

Spring 2015

From The Top

Collins Center for the Arts

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Brittany Brackett <brittany.brackett@maine.edu>

CA/DLS Grant Application from

1 message

UM Web Office <umweb@umaine.edu>

Fri, Mar 27, 2015 at 12:34 PM

To: cadls@maine.edu

Name

Collins Center for the Arts

Address

5746 Collins Center for the Arts

Email

daniel@maine.edu

Administrative Unit

Administration & Finance

Name of Administrator approving the Project (approval indicates awareness of the commitments outlined in this grant proposal)

Daniel Williams

Project Title

From the Top

Date(s) of Event

October 25, 2015

List of individuals or groups directly involved in the project, such as speakers/performers, for which you are requesting honoraria:

From the Top

Project Abstract

"From the Top" is a show that showcases the talents of young, classically trained musicians from around the country. In this case, producers from the show will audition young musicians in Maine. Those selected will be featured at the live performance at the Collins Center. The program is recorded and later re-broadcast on public radio stations nationwide, including MPBN. With this performance, "From the Top" and is being presented north of Augusta for the first time.

Program Description

"From the Top" describes itself as "America's largest national platform dedicated to celebrating the stories, talents, and character of classically trained young musicians." The show is heard on the radio by more than half a million listeners in more than 220 markets and is considered to be the most popular weekly one-hour classical music program on public radio.

At its core, "From the Top combines" artistry, education and outreach. Through live events, NPR and YouTube Broadcasts, scholarships and leadership programs, the program empowers extraordinary young people to pursue their musical aspirations.

Audience

We estimate the total audience for this show to be 700 (we base this on audience data from the Bangor Symphony Orchestra). We will be contacting music educators and students throughout our region, including UMaine's School of Performing Arts. We would expect to draw from broader constituencies including: Maine Public Broadcasting, the Bangor Symphony and the CCA's Chamber Music patrons. This show typically appeals to anyone with an appreciation for live classical music.

Publicity

We will be using a combination of marketing tools including: direct mail, radio and television ads (heavy promotion on MPBN), email, web and social media.

Amount requested from CADLS

\$5,000.00

Other funding request

See attached budget.

If the CADLS Committee cannot award at the level you request, which items in your budget would have highest priority for these funds?

We would likely cut back on marketing and advertising. We are grateful for any support.

Budget Proposal Form must be attached

- Cultural-Affairs-Budget-From-the-Top.pdf

Cultural Affairs / Distinguished Lecture Series – March 2015 Grant Application

Collins Center for Arts

Anticipated Budget: From the Top – Sunday, October 25, 2015

Expenses

Promoter Fee	\$25,000
Marketing	\$ 4,000
Lodging & Meals	\$ 4,000
Printing	\$ 1,000
Labor	<u>\$ 500</u>
Total Expenses	\$34,500

Income

Ticket Revenue (avg. ticket price of \$28 w/ attendance of 700)	\$19,600
Cultural Affairs/Distinguished Lecture Series Grant (in progress)	\$ 5,000
Maine Arts Commission Grant (in progress)	\$ 5,000
University of Maine Foundation Outreach Grant	<u>\$ 5,000</u>
Total Revenue	\$34,600

Thank you for your consideration.

Cultural Affairs/Distinguished Lecture Series Fund Budget Form

Applicant/Organization: Collins Center for the Arts
 Responsible Officer: Daniel Williams, Executive Director
 Event Title: From the Top
 Event Date: October 25 2015

Total Program Budget: \$34,500.00

Amount Committed by Applicant Organization: \$19,500.00
 Funding Requested from other funding sources (please list below): \$10,000.00

Maine Arts Comission (in progress) \$5,000.00

University of Maine Foundation Outreach Grant \$5,000.00

Program revenues (if applicable) \$19,600.00

Amount Requested from CA/DLS Committee: \$5,000.00 *

*Please note requests may not exceed 50% of the total program expenses

*Please see guidelines for budget exclusion details.

April 3, 2015

Dear Danny,

I am pleased to inform you that the Cultural Affairs/Distinguished Lecture Committee has awarded \$3,285 for From the Top. Requests to the Committee totaled significantly more than the committee had to award, hence we were not able to fund the full amount of your request.

As stated in the grant guidelines:

It is the responsibility of the requesting department or group to fund all expenses associated with the event as those expenses arise, and to maintain a record of receipts and invoices. After all expenses for the event have been incurred, the department must submit an Adjusting Entry form along with GL printouts showing expenses and receipts/invoices to Heidi Carlow at 200 Alumni Hall so that the cost(s) associated with the event may be moved from departmental accounts to the CA/DLS account.

