



New Hampshire Music Festival

ANNUAL REPORT 2021

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2021 SEASON

From chamber concert venues to pontoons on Squam Lake, the New Hampshire Music Festival provided a variety of performance options for residents and visitors to enjoy beautiful music.

A Message from the Chair

Dear New Hampshire Music Festival Friend:

I am delighted to share with you some of the highlights of the Festival's 2021 season. Without your friendship and support, none of these accomplishments would have been achieved. As Board Chairman, I feel particularly honored to work alongside the talented musicians and staff. Their natural creative abilities enabled the Festival to offer a variety of high-quality arts programming in 2021. In a recent review of the Festival's programs, a panelist with the State Council on the Arts remarked,



“In light of all the restrictions during the pandemic, the New Hampshire Music Festival was able to rapidly pivot and find new and innovative ways to deliver high level artistic programming and education programs that served thousands of patrons and New Hampshire school students.”

The 2021 season provided a mixture of live in-person concerts as well as a continuation of the virtual chamber concerts—which saw over 9,000 people logging on to the Festival website! In addition to our chamber concerts, we performed outreach concerts in Laconia, Waterville Valley, and participated in a side-by-side rehearsal and concert in North Woodstock with young music students from our area. On a beautiful Friday evening, our musicians performed on barges anchored in Squam Lake to an audience of over 280 boaters and countless folks on kayaks and canoes. What a wonderful and much-needed summer of music that was shared by all.

As the Festival finalizes its plans for a return of its Classical and Chamber Series in 2022, musicians, staff, and Board members want to thank you for joining us this past summer and for all the financial support you have given throughout these challenging times.

Enjoy reading about our 2021 season and we look forward to seeing you during our 70th Anniversary Season in 2022.

Sincerely,

Phil Boulter
Board Chairman

Financials: Profit and Loss

January – December 2021

Income

4000 Contributions	
4010 Individuals	302,219.84
4020 Foundations	111,500.00
4030 Corporations	865.00
Total 4000 Contributions.....	414,584.84
4100 Grant Income	54,401.56
4200 Artistic Income	
4210 Ticket Revenue.....	23,460.00
4270 Program Advertising	4,200.00
Total 4200 Artistic Income	27,660.00
4700 Merchandise Income.....	160.00
4800 Income from Endowment.....	8,025.54
4900 Other Income	10.43
Billable Expense Income	200.00
Total Income	\$505,042.37
GROSS PROFIT	\$505,042.37

Expenses

6200 Artistic Expenses	
6240 Classics Orchestra Expenses.....	69,529.27
6280 Classics Production Expenses.....	114,424.27
6280 Musician Housing.....	25,800.07
6285 Run Out Expenses	1,459.94
6299 Miscellaneous - Artistic.....	288.90
Total 6200 Artistic Expenses	211,502.45
6300 Education Expenses	11,285.00
6500 General & Admin Expenses	131,279.35
6600 Development	51,551.70
6650 Insurance	1,158.50
6700 Marketing.....	21,059.65
QuickBooks Payments Fees.....	56.60
Total Expenses.....	\$427,893.25
NET OPERATING INCOME	\$77,149.12
NET INCOME.....	\$77,149.12

Board and Staff

The New Hampshire Music Festival is grateful for its strong Board leadership. Every Board member supports the mission by personal giving, sharing of knowledge and time, and as informed advocates for the Festival and for the impact the arts have on communities across the country.

Festival Officers

Phil Boulter, *Chairman* – Center Harbor, NH

Tom Reicher, *Vice-Chair* – Holderness, NH

Steven Siegel, *Treasurer* – Campton, NH

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Bill Larsen
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Eleanor Wilson
William Larsen

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Ella Marie Gray

Richard Kelly

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and Director of Choral Activities*

Joel O. Johnson, *Symphonic Chorus Director Emeritus*

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Sid Lovett, Holderness
John Morgridge, Holderness

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in memory of Keith Johnson

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in memory Keith Johnson

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Peter and Alida Millham
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Bill and Joanne Walsh

*in memory of
Rosemary Copenhaver*

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Joyce Weston &

Sally S. Widerstrom

Charles Wilkes

Raymond T Wilson

*in memory of my parents,
Carol and Albert Wilson*

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Shelly and Alan Zelbow

Leslie Sanderson

and Bob Ziegel

Sponsors \$250+

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*in honor of Marian
and Bruce Archibald*

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in memory of Keith Johnson

Cecile Johnson
in memory of Frances Doughty
Thad DeFauw and Joseph
Kelaghan
Richard and Jean Knox
Dennis Murphy
in memory of Patty Miller
Stephanie and Richard
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Rebecca Shannon
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Christine and
Leonard Bierbrier
*in memory of
Leonard Bierbrier*
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Hertha and Eddie Giunta
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Charitable Foundation
Ronald and Eleesa Sibley
Jane & Frederick Smith, Jr.
Lea Stewart
Robert and Carol Stewart
Linda Sweeney
in memory of Tom Sweeney
Barbara and Wayne
Thornbrough
Bruce and Elizabeth
Whitmore

