

# Maplewood Community Music

## Summary of Objectives & Accomplishments

**2013 - 2014 Season**  
**September 1, 2013 - August 31, 2014**

As a non-profit in New Jersey, we must file an annual report. One purpose of this report is to highlight the organization's accomplishments as a whole. The list below includes a summary of what we accomplished during the season relative to our objectives.

### Objectives

1. To provide local amateur musicians with the opportunity to join a community ensemble, engage with other musicians, continue to develop their skills, and serve their local communities.

Goals	Accomplishments	
<b>Membership</b>	<b>Musical Directors</b> = 2 (independent contractors)  <b>Musicians</b> CB     30 (5 joined, 3 remained members) ST     22 (1 joined and became a member) <b>Total Musicians = 43*</b> (+ 3 increase over last season) * 9 musicians are members of both CB and ST.	
<b>Bands (3)</b>	CB	Maplewood Community Concert Band, ~30-piece concert band
	JS <sup>OH</sup>	Jackson Square, resurrected for a single performance > On hiatus until a new band leader is identified.
	ST	Swing Town, 23-piece big band.
<b>Ensembles (5)</b>	BU	Bones Unlimited trombone choir
	MWW <sup>OH</sup>	MapleWoodWinds > On hiatus until oboe position is filled.
	SV	Swingville, new name of jazz combo > Rehearsals on 2nd Sunday of the month.
	SVT <sup>N</sup>	Silvertones flute choir formed > Debuted at 2013 Holiday Concert.
	SQ <sup>N</sup>	New Sax quartet formed, actively rehearsing, needs a name.
<b>Occasional (2)</b> <i>(formed as needed)</i>	MB	Marching Band
	HB	Holiday Band

Key:    OH = On Hiatus (2)    N = Newly formed (2)

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2. To enrich Maplewood-area residents of all ages and promote the community band tradition by performing free public concerts accessible to all, performing free private concerts to those unable to attend our public concerts, performing at music enrichment programs, and contributing music to town and partner events in the Maplewood area.

NOTE: All performances had free admission. Our bands/ensembles may be hired for an event.

Goals	Accomplishments
<b>Public Concerts</b> <b>Hosted by MCM (3)</b>	Dec Two Holiday Concerts as part of Dicken’s Village (CB+SVT and ST) > Attendance: ~50 - 60 + CB concert attendance low due to impending winter storm & cancellation of Dicken’s Village. + ST concert cancelled due to heavy winter storm. > Debut of the Silvertones flute choir.
	Apr Children’s Concert (CB) > Concert Attendance: ~75 > Blast Off! Attendance: ~25 + First event Music Blast Off! for children was a modest success. + Small number of participants, but enjoyed by all with many positive comments from parents.
	Jul Summer Concert (CB) > Attendance: 100+ > The former, current, and new musical directors conducted.
<b>Private Concerts (1)</b>	Mar Veteran’s Hospital, East Orange (ST)
<b>Town Events (5)</b>	Nov Veterans Day Ceremony at Maplewood Town Hall (SV)
	Nov Maplewood Seniors Harvest Dance (ST)
	Nov Maplewood Springfield Avenue Tree Lighting (HB \$)
	May S. Mountain Elementary’s lunchtime music program (SVT)
	May Memorial Day Parade (MB)
<b>Partner Events (10)</b>	Jul Maplewood Community Pool Summer Concert Series (ST \$)
	Sep Maplewood Art Walk & Music Fest hosted by MVA (SV)
	Oct Maplewood HarvestFest at Gazebo hosted by SAP (SV)
	Dec Holiday Wine & Dine & Dance at Highland Place (ST \$)
	Mar Kol Rina Fundraising Benefit (SVT)
	May MayFest on Springfield Ave host by SAP (SV)
	Jun Summer Wine & Dine & Dance at Highland Place (ST \$)
	Jun Downtown After Sundown, S. Orange hosted by SOVC (ST \$)
	Jun Cultural Heritage Festival hosted by SO/M Community Coalition on Race (JS)
	Aug Downtown After Sundown, S. Orange hosted by SOVC (SV \$)
Key:	MVA Maplewood Village Alliance SAP Springfield Avenue Partnership SOVC South Orange Village Center \$ Charged the host for the performance
<b>Total Performances:</b>	19 of 20 scheduled (up from 13 last season). One performance was cancelled.
<b>Total By Band/Ensemble:</b>	CB (3)                      HB (1)                      JS (1)                      MB (1) ST (6 performed, 1 cancelled)                      SV (5)                      SVT (2)

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3. To enrich our local community with music engagement programs.

