



Dunedin Music Society



COVID CATCH-UP CHALLENGE

Case Statement 2020

www.DunedinMusicSociety.org

“It is the special province of music
to move the heart.”

Johann Sebastian Bach

“Music is the mediator between the
spiritual and sensual life.”

Ludwig van Beethoven

“This will be our reply to violence:
to make music more intensely,
more beautifully, more devotedly
than ever before.”

Leonard Bernstein



"We don't claim to BE the best,
just to DO our best."

*Maestro Stephen P Brown,
Conductor & General Director*



Connecting local communities with live music since 2016, the Dunedin Music Society, Inc. (DMS) celebrates 4 years, 6 ensemble programs, 86 musicians, 126 volunteers, 400 plus music related events, and more than 10,000 attendees. This is an impressive accomplishment for the collaborative 501(c)(3) not-for-profit organization, imagined by a steering committee of musicians and music enthusiasts.

Evolved from the much-loved Dunedin Concert Band founded in 1981, the DMS serves as the parent organization and support system for 6 unique music ensembles: The Dunedin Concert Band, Rhythm Kings Jazz Orchestra, Pinellas Community Players, Summer Sinfonia, Tampa Bay Music Reading Workshops, and the newly adopted Chamber Music Program. Each ensemble includes amateur and professional musicians and offers education, workshops and special events, including a Summer Camp for young musicians. The annual Pinellas Festival of Community Bands is a signature event and audiences are drawn statewide to enjoy multiple live music performances.

The fundamental belief driving the DMS is that sharing live music experiences enriches emotional well-being, our mental health, and society at large.

Proud of its inclusivity and diversity, the DMS has experienced a rise in multigenerational musicians and audiences, attracted international attention with online performances and workshops, and is committed to growing and achieving a bold and exciting vision through technology as the COVID-19 pandemic continues to hover. 2019 ended with a record 125 performances attended by more than 3,500 individuals from 20 communities. With live music contributions from instrumental and vocal ensembles, new music compositions and alternative presentations, the DMS has emerged as a leader for musicians, musical ensembles and the audiences that love them.

"With little doubt, this was the very best Christmas concert from a community band that I've ever had the pleasure to hear. Every moment of the concert maintained a sense of wonderful intonation, exquisite contrasts of dynamics, solid entrances and releases and - in every way - the musicality enjoyed by professional bands. It is clearly a tribute to your rehearsal techniques and the brilliant musicianship and commitment of every performer. I am so proud of this group!" Mike McGovern, Trumpet

— It Started with a Band

After 23 years of entertaining locals with the Dunedin Concert Band, the City of Dunedin Parks & Recreation Department encouraged its new Conductor to form a not-for-profit charitable organization, which morphed into the Dunedin Music Society. The City continued to support DMS with performance, rehearsal and storage space and free use of City owned instruments and equipment at the Dunedin Community Center. But as the DMS grew in popularity, the center, which also serves as a multi-use sports and recreation venue, was increasing program offerings for youth to seniors, inside and outside. Competition for rehearsal space and the limited capacity of 420 seated concert guests saw many DMS patrons reluctantly turned away for the first time in their history. This prompted seeking performance opportunities elsewhere at churches, Performing Arts Centers, outdoor spaces and even the Palladium in St. Petersburg.

It was inevitable that a new place to call home and perform had become a priority if DMS was to continue providing the variety of quality musical programming expected by its growing membership and audiences.

— The Ensembles

As 2020 unfolded, the DMS added a Chamber Music program to its catalog of participation opportunities. With 5 established ensembles already under their wing, this new additional program marks the beginning of the DMS' plans becoming fulfilled.

Dunedin Concert Band is the flagship ensemble in the DMS family. Under the direction of Conductor, Composer, and DMS General Director, Maestro Stephen P. Brown, the dedicated woodwind, brass and percussion performers challenge themselves to present invigorating performances of five themed concert programs throughout the year. Their most beloved event is the annual Holiday Concert.

Pinellas Community Players was started in 2018 and embraces adult players of any instrument and ability. Led by Derek Currier, musicians gather to improve their skills on an instrument new to them or one they learned in their youth. The players meet seasonally for a month of rehearsals and a performance.