JoAnn Wood
Anne and Brian Young
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in memory of Sidney Polivnick
Sydney Stewart and
Diane Potter
Maryellen and David Sakura
Marnie Schulz
Orchestra Circle \$5,000+
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*in honor of the
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Philip and Suzanne Boulter
Winnie Hohlt
Barbara & Amos Hostetter
Cecile Johnson
in memory of Keith Johnson
NH State Council on the Arts
The Jack and Dorothy
Byrne Foundation
Judy and Steve Siegel
**Leadership Circle
\$25,000+**
Anonymous
Lovett-Woodsum Foundation
TOSA Foundation

The Festival Chamber Series

Featuring composers such as Spohr to Shaw, Brahms, Bach, to Beach, Mendelssohn to Mozart—the 2021 From the Heart Live and Virtual concert series offered varied programs for in-person and virtual audiences.





A four-concert series was held each Thursday in July 2021 at the warm and lovely sanctuary of Plymouth Congregational Church of Christ. Featuring on average 16 musicians, each concert was thoughtfully programmed to bring Festival audiences, both in person and viewing virtually, a wide-ranging selection of chamber works from the well-known, like Bach and Mozart, to contemporary works from composers Caroline Shaw and New Hampshire native, Amy Beach. The in-person reunion of Festival musicians and devoted audience members brought many emotional moments and virtual viewing of the series was up over 300% from the launch of the series in 2020. All four concerts were sold-out with limited capacity seating due to Covid protocols.

From the Heart 2021



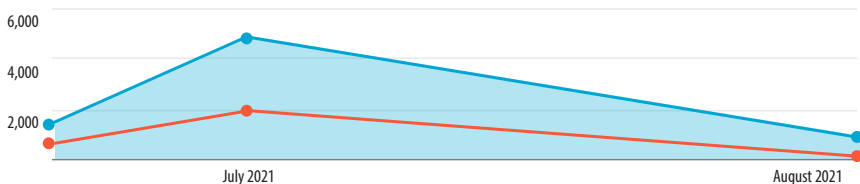
Photos credit: Justin Stratton

Livestream of *From the Heart*

Website Traffic

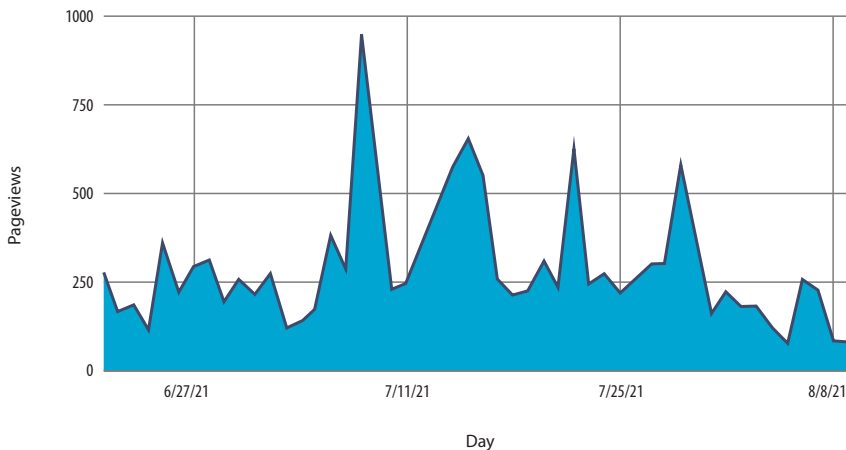
2021 (blue) vs. 2020 (orange)

- Website Users were up 172.05% (6,970 vs. 2,562)
- Sessions grew 115.47% (9,108 vs. 4,227)
- Pageviews climbed 85.23% (14,565 vs. 7,863)



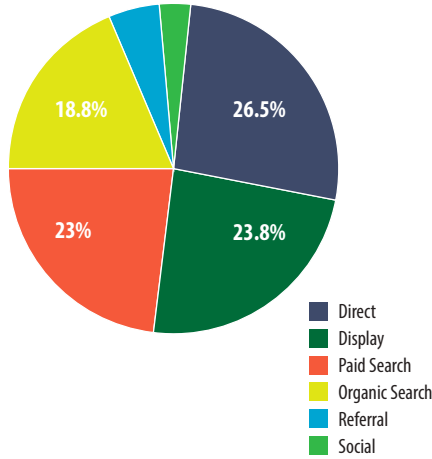
The chart below highlights how these fantastic results were driven by the interest in virtual streaming events. Each of the four “spikes” correspond with the online virtual streaming events:

NHMF Pageviews (2021 Season)



In terms of visitor acquisition, the 2021 campaigns generated a near-perfect equal distribution between Google Ads, social referrals, and organic search.

