



Eastern Shore Chamber Music Festival



May 28, 2023- June 11, 2023
Fairhope, Alabama

Sahada Buckley & Trace Johnson,
Artistic Directors

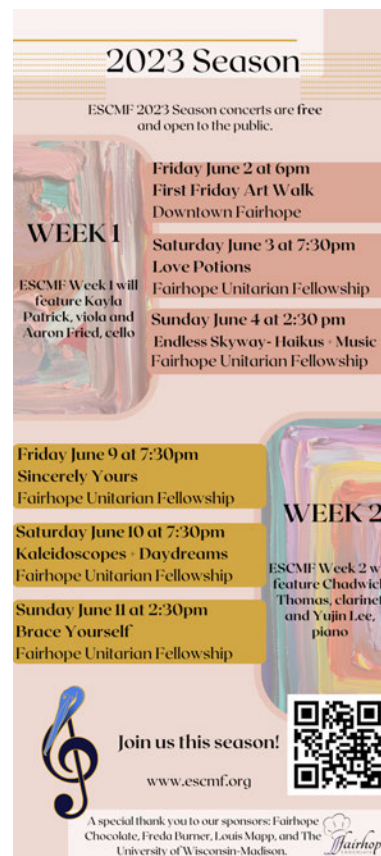
Arts Business Competition 2023

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Executive Summary

The Eastern Shore Chamber Music Festival is a professional chamber music series in Fairhope, Alabama. The dates for the inaugural 2023 ESCMF season are May 28, 2023 - June 11, 2023. ESCMF will inspire community involvement in contemporary and classical chamber music at every socioeconomic level by making all festival performances free of charge. Concert programs will highlight works by women and BIPOC composers to bring these historically disenfranchised voices into the forefront of the industry and into the hearts and minds of our audience. Hoping to connect with a wide and diverse audience base, ESCMF will present concerts in community venues like schools, libraries, outdoor festivals, and local businesses in Fairhope. Currently, there are no other professional chamber music festivals and ensembles in the eastern shore area of the Mobile Bay. As the festival continues to become more established, ESCMF will introduce chamber music mentorship programs for young musicians in the lower Alabama region by partnering with existing nonprofits, like the Baldwin County Youth Orchestra, and area public school systems. Fairhope native and violinist, Sahada Buckley, and cellist and Madison, Wisconsin native, Trace Johnson are the Artistic Directors and founders of the Eastern Shore Chamber Music Festival.



Project Plan

ESCMF Artistic Directors Sahada Buckley and Trace Johnson, chamber music partners and UW Madison graduate students, began planning the first season of the Eastern Shore Chamber Music Festival in May of 2022. Because Sahada had little opportunity to experience professional chamber music performances growing up in Fairhope, Alabama, she was compelled to bring classical chamber music to her hometown community as a professional violinist. On September 30, 2022, ESCMF became a limited liability company (LLC); on the path to eventually become a certified 501(c)3 not-for-profit organization, ESCMF applied for and was granted fiscal sponsorship through Fractured Atlas in October 2022. Through Fractured Atlas, ESCMF has been able to apply for non-profit specific grants, receive tax-deductible donations, and utilize helpful fundraising tools.

ESCMF will take place during May 28, 2023 - June 11, 2023 with public concerts on Friday, Saturday, and Sunday at the Fairhope Unitarian Fellowship. Performing artists contracted by ESCMF will be paid a \$500 performance fee for their week at ESCMF in addition to also receiving a \$400 travel stipend for travel to and from the festival. ESCMF's primary housing, which doubles as ESCMF's rehearsal space, has been donated to the festival by patron Julianne Roach. All artists have been allocated living quarters for the inaugural season. All meals will be provided by ESCMF in Julianne's home. There will be fundraising and promotional concerts in Madison, WI and Fairhope, AL in the interim before the festival begins.

In the third year, ESCMF will launch an educational program for community youth musicians in which ESCMF artists will mentor and teach students about classical music and chamber performance in the greater Eastern Shore area. In the first years, ESCMF will host concerts, workshops, and masterclasses at community venues like public libraries and schools to ignite interest and develop future collaboration with local youth musicians and teachers at local non profit organizations, like the Baldwin County Youth Orchestra (BCYO). In January of 2023, Sahada and Trace attended BCYO rehearsals and gave sectional coachings to the student string players. They also gave private performances to the BCYO students. Also in January, Trace and Sahada connected with Mobile Symphony Education Director, Daniela Pardo, and began planning a collaborative program over the summer in which ESCMF musicians will give masterclasses to Mobile Youth Symphony summer chamber program participants.