Rhythm Kings Jazz Orchestra (formerly the Tarpon Springs Rhythm Kings) joined the DMS in 2019, and performs great jazz and dance music of the 1920s and early 1930s. Under the Musical Direction of Doug Ritchie, this 12-piece swing band with guest vocalists delights audiences throughout the year at private functions and DMS dances.



Summer Sinfonia is a chamber ensemble of auditioned musicians challenging themselves to connect local communities with specially-written repertoire and original works by composers from the USA, UK, Canada, Brazil and other countries. They meet during the summer months to prepare a concert of World Premieres and unfamiliar contemporary music.

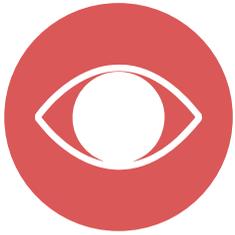
Tampa Bay Music Reading Workshops bring together woodwind, brass and percussion players to keep their playing and reading skills active when most community groups are not meeting over the summer months. Musicians, regardless of playing ability, work with guest conductors without having to commit to a performance or regular weekly meeting.

Chamber Music is a new ensemble program that grew from some musicians' desire to responsibly meet and make music with social distancing as permitted by COVID-19 isolation guidelines. Small groups for flutes, clarinets, brass and mixed instrumentation meet once or twice a week in Clearwater and Palm Harbor venues, preparing for a limited-access performance. This program is likely to continue well beyond the lifting of gathering restrictions.

"I just wanted to say how much I enjoyed the band workshops this summer. I liked playing with different musicians, playing music that was new to me or that I hadn't seen in years, and I really appreciated what each conductor brought to each composition. I look forward to next summer too!! Thanks for making it possible." Pat France, 2019

— Building the Dream

Buoyed with success, the DMS developed a long-range plan to take them to 2025 and beyond. Growth and standing room only had brought an unprecedented number of fans, which spurred on additional concerts, a new ensemble, new programs and even more learning and education opportunities. They were at a crossroads: stay static with the status quo, limiting their offerings, or choose a limitless future connecting more communities with live music and truly fulfilling their mission. They chose to think big, grow their programs, develop financial stability, and ensure their future sustainability. The culmination of dreams and discussion, research and resource consideration, a strategic plan was adopted by the DMS Board in 2019.



Vision

To see residents, businesses and visitors to Tampa Bay participate in live music as performers and audiences, sharing, concert attendance as one of a number of 'things to do' any day of the week, any time of year, alongside dinner, movies, sports, the beach, etc.

Connecting local communities
with live music

Mission



Values

- + Bold integrity;
- + Quality before quantity;
- + Doing the scary thing, especially when it is opposite to what is popular;
- + Momentary, undoctored, natural expression of emotions using music;
- + Our members, and the people who amaze them;
- + Contributing to something greater. Bigger. No, even bigger than that.

