

CITY OF ASHLAND ECONOMIC & CULTURAL DEVELOPMENT GRANT

Chamber Music Concerts (CMC) Grant Fund Report: July 1, 2017 through June 30, 2018

CMC is the only organization in southern Oregon that is dedicated to presenting world-class chamber music. Our series features only the most distinguished ensembles, with superb qualifications and internationally acclaimed stature. Groups of this caliber would not normally perform in our region, making CMC an integral part of the culture in our community. It is rare to have this opportunity outside of a major metropolitan area, and our patrons are thrilled to be able to see these marvelous artists locally.

The purpose of the Economic & Cultural Development Grant was to help present Ashland residents and visitors with the incredible cultural experience these concerts and outreach events provide, with an emphasis on involving children and low-income individuals and families. Our objectives were to continue to offer special discounts for kids and Oregon Trail Card holders, as well as support the fees associated with our educational outreach events. Oregon Trail Card holders (participants in the Supplemental Nutrition Assistance Program) may purchase tickets for any of our concerts for only \$5. Regular ticket prices are \$33-\$49, which can be a significant financial barrier. In addition to the Trail Card program, CMC offers \$5 tickets for students and children to all performances, and the Teacher & Student Circle program provides complimentary tickets to music students and music teachers for our matinees, with half-price tickets for accompanying parents. The City of Ashland grant directly supported the costs of these programs, enabling CMC to continue to expand access within the community to world-class cultural events.

The grant helped to fund \$5 tickets to Oregon Trail Card holders (participants in the Supplemental Nutrition Assistance Program) for all of our concerts, which made our concerts accessible to low-income families and individuals who cannot afford the regular ticket prices of \$33-\$49. For 2017-18, 116 individuals attended our concerts with the Oregon Trail Card discount (up from 92 the previous year). To expand access for young people, CMC offers \$5 tickets for students and children to all performances, and the Teacher & Student Circle program provides complimentary tickets to music students and music teachers for our matinees, with half-price tickets for accompanying parents. This past season, 174 students took advantage of these opportunities

(up from 155 last season). We also provided 79 "rush" tickets for performances, which are most often used by seniors and others who are unable to pay full price. This past season, as many as 369 low-income families/individuals, students and children were given the opportunity to take part in a world-class cultural event due to the City of Ashland's support of these ticket programs.

The City of Ashland grant also helped to support the cost of CMC's Educational Outreach Program. At these events, participants not only to hear chamber music performed at the highest level, but also to learn about the music from the artists themselves in an informal, welcoming setting. Programs take place in area schools for elementary through college students, as well as for retirement communities, continuing education classes, and at public venues. All outreach events are free and open to the public. Outreach programs that take place outside of Ashland bring new patrons to CMC's concerts, many of whom spend the night, shop at our businesses, and eat at local restaurants.

The 2017-18 Outreach Program included 18 programs presented by eight different artists on CMC's roster, from October through May, as well as 12 pre-concert lectures. A total of 2110 people attended these free outreach events. The City of Ashland's grant was critical in supporting these programs, as artist fees totaled over \$21,000 just for educational programs. In Ashland, we presented 12 pre-concert lectures, and 12 educational outreach events for students at Ashland High School and Middle School, SOU, and for seniors at Osher Lifelong Learning Institute. In addition to school programs, we presented two voice master classes and a brass master class in Ashland. Outside of Ashland, programs took place at North and South Medford High Schools, Phoenix High School, Horton Plaza Retirement Community, the Rogue Valley Manor, and Phoenix Elementary, where Cuarteto Latinoamericano presented a bi-lingual program for the large population of Hispanic students. Most of the programs that took place outside of Ashland resulted in at least 5-10 students and adults attending the associated concert in Ashland the next day – a conservative estimate results in at least 50 additional visits to Ashland from out-of-town patrons due to these outreach programs.

The City of Ashland's Economic & Cultural Development Grant helped CMC to deeply discount tickets for those who traditionally cannot afford to attend cultural events of this status, as well as provide free events to residents and visitors of all ages and backgrounds. The Outreach Program and ticket

programs provide direct access to children and low-income individuals and families, providing cultural events that they would not experience without CMC's programs and the City of Ashland's support. The Rogue Valley and especially Ashland residents are fortunate to experience the highest level of chamber music in the world here in their own community, and CMC is grateful for the City of Ashland's generosity.