The Fairhope Unitarian Church has graciously donated their venue space for all ESCMF performances, receptions, and dress rehearsals. ESCMF had their first event there with the *Seedling* Concert on January 21, 2023. In June 2023, ESCMF will perform six unique concert programs throughout the two week-long festival. ESCMF will host two open rehearsals at the Julianne Roach's home on Wednesday evenings during which patrons, donors, and students are invited to attend and personally connect with ESCMF performers. As Artistic Directors, Sahada and Trace are particularly interested in creating unique and exciting concert experiences to encourage audience members to feel comfortable and at ease during performances. In January, ESCMF collaborated with Fairhope Chocolate and presented a program curated with paired desserts. During this fundraising event, ESCMF raised \$1,300.

On Friday June 2, 2023, ESCMF will kick off the festival by presenting an outdoor concert during Fairhope's popular community monthly event, Art Walk. Art Walk will be an opportunity for ESCMF to invite local community members to attend the other five concerts of the festival and to also instill a relaxed, inviting atmosphere for our remaining concerts. The motto of ESCMF is '*Chamber Music for Music Lovers*' which relays an inclusive atmosphere surrounding the festival's six classical music performances. ESCMF will perform high-level concerts without the formality normally associated with the classical music genre. At the Art Walk performance, attendees can browse ESCMF's information table to learn about our festival and take home with them a 2023 ESCMF brochure with complete festival information and concert schedule.

For Sahada and Trace, ESCMF 2023 is the beginning of life-long careers as artistic directors and the continuation of diverse and distinguished careers as chamber musicians; ESCMF gives them the opportunity to collaborate and engage with a new audience, become artistic influencers, and develop professional skills as chamber musicians. Sahada holds a position in The Marvin Rabin String Quartet at UW-Madison receiving full tuition and stipend. Trace holds the prestigious Collins Fellowship which is awarded to the highest performing graduate students in the music school. ESCMF will put Fairhope, AL on the map as a chamber music destination in Southern Alabama.

The personnel for the first season of ESCMF includes five current graduate students from the UW-Madison School of Music. For the first week, ESCMF musicians are violinist Carolyn van De Velde (MM 1st year), violist Kayla Patrick (DMA 2nd year), cellist Aaron Fried (DMA 1st year), cellist Trace Johnson (DMA 2nd year), and violinist Sahada Buckley (MM 2nd year). During the second week, ESCMF musicians are clarinetist Chadwick Thomas, pianist Yujin Lee, cellist Trace Johnson, and violinist Sahada Buckley. Our featured composer in residence for the 2023 festival is the Atlanta-based composer Sydney Doemel. Her pieces "String Quartet" and "Pulp" for violin cello duet will be performed during the festival. Sahada and Sydney previously collaborated together at the New York Electroacoustic Improvisation Summit in 2022.

Sahada Buckley and Trace Johnson share many tasks as Artistic Directors. Sahada is the primary contact between patrons, businesses, and venues in Fairhope, AL. Additionally, Sahada creates all graphics, videos, reels, and stories for ESCMF's social platforms, Instagram, Youtube, and Facebook. Sahada also designed and created the ESCMF 2022 Holiday Ornaments for the Winter Crowdfunding Campaign. Together, Sahada and Trace share the duties of managing their fiscal sponsorship, grant research and writing, the selecting and hiring of ESCMF performing artists, and developing concert programs. Additionally, Sahada and Trace perform in every ESCMF concert. Trace's duties include building and managing the ESCMF website and creating virtual accessibility to the ESCMF fractured atlas general donation page. Trace created the ESCMF newsletter pop-up which stores online data and auto-generates the collected data into an email list. Trace and Sahada have spoken extensively with Stephanie Jutt, Artistic Director of Madison's Bach Dancing and Dynamite Society; Claire Bryant, co-founder of Decoda Chamber Music Festival; Michael Mazrahi, Artistic Director of Decoda Chamber Music Festival; Sarah Marty, Director of the Bolz Center for Arts Administration; Walter Kirkland, former Mobile Symphony Board Member; Daniela Pardo, Mobile Symphony Education Director.