DMS in 2025

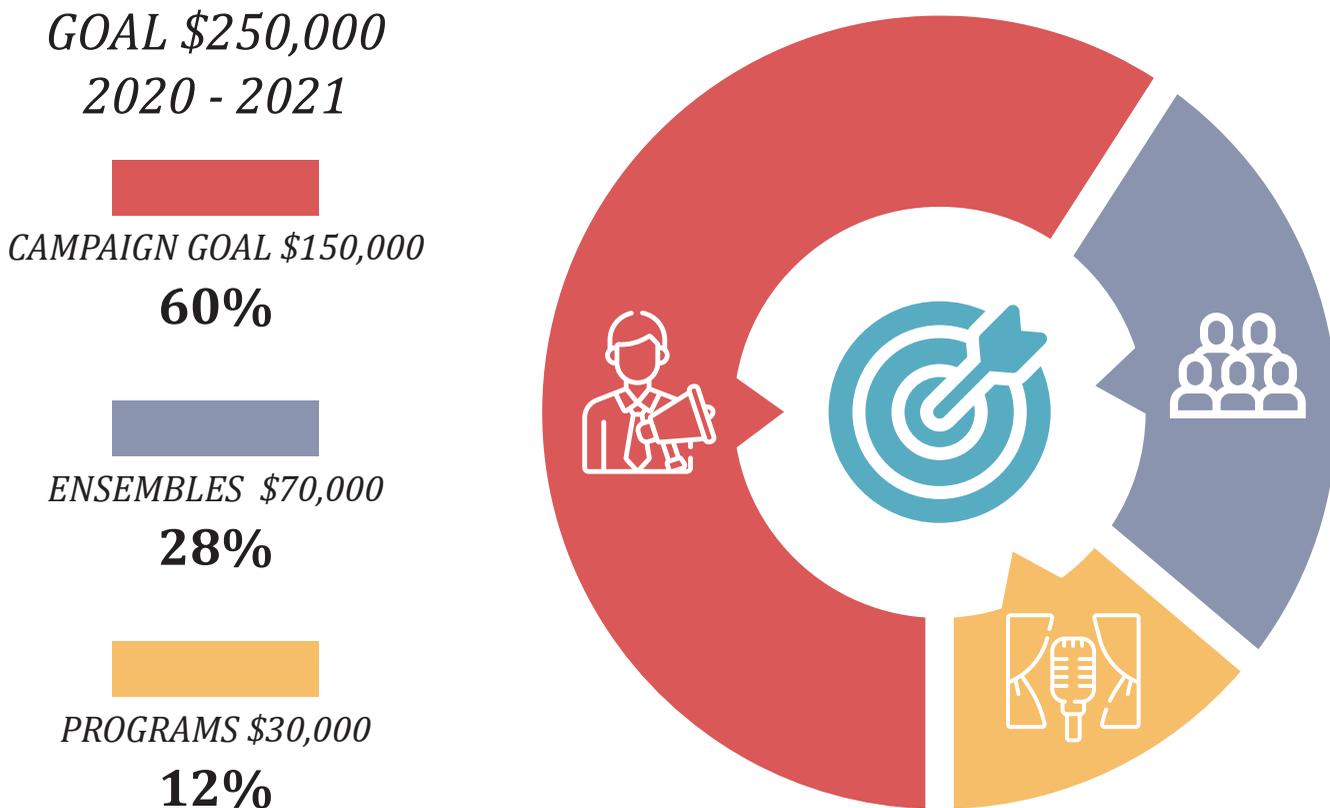
- ✔ More concerts, festivals and education opportunities for youth and adults in Tampa Bay
- ✔ Financially healthy with an Endowment
- ✔ Broadened membership and audience participation
- ✔ Performances, rehearsals, classes and music lessons in their own facility
- ✔ Plans and a campaign to build a world class concert hall well underway
- ✔ Celebrating being recognized as Florida's hallmark music event, the Pinellas Festival of Community Bands spans several days and includes performing groups from outside Florida
- ✔ The parent organization of 10 or more managed music ensembles, including an orchestra and a choir
- ✔ Hosting its first "Music in the Community" international conference
- ✔ Producing live music opportunities at least weekly throughout Pinellas County
- ✔ Welcoming international musicians to perform and learn in Tampa Bay
- ✔ Hosting an online Community Hub for community musicians and music groups globally
- ✔ Operating a successful commercial classical music radio station

Getting There – The First Step

The inaugural year of their strategic plan “Strategy 2019” saw the DMS surmounting the COVID-19 Pandemic and unimaginable lost performance opportunities, rehearsals, workshops, meetings, education events, and ultimately revenue. Persistence and passion for their mission and a “never give up” attitude inspired a new approach to fundraising. On July 1, 2020 DMS launched a catch-up campaign to run for 18 months, capturing the last 6 months of 2020 and all of 2021. In future years an annual campaign, 12 months in length, will continue to support annual operating needs. This first-time appeal to fans, members and social media followers aims to broaden the donor base, increase membership, start preparing for a major capital campaign, and secure appropriate space for performances.

Committed to fiscal transparency the DMS has a Silver Standing on Guidestar by Candid, is listed on Charity Navigator, files annual Federal 990's and is registered with the State of Florida Charities Division.

DMS 2020 and 2021 Budgets were developed to help gifted and developing musicians focus on performing while building an organizational foundation to support everything they do. With the first half of 2020 in isolation, the DMS, like all not-for-profits, experienced severe financial setbacks. The launch of this 18-month campaign to raise \$250,000 in revenue and donations between July 1, 2020 and December 31, 2021, will recoup losses and position DMS to move forward.



The Goal of \$250,000 is to be raised through Ensembles, Programs and Fundraising.

