

2024 IMPACT REPORT

MUSIC IN PLACE



Music in Place
delights, strengthens,
unites, and educates its
community by presenting
free and accessible concerts
and classes for adults and
school-aged children.

Dear Friends...

2024 was a thrilling year for Music in Place!

In 2024, we:

- **collaborated** directly with **7 local non-profits**
- **presented 20 educational programs** for kids and adults
- **offered 42 free concerts** in Sonoma and Petaluma;
- **produced 2 large ticketed concerts** in Sonoma and Rohnert Park
- **provided** meaningful gigs for **300 musicians and teaching artists**, while reaching a **total audience of about 10,000**
- **expanded staff support** and welcomed **2 new members** to the board.

We are grateful for the support of our donors, volunteers, audience members, collaborators, and board of directors who made this success possible!



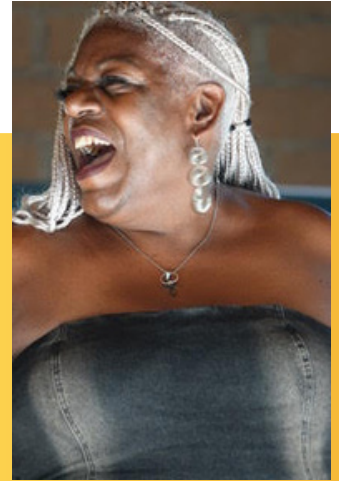
Music in Place partnered with the **Sonoma Valley Mentoring Alliance** to introduce program participants to theater, live music, and other cultural events. In December, they took a trip to see American Conservatory Theater's "A Whynot Christmas Carol" in San Francisco. After the show in the Toni Rembe Theater, the associate Artistic Director and one of the stars of the play visited the group with a meet and greet, which thrilled the kids and adults alike.

SONOMA SUNDAYS ON THE PLAZA

From Maria Muldaur to a wind symphony, bluegrass to jazz to salsa, our fifteen-concert 2024 **Sonoma Sundays on the Plaza** series from May to October included something for everyone. These free events became a weekly community celebration with great music and appreciative audiences.

Clockwise from top right: Tia Carroll, Groove Incident, an attentive audience, Spike Sikes

Performers: 100+
Attendees: 6000+



FLAGSHIP CONCERTS

Presented to a full house at Sonoma State University's Schroeder Hall, **Top Brass** featured New York Philharmonic trombonist Joe Alessi and pianist John Dickson performing the west coast premiere of the "Chick Corea Trombone Concerto." San Francisco principal trombonist emeritus Mark Lawrence curated a full program, which also included the San Francisco Symphony Orchestra Brass Quintet and "top brass" students from San José State University, Sonoma State University, and the San Francisco Conservatory of Music.



Performers hired: 29

Attendees: 240

Our **Sonoma Holiday Spectacular** at the Sebastiani Theatre showcased musicians Tommy Thomsen and Maria Muldaur, and master magician Patrick Martin. Tommy had everyone's feet tapping, Patrick amazed and astounded with his sleight of hand illusions, and Maria brought us back to "Christmas at the Oasis." This was a feel-good experience that brought together many people from the community to celebrate the holidays.

Performers hired: 9

Attendees: 200+



EDUCATION

We partnered with the **Boys & Girls Clubs of Sonoma Valley** to offer classes in general music, Latin percussion, and woodwind, string and percussion instruments. These classes were presented by Music in Place teaching artists to classes of approximately twenty students around ten years of age. After a successful pilot, we expanded to two eight-week series of one-hour classes between mid-August and mid-December.



Teachers hired: 30

Students reached: approx. 600

We presented an educational lecture series at the **Sonoma Community Center** featuring four unique classes focusing on specific topics: Tin Pan Alley, the Great American Songbook, the Art of Improvisation, and Bluegrass and Ol' Timey Music. These four classes were very successful and averaged 35 attendees per class.

From left to right: Larry Dunlap, Jason Keiser, Frederick Hodges, and Clairdee.

Teachers hired: 4

Attendees: approx. 140



FINANCIALS

(unaudited)

REVENUE

Donations and Grants

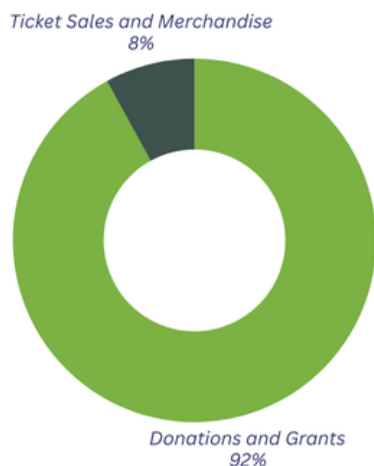
\$238,630

Merchandise and Ticket Sales

\$20,130

Total Revenue

\$258,760



EXPENSES

Program Expenses

\$136,252

Marketing and Fundraising

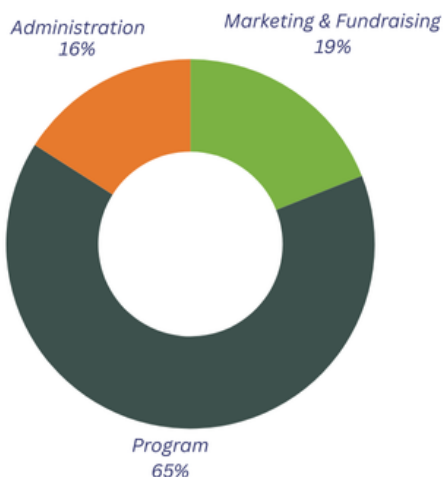
\$39,157

Administration

\$33,414

Total Expenses

\$208,823



THANK YOU!

Music in Place is positioned to grow and enhance our programs and services in 2025. As we head into our sixth year of operations, we gratefully acknowledge the strong support that we have received from our community.

Thank you to our Board of Directors:

Rodman Marymor, President | David Poe, Board Chair and Secretary / Treasurer
Gene D'Ovidio | Joel Ginsberg | Joe Lerer | Pamela Rose

Thank you to our Partners and Sponsors:



Frank H. Bartholomew
Foundation



Sonoma
Index-Tribune



The Marymor Family Trust

The Poe Family Trust

The Timothy W. Hall Foundation

And thank you to the many individuals and businesses who want to see people from all walks of life come together in welcoming environments and settings to enjoy everything that music in community has to offer.

GRAND PLANS FOR 2025

- **The Sonoma Soirée Series '25**, an 8-concert collaboration with Sonoma Valley Museum of Art and the Bartholomew Estate Foundation
- The **Northern California Battle of the Bands** for youths grades 6-12, collaborating with MusicNomad
- 18 **Sonoma Sundays on the Plaza** concerts
- Expansion of **after-school music classes** to more sites...and more kids
- **Adult education** at the Sonoma Community Center
- Founding of the **Sonoma Valley Children's Chorus** in collaboration with the Sonoma Community Center and La Luz
- **Collaborations** with local non-profits and civic organizations to bring affordable music to their programs and special events

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