ESCMF Timeline

May 2022	Realized project idea and connected with local businesses in Fairhope, AL
July 2022	Commissioned logo from South Carolina graphic designer, Katie Brook
August 2022	Confirmed Week 1 and 2 Artists for ESCMF 2023 and reserved venue Fairhope Unitarian Fellowship for 2023 dates
September 2022	September 30: Incorporated as Eastern Shore Music Festival, LLC
October 2022	October 14: Applied for fiscal sponsorship from Fractured Atlas October 25: Granted fiscal sponsorship through Fractured Atlas October 30: Released ESCMF.ORG, website
November 2022	November 21: Fundraising Campaign went live from Nov. 21, 2022 – Jan. 21, 2023: https://fundraising.fracturedatlas.org/admin/campaigns/5332/donations November 30: “Giving Day”, release video footage of rehearsals, ESCMF artist performances, and interview with ESCMF Artistic Directors
December 2022	December 3: Piano Trio performance at Capitol Lakes Senior Living retirement community December 12: Piano Trio performance at Collins Recital Hall December 16: Piano Trio performance at the Art + Literature Laboratory December 20: Release selected footage from recent trio concerts December 22-31: Recruit local businesses for sponsorships in Fairhope
January 2023	January 19: ESCMF Fundraising House Concert with Wine Tasting January 20: ESCMF Fundraiser at Fairhope Chocolate - <i>CACAO-PHONY</i> January 21: ESCMF Fundraiser Concert at Fairhope Unitarian Fellowship - <i>SEEDLING</i>
May 2023	May 28: Week 1 Artists arrive in Fairhope / Rehearsals for Week begin May 30: Open Dress Rehearsal at Julianne’s home
June 2023	June 2 5pm: ESCMF concert, distribute information at ESCMF table during Art Walk and ‘meet and greet’ with local patrons of Art Walk June 3 7:30 ESCMF performance at FUF June 4 2:30 ESCMF performance at FUF June 4 Week 2 Artists Arrive- Rehearsals for Week 2 Concerts begin June 5 Week 1 Artists Leave June 7 Open Dress Rehearsal at Julianne’s House June 9 at 7:30 ESCMF performance at FUF June 10 at 7:30 ESCMF performance at FUF June 11 at 2:30 ESCMF performance at FUF June 12 Week 2 ESCMF Artists Leave

Fundraising & Marketing

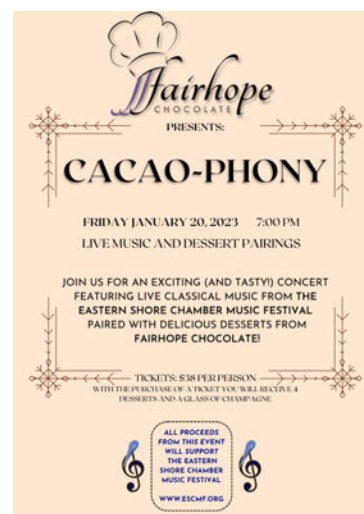
After receiving fiscal sponsorship through Fractured Atlas in October 2022, ESCMF began fundraising and marketing initiatives in November 2022.

Social Media: ESCMF has active Facebook and Instagram pages which share similar content. Social media posts are aimed at spreading the word about concerts, sharing information about ESCMF Artists, promoting crowdfunding campaigns, and sharing media from recent and past concerts. Posts on Instagram and Facebook are targeted towards audiences in Fairhope by reposting local posts and tagging all ESCMF posts to be located in Fairhope, AL.



Crowdfunding: Our goal this past Winter season was to raise \$3,000. In the first six days, ESCMF had been pledged \$3,040 from four different donors. ESCMF is intermittently sharing interview videos of ESCMF artists, original video reels and montages, and recent performance teaser videos that encourage connection, build the ESCMF brand, and solicit further online donations. Sahada and Trace created homemade holiday ornaments as an incentive for donors. When donors donate before January 1, 2023, they will receive a homemade ornament. In total, ESCMF raised over \$5,000 in December and January.

Fundraising Concerts: On January 21, 2023, ESCMF hosted the *SEEDLING* Concert featuring Trace Johnson and Sahada Buckley at the FUF. ESCMF received cash donations over \$400. On January 20, 2023 ESCMF hosted the fundraising concert *CACAO-PHONY* in collaboration with the local business, Fairhope Chocolate, in which music pieces were paired with desserts. ESCMF raised \$1,300. On January 19, 2023, ESCMF had a private dinner concert at Julienne Roach's house and raised awareness and funds for the 2023 season. ESCMF also received in-kind donations of future housing quarters for ESCMF artists and air travel miles.