The "Covid Catch-Up Challenge" Campaign \$150,000

SPECIAL EVENTS \$50,000
32%

SPONSORSHIP \$50,000
32%

MEMBERSHIPS \$25,000
18%

DONATIONS \$25,000
18%



CAMPAIGN GOAL 2020 - 2021

The DMS invites individuals, families, businesses and corporations to become partners in their mission through membership or sponsorship.

The various levels of annual membership (Music Champions & Dreamers of Dreams), single donations (Music Builders), and sponsorship packages (Music Makers) are inspired by the poem "Ode" by Arthur O'Shaughnessy, which was set to beautiful music by Sir Edward Elgar.

MUSIC MAKERS

Sponsorship packages available upon request.

MUSIC CHAMPIONS (Annual Memberships)

All members receive a DMS decal, advance notice of events, priority seating, and seat reservation opportunities

Individual Membership	\$50
Double Membership	\$75
Family Membership	\$100
Supporter Membership	\$250 <i>Plus name recognition on website</i>
Investor Membership	\$500 <i>Plus an invitation to a cocktail party</i>

MUSIC BUILDERS

May donate any amount at any time, whether or not a member of the DMS.

Introducing the new "DREAMERS OF DREAMS" MAESTRO'S CIRCLE

The Maestro's Circle is an annual program offering individuals, businesses and corporations extended personal and/ or promotional benefits and recognition.

Dreamer **\$1,000**

Plus Maestro's Circle pin and pre-concert waiting room

Mover **\$2,500**

Plus a Front Lawn Mini Concert

Shaker **\$5,000**

Plus dinner for four with the Maestro

Intrepid **\$10,000**

Plus a full table at the annual DMS Dance

COMMITTED MEMBERS (\$25)

Individuals who support the DMS at events as a Performer or Volunteer, will receive a DMS decal, advance notice, and a t-shirt.

People

Board of Directors

Beverly Becker 2019-2021 (Chair/ President)
Amber Berntsen 2018-2020 (Treasurer)
Bill Helm 2019-2021 (Committee Chair)
Karen Owen 2020-2022 (Vice-Chair)
Michele Tyrpak 2020-2022 (Secretary)

Non-Voting:

Stephen P. Brown (General Director)
Meredith Raymond (Executive Associate)

Executive Committee

Bev Becker (Online Presence)
Melissa Brown (Newsletter)
Bill Helm (Board Liaison)
Julie Longen (Audience Relations)
Jeffrey Michaels (Member Relations)
Anastasia Palls (Performer Relations)
Ginni Pressgrove (Library)
Stephen P. Brown (General Director)
Meredith Raymond (Executive Associate)

Program Managers:

Graeme Currie, Derek Currier, Greg Howard,
Lee Lafleur, Meredith Raymond

DMS Founders (2017)

Anastasia's Aesthetics & Nails
Ted & Alicen Barrett
Jim & Kathy Bevan
Bon Appetit Restaurant
Mr. & Mrs. Stephen P. Brown
Calligraphia by Melissa
Candy Bar Sweets & Treats
Carrabba's Italian Grill
Country Boy Restaurant
Creative Insights
Dennis Crow
Derek Currier
Eugene & Elizabeth DiRusso
Thomas Doddridge
Drake Family
Dunedin Concert Band
Dunedin Fine Art Center
Eddie's Bar & Grill
Edge Resources

Walter & Karol Freytag
Pat Goldschmidt
Jeff Gow
Diane & George Gray
Sara Green
William Helm
David W. Holt
Home Plate on the Trail
Greg Howard
David Jamieson
Dr. Jim Kowalski
Tom Krisa & Corinne Pearson
Lee Lafleur
Mr. & Mrs. Billy R. Landreth
Deborah Langrock
Jim & Julie Longen
Lowe's Home Improvement
Mr. & Mrs. Ben Marolla
Louis Mauro

Lora Mills
Meagan Montmeny
Matthew J. Moody
Karen Mullins
Chester (Butch) Niford
Diane Niford
Christopher Palazzolo
James Reid & Martha Velez
Jimmy Richman
Sam Ash Music
Linda Shaw
Sniff University
The SPB International Agency
The Florida Orchestra
The Studio @ 620
Timeless Photography Tampa
Tom & Sandy Tolrud
Delbert Walters

Friends, Supporters, Collaborations and Partners Since 2017

Bay Voices
Chorus Angelorum
City of Dunedin Parks & Rec
City of Pinellas Park
City of Safety Harbor Special Events
City of St. Petersburg Parks & Recreation
Conny Center
Creative Pinellas
Dunedin High School
East Lake High School Choruses