Goals	Accomplishments
<b>Community Engagement</b>	Sep Instrument Zoo at Maplewood Art Walk & Music Fest
	Oct Instrument Zoo at Maplewood HarvestFest
	Apr CB Children’s Concert & Music Blast Off! > Included instrument demonstrations and hands-on music-related activities.
	May SVT performance at S. Mountain Elementary for an audience of approx. 625 <sup>1</sup> .
	Dec Two young adults rehearsed and participated in the CB Holiday Concert.

4. To engage in other activities deemed necessary in the pursuit of our mission.

Goals	Accomplishments
<b>Fundraising</b>	Bake Sales 3 (Holiday Concert, Children’s Concert, Summer Concert)
	Charges for Performances 6 = 2 town + 4 community partner orgs (+3 from last season)
<b>Community Support</b>	ALL Participated in town and partner events throughout the season to meet both the needs of those organizations as well as to enrich the community with traditional amateur community music experiences.
	ALL Performances this season took place in the following communities: > Maplewood > East Orange > South Orange
<b>Marketing</b>	Sep Information booth at Maplewood Art Walk & Music Fest
	Oct Information booth at Maplewood HarvestFest
	Apr Created Facebook, Twitter and Google+ pages and began active social media updates.
	May Information booth at Maplewood MayFest
	Jul Delivered first issue of our eNewsletter, “The Noteworthy News”, to 72 recipients. > MCM subscribers = 12 > External subscribers = 16 > Additional recipients = 44 (friends & partners of MCM)
	All Continued to increased event publicity and recruiting efforts. Note: Not all public performances are published to all publicity outlets. Most non-MCM-hosted events are publicized by those hosting the event. > Online News Media (press releases, articles, and blog entries) <ul style="list-style-type: none"> <li>○ Maplewood Online (Maplewood, S. Orange)</li> <li>○ The Patch (Maplewood, S. Orange, Millburn/Short Hills)</li> <li>○ The Alternative Press (Maplewood, S. Orange, Millburn/Short Hills)</li> </ul>

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- > Online Event Calendars
  - Maplewood Online
  - The Patch (Maplewood, S. Orange, Millburn/Short Hills)
  - nj.com (Star Ledger, Suburban News, Independent Press, The Times)
  - northjersey.com (The Record, The Item of Millburn-Short Hills)
  - Essex News Daily
  - BaristaNet
  - Barista Kids
  - The Alternative Press (Maplewood, S. Orange, Millburn/Short Hills)
  - Kids' Guide NJ
- > Social Media
  - Facebook
  - Twitter
  - Google+
  - Maplewood Department of Recreation email blast
- > Print Media (press releases, articles, calendars)\*\*\*
  - Kids' Guide NJ
  - Star Ledger
  - Suburban News
  - Independent Press
  - The Times

\*\*\* Calendar items sometimes get added directly by the media source; e.g., Star Ledger lists some concerts without our involvement. However, getting press releases and articles into the newspapers and guides requires significant lead time (8 weeks minimum to 6+ months).

<b>Organizational</b>	Sep	Interested flute players formed a new flute choir, The Silvertones.
	May	Sax quartet formed, actively rehearsing, still needs a name.
	Jun	Performed a conductor search and selected Steve Kimmons, a volunteer, as the new musical director of the CB. > Tom McGee stepped down at the end of this season after five years.
	Jul	JS returned for a performance led by Jim Buchanan, but the band is again on hiatus while we seek a new band leader.

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<sup>1</sup> SOMSD "State of the District January 2013"  
[http://www.somsd.k12.nj.us/cms/lib7/NJ01001050/Centricity/Domain/1/State\\_of\\_the\\_District\\_-\\_Jan\\_20132.pdf](http://www.somsd.k12.nj.us/cms/lib7/NJ01001050/Centricity/Domain/1/State_of_the_District_-_Jan_20132.pdf)