I vividly remember sitting in a board meeting in February, exactly one year ago, with the foreboding sense that this viral outbreak was not going to be brief nor easy, despite public assurances to the contrary. In that meeting we discussed what to do about our lessons—move everything online? And our venue—cancel all the shows? One guiding principle became abundantly clear in that conversation, as we were faced with laying people off and shutting everything down. We had to **KEEP GOING**.

Once that decision was made, it was time to move. Quickly. In the span of one weekend, we moved our entire business online. Teaching artists and staff quickly rose to the challenge. They hastily researched online platforms, moved content into Google Drive, hopped on calls to learn how to teach online, shored up tech needs, always moving forward. We had to learn how to livestream concerts, rapidly cancelling ticketed concerts and booking local acts to stream from our venue. This initiative became Save the Music, a community-funded concert series that pays artists to stream live shows and raises money for other nonprofits. It has been extraordinarily successful, and allowed us to support hundreds of musicians and scores of non-profits while also keeping the community engaged with live music performances.

We’ve had to **GET CREATIVE** in order to survive, flexing different muscles and learning new skills. Not only are our teaching artists seasoned online instructors at this point, serving students locally as well as across the country, but we’ve also developed entirely new lines of business. We now create live music videos as a specialization, for example. Our admin team has become camera operators, sound technicians, lighting specialists, and experts on streaming content.

Above all, we’ve had to **STAY FLEXIBLE**. Running an arts organization that relies on togetherness in a global pandemic means planning for the future in short bursts. Questions arise: How can we offer in person options this spring? Music classes and jams outdoors? If so, where? What do we do about bad weather? What’s the optimal time to move forward on big dreams for the future?

Yet amidst the uncertainty, important truths have become clearer to me this year. **We need each other. We need to give of ourselves. And we absolutely need the arts.** People will go to great lengths to stay connected and inspired, to stay generous and engaged, even in a time of intense separation. We should all take heart, knowing that in the worst of times, we do still show up for each other. Even when isolated, again and again, we arrive. We open our hearts. We find each other. And we create something new.

Yours in Music,
Emily Robey Morrison
Executive Director
Create the most engaging community music school, anywhere!

Over the next three years, The Front Porch’s faculty and staff will focus on sustaining the highest-quality music education program, linked with myriad opportunities to gather, practice, share, and perform in a community setting. Enhancing our online lesson options will allow us to reach people outside our direct geographic area. In-person lessons, classes, and open jams will continue to serve our immediate community.

Support diverse audiences and clientele. Promote equity in music education.

All Front Porch stakeholders – the board of directors, faculty and staff, patrons, and community partners – shall reflect Charlottesville’s diverse interests, socioeconomic backgrounds, life experiences, and cultural heritage. We prioritize opportunities to address challenges that limit people’s access to Front Porch programs and activities, including transportation, financial capacity, and equipment needs.

Establish the best small venue in Central Virginia.

Creating a venue that is set apart through the highest caliber of musicians, the intimate setting, the friendly vibe, and the sense of discovery experienced by our patrons continues to be our goal. We’ll also enhance access to concerts by providing high quality live-streams of each show across social platforms.

Sustain excellence in Front Porch staffing and leadership.

Developing a world class music education program relies on sustaining top-notch faculty and staff. The Front Porch will attract and retain dedicated, qualified, diverse personnel. Hiring and training strategies are focused on prioritizing artistic excellence, creating a collaborative work environment, and securing regular professional development opportunities for staff and teaching artists.

Develop The Front Porch’s profile as a leading community arts organization.

After just 5 years of operation, The Front Porch has become a prominent local arts organization. Our goal is now to raise The Front Porch’s regional and national profile. Strategies include a brand refresh, a comprehensive digital marketing strategy, and sustained partnerships with organizations in Central Virginia and beyond.
"We are grateful to stay connected with the music community during this time of physical distancing. Keep up the good work at The Front Porch. We appreciate your efforts: music is so important at this time and always."

**YEAR IN REVIEW**

- **23,015** total student lessons
- **4,781** private lessons
- **4,648** group classes
- **$42k** raised for scholarships
- **30** teaching artists
- **100%** virtual since March
- **14%** student increase
- **648** active students

**New Website and Logo**

Our gorgeous new website features videos highlighting each of our teaching artists, enhanced e-commerce capabilities, a friendlier user experience, and improved back-end systems for optimizing our business practices. We couldn’t be more thrilled!
Instrument Rental and Purchase

We’ve used this quiet time in the studios to vastly improve our instrument rental program this year. We now own lots of student instruments so that everyone can learn to play on something that’s high quality and stays in tune!