Eastern Hillsborough Comm. Band
Fenway Hotel
The First Baptist Church St. Petersburg
Florida West Coast Flute Choir
Grace Community Church
Heritage United Methodist Church
The Palladium
Palm Harbor First UMC
Pasadena Community Church
Pinewood Cultural Center

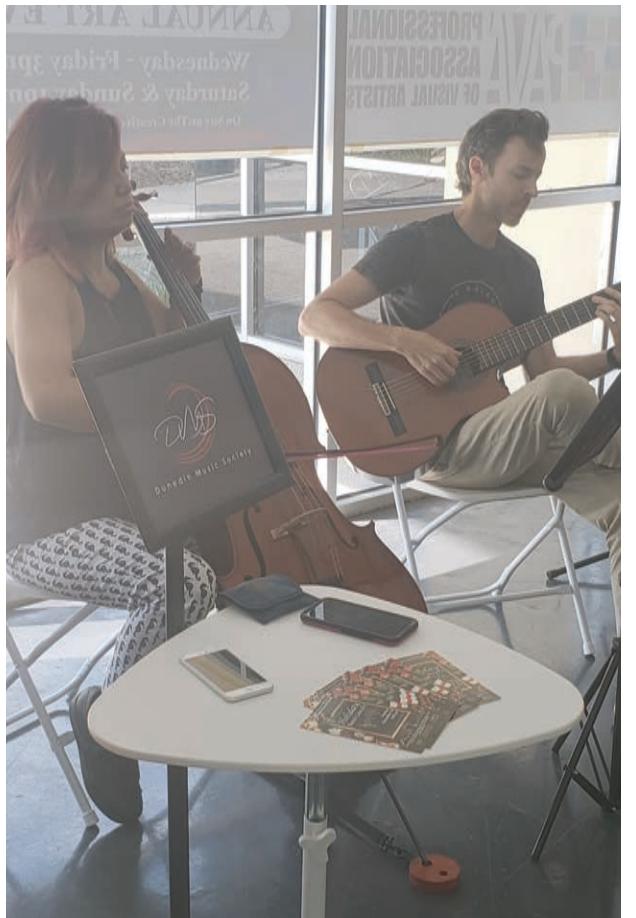
Sea Sea Riders
Second Time Arounders Band
SPC Community Chorus
St. Petersburg College
St. Petersburg Community Band
Stuart Community Concert Band
Suncoast Singers
Tarpon Springs Methodist Church
Villages New Horizons Band
Wesley Chapel Wind Ensemble
Second Winds

Accomplishments

- ✔ Dynamic Leadership
- ✔ Grew to 6 ensembles
- ✔ Artistic and Executive Directors respected and loved
- ✔ Dedicated musicians and members
- ✔ Average performer age lowered to 50 with 50% female musicians
- ✔ Created a nurturing and inclusive environment for ethnically diverse, LGBTQIA+ and people with disabilities to perform, volunteer or enjoy concerts
- ✔ Introduced performers and audiences to multi-cultural, multi-ethnic traditions and compositions
- ✔ Provided Summer Camp Scholarships for those in need
- ✔ Audience numbers have outgrown indoor seating limits
- ✔ Produce accessible and interactive communication via social media and website with online scheduling for musician auditions, rehearsals and performance, audience participation, volunteers and donations
- ✔ Hosted first Telethon fundraiser
- ✔ Actively transparent in operations and annual reporting to IRS and State of Florida Charities Division.
- ✔ Strategic Plan to guide growth and programs to 2025
- ✔ Launching first annual fundraising campaign
- ✔ Preparing to launch a multi-million dollar Capital Campaign
- ✔ Introducing an Endowment Campaign



The Dunedin Music Society, Inc. is a registered tax-exempt 501(c)(3) not-for-profit public charity. Donations to the Dunedin Music Society, Inc. are tax-deductible to the extent permitted by the law. A COPY OF THE OFFICIAL REGISTRATION (CH# 50780) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-HELP-FLA (435-7352) WITHIN THE STATE or visiting www.FloridaConsumerHelp.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.



— The Dunedin Music Society, Inc.

Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the Dunedin Music Society, we the Board of Directors and Executive Committee declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

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