Within **60 days** of the conclusion of a funded event, grantees are required to submit a concise summary of one page or less on the event and attendance to the Committee. Failure to submit reports will impact future awards. Please attach copies of promotional material and publicity including reviews.

All publicity and promotional material must include the following credit:

From the Top is supported in part by a grant from the Cultural Affairs/Distinguished Lecture Series Fund.

Please refer to the grant guidelines for additional information.

Sincerely,

Gretchen Faulkner
Chair

Cultural Affairs/Distinguished Lecture Series Grant Report Form

Applicant Organization: Collins Center for the Arts

Project Title: From the Top

Contact Name: Danny Williams

Campus Address: 5746 Collins Center for the Arts

Phone: 581-1804

E-mail: daniel@maine.edu

Was the project carried out as outlined in the proposal? If not, which aspects of the project's scope and/or budget were modified, and why? What impact did the modifications have on the project?

The project was carried out as outlined in the proposal. In summary, the Collins Center for the Arts presented the concert *From the Top* with Host Christopher O'Riley on Sunday, October 25, 2015.

From the Top is a radio program that travels from coast to coast to feature the stories, talents and character of classically trained young musicians. They came to Maine to record a live program, which was aired on Dec. 14 on NPR. Devin Adams, a young bassoonist from Limerick, Maine, was one of the featured performers. Audiences were thrilled that renowned violinists Mark and Maggie O'Connor performed, as well.

The concert was recorded on our stage, then aired nationally to the NPR audience, reaching more than 20,000 listeners. This served to bring attention and national prominence to The University of Maine and the Collins Center for the Arts.

How many people attended the event(s)? Indicate whether figures are actual or an estimate. If possible describe the different audiences that this program served (i.e. UMaine Students, general community, teachers, etc.).

A total of 546 people attended the concert. The attendees included members of the general public, music instructors, music students from UMaine and surrounding communities. A number of parents brought their students to the concert.

In addition to the concert, the outreach component was key to the success of bringing *From the Top* to Maine. We worked with a middle school music director to take the student performers to his school to talk with other students and perform for them. The music director was excited about involving approximately 20 students in the outreach visit, then encouraging them to attend the concert. He found the visit and concert inspiring for the students, with the goal of encouraging them to be more dedicated to their music studies and instill a desire of performing at a higher level.

How was the event promoted? Please attach copies of promotional material.

Under the umbrella of NPR, MPBN was a major partner in promoting the concert. In addition to the underwriting mentions, they were committed to making sure their listeners knew about the show to attract as many people as possible. To that end, they mentioned the program many times on their station.

In addition to mentions received in the underwriting effort on MPBN, marketing efforts included advertising in the Bangor Daily News and Bangor Metro. We also featured the concert on our website.


Bangor Daily ad:




COLLINS CENTER FOR THE ARTS




THE UNIVERSITY OF MAINE



Dracula • 10/10




42nd Street • 10/16




Otello (Met Opera) • 10/17



Comedian Bob Marley • 10/23



From the Top • 10/25




Tannhäuser (Met Opera) • 10/31

AND COMING SOON...



Baroque Orchestra of Maine, 11/1; Steven Wright, 8/16; The Producers, 8/16; Rodney Carrington, 11/12
Il Trovatore (Met Opera), 11/14; Sgt. Pepper's Lonely Heart Club Band, 11/12;
Jazz at Lincoln Center Orchestra | Wynton Marsalis, 12/3; Denis, 12/13



207.581.1755 • 800.622.TIXX • collinscenterforthearts.com

Bangor Metro ad:



COLLINS CENTER FOR THE ARTS



The Baroque Orchestra of Maine, 11/1 • Steven Wright, 11/6 • The Producers, 11/8 • Rodney Carrington, 11/12 • Il Trovatore (Met Opera), 11/14 • Sgt. Pepper's Lonely Heart Club Band, 11/17 • Hamlet (NT Live), 11/19
Jazz at Lincoln Center Orchestra | Wynton Marsalis, 12/3 • Lulu, 12/5 (Met Opera) • Danú, 12/13

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Email of October coming events:

[CLICK FOR TICKETS TO BOB MARLEY](#)



From the Top
with host **Christopher O'Riley**
and special guest **Mark O'Connor**
Sunday, October 25, 2016 at 3 p.m.

Great kids. Great music. Hope for the future. From the Top is America's largest national platform dedicated to celebrating the stories, talents, and character of classically-trained young musicians. Featuring talented children musicians from Maine in this live production of the critically-acclaimed NPR radio show. Students \$10/Adults \$20

From the Top is supported in part by a grant from the Cultural

Affairs/Distinguished Lecture Series Fund.

