Sample Answers

Chamber Music America gives priority to projects that includes a community impact focus that:

- Creates more access to chamber music
- Fosters a sense of respect and appreciation for chamber music
- Creates opportunities for ensembles and presenters to engage with current and new audiences

1. Please describe the consortium project that this grant will fund.(required)

Limit: 500 words

(For example: Is there a theme? Is this part of a larger curation or season? Will the ensemble have a rehearsal in your venue or other relevant activities. (You can use the timeline question to build out your details.)

The Nearburg Interdisciplinary Arts Center (NIAC), Civil Rights House, Big Festival will support a three-city tour from June 10-June 19th featuring the Chicago-based, ABC Ensemble.

This tour will consist of performances at each venue in June 2025. ABC Ensemble will highlight the music of seven jazz musicians whose music emphasized their work as civil rights advocates. ABC-ensemble will play music from Lillian Hardin Armstrong, Billie Holiday, Mary Lou Williams, Bessie Smith, Max Roach, Charles Mingus, and John Coltrane.

Each performance will include a talk back session allowing the ensemble to talk about how the work of these artists impacts ABC Ensemble's own music-making and advocacy work. It will also provide an opportunity for audiences to reflect on their experiences of this work and its relevance in the present moment. ABC Ensemble's experience in using music-making to create engaging talk-back sessions with audiences makes the ensemble uniquely positioned to carry out this tour. ABC Ensemble's recognition by the Civil Rights Museum in Memphis, for their work also makes the tour relevant.

The ensemble would start its tour in Alaska at the Nearburg Interdisciplinary Arts Center's June Jazz Jamboree on June 10, where the performance would also be streamed live in addition to an early show and a late show. The ensemble would then perform at the Big Festival (Londontown, IL) on June 14. Finally, the ensemble would perform as part of the Juneteeth celebration on June 19 at the Civil Rights House (Big Town, VA).

2. Timeline(required)

What does your timeline look like? When will the parts of your project happen?

January 2025: ABC Ensemble will start their own preparations for the tour. Each presenter consortium partner will begin marketing for the June tour.

February through May 2025: Each presenter consortium partner will independently run marketing campaigns and will make sure to set up accommodations for the ABC Ensemble's arrival at their venue.

June 2025: Ensemble tour begins

Nearburg, Alaska at the Nearburg Interdiciplinary Arts Center's June Jazz Jamboree on June 10
Big Festival (Londontown, IL) on June 14.
Juneteenth celebration on June 19 at the Civil Rights House (Big Town, VA).

3. Why have the consortium partners selected the ensemble(s)?(required)

Limit: 400 words
Please include the following as part of your response:

- Past experience of the ensemble and/or collaborators of the ensemble;
- Any past audience impact the ensemble may have had in their field or with audiences.

The tour acts as the first leg of a larger national and international tour that the ABC Ensemble is performing on in 2025. The consortium has chosen the ABC Ensemble based on their past work one of the ensembles selected as living cultural treasures for Jazz Appreciation Month (fondly known as "JAM") by the National Museum of American History. JAM was created at the museum in 2001 to recognize and celebrate the extraordinary heritage and history of jazz for the entire month of April.

JAM is intended to stimulate and encourage people of all ages to participate in jazz. This includes studying the music, attending concerts, listening to jazz, read books about jazz, and more. ABC Ensemble has a storied history and this tour follows the same path as their debut tour in 1999. In addition, the tour helps to highlight the work that ABC Ensemble has done in civil rights advocacy through their songs and their work in mentoring and coaching young artists from diverse racial and ethnic backgrounds as well as from rural settings.

Additionally, each consortium partner is participating in JAM this year and the partnership with ABC Ensemble helps extend that work into the Black Music Appreciation Month work the each consortium is engaging in during the month of June 2025.

4. Please briefly describe current audience size, age, race, gender, and income level for the project for each Presenter. (required)

Limit: 450 words

- How many audience members you typically reach;
- What groups of people in your communities you currently engage (age range, race/ethnicity, region/cities or towns/neighborhoods you reach, etc.);
- Please note that Income Level can include ticket pricing, sliding scales for ticketing, etc.

[One example is given for the sample, but applicants will need to include each presenter.]

