances** – Open to All
 - August – BU⁴ in S. Orange Village Center’s *Downtown After Sundown Concert Series*.
 - December – CB 10th Annual Winter Concert continues to be Standing Room Only (SRO) during the Maplewood Village Alliance’s *Dicken’s Village* event. Audience members came and went throughout the concert, but the venue was always full.
 - April – CB 3rd Annual Children’s Concert to SRO – a first!
 - May – BU at the Maplewood Art Walk
 - July – ST & CB 10th Annual Summer Concert – huge audience! Extremely successful fundraiser!
- **Free Private Performances**
 - February – ST Swinging Seniors Valentine’s Dance/Concert
 - February – ST performs at the Veteran’s Hospital, East Orange
- **Free Town Performances**
 - November – Veteran’s Day Concert at Maplewood Town Hall (occasional band)
 - May – Memorial Day Parade (occasional band)
- **Free Youth Events**
 - April – CB Annual Children’s Concert
 - May – Parent Teacher Association (PTA) performance in Marshall Elementary’s performing arts series, *Groove On Grove*, S. Orange (occasional ensemble)

Objective: Form various types of musical performing ensembles that meet the needs of our musicians and our audiences, as needed or on a permanent basis.

- Formed a standing wind quintet to perform at a Maplewood Library event which was ultimately cancelled. The quintet is currently on hiatus while they fill a position.
- Formed ensembles, as needed, for various occasions including the Veteran’s Day Concert, Memorial Day Parade and Groove On Grove.

1 CB = Maplewood Community Concert Band
 2 ST = Swing Town
 3 Some musicians are members of both ensembles.
 4 BU = Bones Unlimited

Objective: Partner with various organizations to promote the local arts community and support enrichment through music.

- Maplewood
 - Highland Place
 - HK Project (formerly the HK Community Fund)
 - Maplewood Arts Council
 - Maplewood Department of Recreation, Parks & Cultural Affairs
 - Maplewood Memorial Library
 - Maplewood Village Alliance
- South Orange
 - S. Orange Village Center
- East Orange
 - VA New Jersey Health Care System

Objective: Engage in other activities deemed necessary and proper in pursuit of the aforementioned objectives.

- **Musician Resources**
 - Added and updated entries in our Private Lesson Teachers and Musicians/Bands for Hire database to assist community members in locating music resources.
- **Extending the Reach of Cultural Arts**
 - Met with leaders of local organizations to pursue new ways to increase awareness of our organization in the community.
- **Public Relations (PR)**
 - Increased efforts publicize events and pursue new approaches to PR .
 - Operated a PR table at the Maplewood Art Walk. (New)
 - Increased the number of online PR outlets for press releases and calendar events from approx. 3 to 12. This includes postings on websites for S. Orange, Millburn/Short Hills and Springfield.
 - Increased distribution of posters & flyers for the Children's Concert.
- **Community Benefit Events**
 - November - Provided raffle item for the HK Project's "Ryan's Hope" benefit in support of a community member paralyzed in a pool accident. The item was a 3-piece jazz trio for two hours.
- **Fundraising (Events & Charges for Performances)**
 - October – Our first major fundraiser, *Swing Into Fall!*, was a great success.
 - December – ST's *Wine & Dine & Dance* at Highland Place.
 - December & July – Bake sales at winter and summer concerts.
 - June – ST played Highland Place
 - July – ST played the Maplewood Community Pool