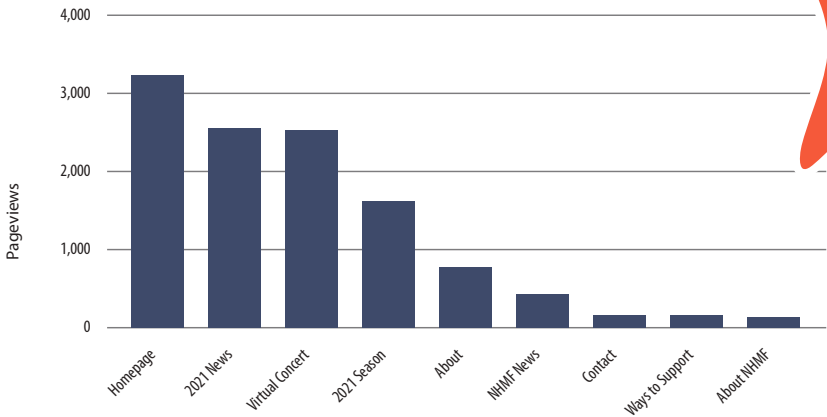
June 21, 2021 – August 9, 2021



Series is a success!



2021 NHMF: Most Popular Website Content



Squam Lakes Water Music Concert



Photo credit (left and right pages): Thom Dombrowski



On July 16, 2021, Festival musicians and Music Director Paul Polivnick boarded pontoon boats to perform the Festival's First Annual Squam Lake Water Music Concert. More than 280 boats, countless kayaks and canoes, came out to enjoy this water music event. In total, an estimated 800 people attended this unique concert experience.





The Festival wants to thank its tremendous partners involved in the planning and execution of this amazingly-successful concert: Squam Lakes Natural Science Center, Squam Lakes Association, Loon Preservation Committee, Squam Lakes Conservation Society, and Chocorual Chapel Association. A special thanks goes to Capt. Paul Brochu and the boat captains from the Squam Lakes Natural Science Center.



Peter and the Wolf

Though the rain came down and puddles did abound spirits were not dampened at the July 9th performance of Peter and the Wolf at the Rey Cultural Center. Festival musicians were joined by narrator, Margaret Turner, to present this children's classic work by Prokofiev.

Photo credit (left and right pages): Thom Dombrowski





*at the Rey Cultural Center
in Waterville Valley*



Outreach Chamber Concerts





There are no better partners or friends to the Festival than the residents of the Taylor Community. Festival musicians were excited to perform chamber concerts on July 10 and July 24 at Taylor Community and to reconnect with these devoted patrons who were sorely missed during the pandemic shutdown. Maestro Paul Polivnick joined the musicians for the exciting return of the Festival to Taylor!

*for our friends at the
Taylor Community in Laconia*

Music Education Program

Virtual Programming

Throughout the 2020-2021 school year, the New Hampshire Music Festival, worked with dozens of school music teachers to tackle the challenges of distance and virtual learning. Through generous funding made available by the Jack and Dorothy Bryne Foundation and Smyth Trust, Festival musicians created over 30 music instruction videos as a resource for teachers and students throughout the state. Videos were developed for beginner, intermediate, and advanced instrumental students and covered a wide range of topics from best practice techniques to daily exercises to how to play as a part of an ensemble!



Funding for education initiatives is made available by the Jack and Dorothy Bryne Foundation and Smyth Trust.

The New Hampshire Music Festival is supported in part by a grant from the New Hampshire State Council on the Arts and the National Endowment for the Arts.



New Hampshire
State Council on the Arts

Side by Side

Festival string musicians collaborated with music students from the region in a side-by-side rehearsal and performance held at North Woodstock. This new education initiative of providing section leadership, guidance, advice, and inspiration to students will be continued in 2022. Side by side students also attended a Festival chamber rehearsal and participated in a question and answer session with the musicians.



Music Education (cont.)

L.I.N.K.

Lonely Instruments in Need of Kids—L.I.N.K. This popular program continues all through the generous donation of gently used orchestral instruments to the Festival. Funds are raised throughout the year to refurbish these donated instruments to put them in the hands of children throughout the state. To date, 45 instruments have been given to children through this program. Five instruments are ready to be placed in early 2022!



Funding for education initiatives is made available by the Jack and Dorothy Byrne Foundation and Smyth Trust.

The New Hampshire Music Festival is supported in part by a grant from the New Hampshire State Council on the Arts and the National Endowment for the Arts.



New Hampshire
State Council on the **Arts**



Photo credit: Thom Dombrowski

“Zach struggled with learning on his clarinet. His teacher thought saxophone might be a better fit for him. Thanks to the L.I.N.K. program, Zach received a beautiful tenor sax that he loves. He just got accepted into the Middle School All Star Jazz Ensemble and he is so excited. Thank you New Hampshire Music Festival!”

—Ryan Martin



See you soon...