[CLICK FOR TICKETS TO FROM THE TOP](#)

Email to all subscribers:



FROM THE TOP

**with Host Christopher O'Riley
& Special Guest Mark O'Connor**
Sunday, October 25 at 3 p.m.



From the Top is America's largest national platform dedicated to celebrating the stories, talents, and character of classically-trained young musicians. Through live events, NPR and YouTube broadcasts, scholarships, and leadership programs, From the Top empowers these extraordinary young people to engage and inspire music lovers of all ages.

Renowned violinists and American fiddlers Mark and Maggie O'Connor will perform with talented classical musicians, including Devin Adams, a 17-year-old bassoonist from Limerick, Maine. Adams performs in the Portland Youth Symphony Orchestra and the

Portland Youth Wind Ensemble and has soloed with the Bangor Symphony Orchestra.

Other scheduled performers are: Olivia Marckx, a 16-year-old cellist from Bellevue, Washington; Nathan, Meltzer, a 15-year-old violinist from New York City; and Hae Sue Lee, a 15-year-old violist who lives in Philadelphia.

In its 15th year, NPR's From the Top's live recordings annually reach more than 20,000 audience members across the U.S. In conjunction with the national tour, it offers leadership training to young artists and conducts classroom and community programs. From the Top is broadcast on Maine Public Radio at 8 p.m. Sundays; this episode is scheduled to air in December.

Adults \$20 // Students \$10

From the Top is supported in part by a grant from the Cultural Affairs/Distinguished Lecture Series Fund.



"Great kids. Great music. Hope for the future."

[CLICK FOR TICKETS!](#)

NPR's *From the Top* with Host Christopher O'Riley: Orono, Maine / 314

Sunday, October 25, 2015 at 3:00 PM | Collins Center for the Arts | Presented by *University of Maine, Orono*

Share



Listen



Welcome from Orono, Maine

- Nathan Meltzer, violin
- Introducing Mark O'Connor
- Mark O'Connor, violin, and Nathan Meltzer, violin
- Hae Sue Lee, viola
- Mark O'Connor, violin
- Devin Adams, bassoon
- Olivia Marckx, cello
- The Mark O'Connor String Quartet

Watch



About

From Orono, Maine, this week's program features violinist, educator, and composer Mark O'Connor as a special guest artist, and he brings his signature American fiddle sound to some exciting collaborations with the young performers on the show. We'll also hear the inspirational story of how studying music helped the young cellist on the program overcome major physical coordination challenges.

Performers & Repertoire

Nathan Meltzer, violin
Sonata for Violin and Piano No. 8, Op. 30, No. 3, by Ludwig van Beethoven

Mark O'Connor, violin and Nathan Meltzer, violin
"Libertango" by Mark O'Connor

Hae Sue Lee, viola
II. Allegro appassionato from Sonata for Viola and Piano in E-flat major, Op. 120, No. 2 by Johannes Brahms

Devin Adams, bassoon
I. Allegretto moderato from Sonata for Bassoon and Piano in G major, Op. 188 by Camille Saint-Saëns

Olivia Marckx, cello
I. Prologue: Lent, sostenuto e molto risoluto from Sonata for Cello and Piano by Claude Debussy

The Mark O'Connor String Quartet with Mark O'Connor, violin; Maggie O'Connor, violin; Hae Sue Lee, viola; Olivia Marckx, cello
I. Fast and cheerful from Mark O'Connor String Quartet No. 1 by Mark O'Connor

Mark O'Connor, violin

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first name

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Included in all programs:

Ruth W. Perry
Sally H. Reed
Dwight L. Rideout & w/jan Lord Rideout
Don D. Stimpson & Rita Stimpson
Calvin L. Stinson, Jr. & Ilene Stinson
David L. Swett & Peggy N. Swett
Emily M. Vigue & Peter A. Vigue
Margaret Thompson Villarreal

Philip A. Whitehouse, Jr. & Martha E. Whitehouse
Bud Wallup
Donald B. Wiswell & Felicia Wiswell
Eloise R. Kleban
Joseph Siegel & Elaine Cohen Siegel
Chamber Music Society (CMS) member

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Program Cover for the concert:

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MAINE
Celebrating 150 years

**COLLINS
CENTER
FOR THE ARTS**

From the Top
with Host Christopher O'Riley
and Special Guest Mark O'Connor
Sunday, October 25, 2015
3 p.m.

From the Top is supported in part by a grant from the
Cultural Affairs/Distinguished Lecture Series Fund

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Signs placed at entrance and exit of concert:

