

**Proposal and Business Plan - Music at Moody**

**Dr. Mark H. Kavanaugh**



## **Concept**

The overall concept of “Music at Moody” is to support expressive arts at Moody Chapel. Music at Moody will promote music, local talent and expose members of the community to the KVCC Alford Campus.

## **Artists and Acts**

Music at Moody, while focused on music performance, will also encourage other expressive arts. Photography and painting exhibits, comedians, speakers, poetry slams, and plays will also be considered.

## **Calendar**

At the onset, Music and Moody will plan to offer 12 music concerts per year. The concerts will be normally scheduled on Thursday evenings though this is flexible based upon the schedule of the artists.

## **Governance and Staffing**

Music at Moody will be governed by a committee of staff, students, faculty, and community members interested in expressive arts at Moody Chapel.

At this point the list of individuals who have stepped up and have shown interest in this include:

- Mark Kavanaugh
- Amanda Callamore
- Alexander Walz
- Juliette Guilmette
- Chris Trembly
- Barbara Bartley
- Karen Delile
- Wendy Sincyr
- Rebecca Martin
- David Tompkins
- Christopher Hallee
- Adam LaVerdier
- Michelle Gayne
- Nicole Barbeau
- Lee Trahan
- Stephen Larochelle
- Carrie Hall

## Concert Schedule

### Fall 2015 Line Up

- September – **Bill Mosely Quintet**
  - Jazz and Classical Music
  - Features Faculty and Students from UMA
- October – **Richard Dostie Organ Concert**
  - A selection of great organ music from the piano/organ player in the KVCC Jazz Band
- November – **Yellow Brick Road Benefit Concert**
  - Encore performance to benefit the Waterville Homeless Shelter
- December – **Oratorio Chorale performs Handel's Messiah** (sing along)
  - Professional chorale since 1974

### Spring 2016 Proposed Line Up

- February – **Winter Blues Festival** (proposed)
- March – TBA
- April – **Richard Dostie Organ Concert** (proposed)
- May – **Maine Songwriters Association Music Festival** (proposed)
- June – **Summer Christian Music Festival** (proposed)

*Note: We could very well offer more than 12 concerts per year by featuring local artists in-between the more major shows that are listed above.*

## **Special Concerts**

- **Fundraising**
  - Concerts that are put on for charitable purposes will be based on the same formula as other concerts, however, Music at Moody will only retain 15% of the remaining ticket sales and the rest will be distributed to the charity.
  - Ticket prices will likely be higher.
  - Other fundraising aspects of the concert including advertising and sales will go directly to the charity.
- **Organ Concerts**
  - Moody Chapel has a tremendous community asset in its pipe organ. Music at Moody will sponsor a minimum of two organ concerts per year.
  - Ticket prices will be approximately \$20.
  - Example – if we sponsored an organ concert and sold out 300 tickets at \$20 each we would realize revenue of \$6000. \$1500 would go to the artist and \$4500 would be retained by Music at Moody.
- **Higher Level Acts**
  - It is hoped that will successful shows such as the special concerts, Music at Moody will have enough money to sponsor higher level acts on occasion.

## **Connection with Academics and Civic Engagement**

### **Center for Civic Engagement**

As part of the Center for Civic Engagement, Music at Moody would depend substantially on student and community volunteers to support the events. Specific job duties that could be assigned to volunteers include:

- Ticket sales
- Ad sales
- Promotion
- Video production (advertising and event)
- Ticket sales at event
- Ushers
- Parking assistance
- Set up and Tear Down
- Clean up
- Assistants to the Artists

The CCE is partnering closely with Student Activities and Student Leadership initiatives to grow the opportunities for service on and off campus.

### **Curriculum Development**

Music at Moody provides a great opportunity for the development of curricula within our existing programs, and/or the development of new courses focused on these areas:

- Event Management
- Event Production
- Photography
- Videography
- Sound Engineering
- Marketing

## Business Plan

In 2014 I produced a benefit concert in Moody Chapel featuring my band Yellow Brick Road. While attendance was not what I had hoped, the event was a great success and over \$1000 was raised to benefit the Waterville and Trinity Homeless Shelters.

Music at Moody plans to produce a number of events over the course of the year but each event will be arranged in a similar manner.

## Annual Budget Figures

These figures are the ones that Michelle Webb and I have worked out in order to support two grant applications.

Item	Grant Expense	M@M Expense	Revenue	Balance
Cash from Grant to purchase sound and light system.			\$5,000	\$5,000
Cash from CCE			\$1,200	\$6,200
Purchase of sound and light system.	\$5,000			\$1,200
Ticket sales @ 100 attendees, 12 concerts, \$10 per ticket.			\$12,000	\$13,200
Advertisement sales in Concert Program @ \$100 per show.			\$1,200	\$14,400
Advertising and brochure printing @ \$100 for 12 shows.		\$1,200		\$13,200
Pay to acts based on 50% of ticket sales for 12 shows		\$6,000		\$7,200
15% of ticket sales being paid to Charity		\$1800		\$5,400
Custodial coverage for each event	Based on the YBR event, alternative schedules and volunteers eliminated these expenses for both custodial and security coverage.			
Event Staff	Based on the YBR even, the Event Staff was covered by Volunteers from the Student Body. The Music at Moody Steering Committee would also play a role.			
<b>Annual Net Gain</b>				<b>\$5,400</b>

Year to year, the Annual Net Gain from the Concert Series will allow us to:

- Explore hiring higher premium acts.
- Maintain the organ.
- Maintain and update the sound and light system.
- Enhancing our advertising with video and audio recording of the concerts.

### **Ticket Sales and Support**

Similar to the online tools used by the KVCC Foundation, Music at Moody will have a presence on the KVCC website and will utilize the “Bidding Owl” to sell concert tickets and to provide opportunities for annual giving (see “Friends of Moody” below).

## **Friends of Moody**

I want to propose the development of a system whereby individuals can support the arts at Moody Chapel with annual donations.

Friends of Moody would be an organization managed through the KVCC Foundation dedicated to the support Moody Chapel as a place of contemplation, worship, meditation, reflection, celebration, and of the expressive arts. All the funds raised by this effort would be used to support this effort. Possible uses of these funds could include:

- Paying for high-level acts.
- Supporting, upgrading, maintaining the sound system.
- Purchase of lighting and display mechanisms for art.
- Purchase of audio and video recording equipment for Moody Chapel.
- Maintaining the organ

I propose that we structure giving levels in the following ways, with the following benefits:

- Platinum Level - \$1000+ per year (2 Season Tickets)
- Gold Level - \$500 - \$999 per year (1 Season Ticket)
- Silver Level - \$250 - \$499 per year (2 free tickets to any show)
- Bronze Level - \$100 - \$249 per year (1 free ticket to any show)