SAVE THE MUSIC 2020

Save the Music has offered us an extraordinary resource that highlights the unique blend of magic The Front Porch offers our community. As a fan, it allowed me to sit back and enjoy the remarkable talents of my friends, and to discover those of others. As a musician, it allowed me to get back a little of what we all have lost as artists — the opportunity to connect with people through music, and through a first-class audio/video setup! And for all of that, I can’t thank The Front Porch enough.

- John Kelly

85 livestream concerts  240k+ views  202 performers  $17,696 raised for nonprofits
**Board of Directors**

**Chris DuBois (Board Chair):** Business Owner, Sticks Kebob Shop

**Marc Lipson (Treasurer):** Professor of Finance, Darden School of Business, University of Virginia

**James Wilkinson (Secretary):** Environmental Consultant and Writer, Skeo

**Terri Allard:** VPM Host, Producer and Education and Engagement Manager, Singer-songwriter

**Mary Beth Aungier:** Regional Digital and Print Media & National Street Team, LOCKN' Festival

**Paddy Bowman:** Folklorist, Founding Director, Local Learning: The National Network for Folk Arts in Education

**Christina DeMarea:** General Director, Charlottesville Opera

**Jonathan Gilliland:** CIO, Keller Enterprises, LLC

**Neal Goodloe:** Criminal Justice Planner, Thomas Jefferson Area Community Criminal Justice Board

**Clarence Green:** Filmmaker, Producer, Singer-songwriter, and Social Entrepreneur

**Steven Harris:** Concert Promoter, High-end Audio Consultant

**Adam Healey:** Internet Entrepreneur

**Demian Jackson:** Attorney, Jackson Intellectual Property Group

**Lester Jackson:** Musician, Songwriter, Entrepreneur, Music Producer, Electrician

**Chris Perot:** Entrepreneur

**Devon Sproule:** Singer/Songwriter, Music and Songwriting Teaching Artist, The Front Porch
Founders Circle
($10,000+)
Anonymous (3)
Community Emergency Response Fund at CACF
Helen Cohoon
Helen Ingham Foundation
Hilltop Foundation
Jonathan Gilliland
Colleen Keller
Madwoman Project Fund

Hall of Fame
($1,000–$2,499)
Anonymous (3)
Joseph Caputi
David Cathcart and Susan Donovan Cathcart
Jim Childress
Christina and Brad DeMarea
Nicholas Duke and Gardy Bloemers
Judith Fennio
Fred and Stasia Greenewalt
Adam Healey
Mr. and Mrs. Katherine and Wyck Knox
Marc Lipson and Ellen Climo
Mary and Ralph Morony
John Morrison
Dennis R Poffitt
Rick Ramsey
Carol and Jack Weber Fund
John Whitley
Richard Will
Eleanor Winsor
The J&E Berkley Foundation

Festival Fave
($500–$999)
Anonymous (2)
Carol Bevilacqua
Martin Collin
Graham Connell
George Davis
Charlie Davis
Francis Barry Deane
Chris DuBois
John Frazee

“We’ve explored a lot of different virtual learning options this summer and fall and this is far and away the best class we’ve participated in. Well done!”

Core Staff:
Emily Morrison – Executive Director
Jess Knicely – Director of Operations
Katen Reynolds – Director of Advancement
Malina Furtado – Director of Music Education
Emily Kresky – Booking and Venue Manager
Mike Burris – Audio/Visual Engineer
Sean Bracken – Digital Strategy Manager

Legend
($2,500–$9,999)
BAMA Works Fund of Dave Matthews Band at CACF
Mike Burris
CACVB
Logan III Charitable Fund
Potter’s Craft Cider
The J&E Berkley Foundation
The Joseph and Robert Cornell Memorial Foundation

Virginia Commission for the Arts
Target
City of Charlottesville
Nathalie & Emanuel Goldberg Advised Fund
Fennel Family Fund

Susan and Mike Evans
Charles Gagnebin
Karen Murray and Neal Goodloe
Sid Hagan
Christian and Rebecca Hall
Steven Harris
Jack and Hillary Horn
Demian Jackson
Jason Lyman
John McAllister
Spencer McElroy
Susan Ann Montgomery
Diane and Anthony Pullaro
Fair Robey
Austin Robey
Faye and Jerry Rosenthal
Scott Smith
James K Spencer Jr.
Annie Stafford
Erika Struble
James Wilkinson
Worrell Chapman Family Fund
McIlhany Episcopal Parish Higginson Fund
In these strange times of quarantine and social distancing, The Front Porch and its Save the Music series has kept alive the very thing that gives our community its humanity - our relationships with each other - by connecting us all through music.