Nearburg Interdisciplinary Arts Center (Nearburg, AK): The NIAC holds 150 audience members. About 30% of audience members are seniors/65+ and about 30% of all audience members access free tickets. Access to the arts is a feature of the center and no one is turned away at the door for lack of funds. Ticket prices range from $12 to $40 and it is part of the organization policy of NIAC that no more than 50% of production costs are passed on to ticket holders. 60% of audience members are between the ages of 0-64 and include families from Nearburg. Finally, 10% of audiences are comprised of tourists specifically between the months of May to September.

5. How will the project impact your current audiences and how will it impact diverse communities that have been systemically or historically excluded in your town, city, or region for each Presenter? (required)

[One example is given for the sample, but applicants will need to include each presenter.]

We hope to use this opportunity to showcase the ABC ensemble and reach not only our current audiences, but also reach out to tourist audience who are in the area. The June season of 2025 will be a special year as we will be using an outdoor stage area that for our first performance will be able to seat an additional 100 people. This show will be marketing to tourists and temporary residents of Nearburg who are in the city for the summer. This is an audience demographic that we have not tapped into in the past and have not traditionally invited to the summer season at the Center. In addition, we will be live streaming the performance to our sister centers in the neighboring 3 counties. Nearburg is a unique city in that the mountainous geography around it effectively makes the city an island and travel is by plane and boat into the city. Livestreaming will allow us to access audiences who typically would not be able to reach the city for shows. We hope to reach a total 1000 audience members through these efforts. Livestream members will pay half-price tickets for the performance.

Limit: 500 words

- How many audience members you hope to reach;
- What groups of people in your communities you hope to engage (age range, race/ethnicity, neighborhoods you hope to reach, etc.);
- How your ensemble/organization hopes this project will change, improve, or grow the way you interact with this audience;
- Describe if you have interacted with this audience or set of audiences in the past or if this is a new engagement;
- You can choose to briefly describe marketing plans in this section or you can elaborate on your marketing plans in the "Marketing Plans" question.

6. Marketing Plans- How do you plan to advertise/promote this project to potential audiences?(required)

Limit: 300 words

January 2025: ABC Ensemble will start their own preparations for the tour. Each presenter consortium partner will begin marketing for the June tour through social media, radio spots, and email letters to their members. This will be timed to go out at the same time as the announcement from ABC Ensemble.

February through May 2025: Each presenter consortium partner will independently run marketing campaigns to advertise the tour. Marketing will include Instagram, Meta, Radio, email newsletters, and announcements during show in the winter concert season.

Additionally, ABC Ensemble has agreed to a streamed interview in April 2025 where they will also mention the upcoming concert. ABC Ensemble will also mention the concert as part of their RPR Small Table Concert in May 2025 during National Chamber Music Month.

June 2025: Ensemble tour begins- final marketing push in the two weeks prior to the tour

Nearburg, Alaska at the Nearburg Interdiciplinary Arts Center's June Jazz Jamboree on June 10
Big Festival (Londontown, IL) on June 14.
Juneteenth celebration on June 19 at the Civil Rights House (Big Town, VA).

7. Describe the reason(s) why the project important is for your organizations at this particular time.(required)

Limit: 350 words
For example: Are you engaging in a new or different way? Are you creating new revenue streams or building future audiences?

[One example is given for the sample, but applicants will need to include each presenter.]

The project is important to NIAC because we will be able to effectively give performances to our sister centers in the region and connect with them in a way that we have not been able to in the past. The concert revenue gained from this concert will help the center move forward with its plan to create a regional presence through building a livestream ready facility to be able to work regionally and reach more remote audience members. Audiences in the neighboring counties are approximately 60% younger audiences under the age of 40 and will also ensure that the centers audiences stay stable and even grow as our current, local audiences grow in age.

8. How will the project contribute to your growth and development as a presenter? (Please describe for each presenter.)(required)

Describe the outcome of the project; How will you measure success? (Tickets sold, number of audience members reached, number of new audience members reached, etc.) What will

you do if your audience members are smaller than expected or less successful than expected?

[One example is given for the sample, but applicants will need to include each presenter.]

The outcome of the project for NIAC will be the reaching of new audience members by a potential increase of 850 new members which would represent an increase of 20% of the Center's audiences. Reaching 1,000 audience members will be helpful for the upcoming capital campaign to help digitalize the Center's concerts through live streaming. It will be a step forward in the strategic plan to have the Center become the performance hub for the region. In addition, the concert supports the center's mission of making the arts accessible to all and promoting the work of diverse artists.