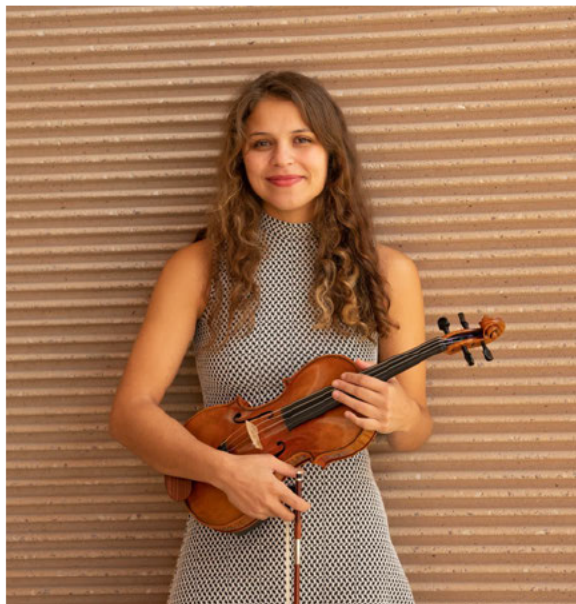
Audience Analysis

There are currently no other chamber music festivals on the Eastern Shore of Mobile Bay. The closest large arts organizations are the Mobile Symphony on the west side of the bay. Mobile Chamber Music, a competing local classical music series, brings in touring professional musicians and ensembles five times a year; in February 2023, Mobile Chamber Music reached out to Sahada and Trace to connect and network. Mobile Chamber Music are currently not hosting any programs on the Eastern Shore, which is perhaps why they were trying to reach out to us. ESCMF selects diverse, engaging repertoire to entice both new audiences as well as satisfy veteran classical chamber music listeners in an unconventionally, non-stuffy atmosphere. ESCMF is currently being advised by the previous Mobile Symphony Board of Directors Chairman, Walter Kirkland, on how to approach our audience on the Eastern Shore.

In January 2023, ESCMF's *Seedling* concert attracted fifty people while our "Cacao-phony" fundraising concert in collaboration with Fairhope Chocolate sold out at forty-five tickets. The audience we had was varied; we had people who had never been to a chamber concert before to opera singers from the Pensacola Opera who were very excited to see a chamber music festival starting in Fairhope. Our artistic advisor, Walter Kirkland, attended the "Cacao-phony" concert and had extremely high praise calling the event "the nicest event [he] has ever attended in Fairhope". During our ArtWALK concert on June 2, ESCMF will reach out to the community members that have not yet heard of us. By starting the festival with this public outdoor concert, ESCMF will be able to invite more people to the rest of the festival concerts.

Since ESCMF concerts are free, we hope to reach everyone in the community that has an interest and, in the case that they aren't familiar with chamber music performance, some curiosity. Since there are no current organizations that present chamber music concerts on the Eastern Shore, ESCMF is approaching concerts from the perspective of someone who has never been to a chamber music concert before. In our January concerts, Sahada and Trace answered many questions after the concerts about what chamber music is and why we are interested in sharing it. With the premise that our audiences are new classical audiences, ESCMF will make the concert experience fun and joyful without any stress on our audience members to conform to any expectations.

Key Personnel



Sahada Buckley [REDACTED] is a violinist and interdisciplinary artist from Fairhope, Alabama. Sahada earned bachelor degrees from the University of Georgia in violin performance and music theory; currently she is pursuing a Masters Degree in violin performance at the University of Wisconsin-Madison studying under David Perry. Sahada is a member of the graduate quartet, the Marvin Rabin String Quartet. Sahada won first place in the University of Georgia Concerto Competition in 2018. She has studied at institutions like the Interlochen Arts Academy, Meadowmount School of Music, BUTI Tanglewood, Atlantic Music Festival, and Decoda Chamber Music Festival. In April 2022, she performed with her duo, Girls With Hands, at the New York City Electroacoustic Improvisation

Summit. An avid hiker, she through-hiked the Appalachian Trail in 2019 carrying a violin. Sahada is the Artistic Director of Eastern Shore Chamber Music Festival which will present its inaugural season in June 2023 in Fairhope, Alabama. Sahada Buckley performs on a 2019 Hollo Bence violin.

Trace Johnson [REDACTED] is a cellist known for his effortless musicality and fierce commitment to music making of all styles and genres. Trace has appeared as a chamber musician, soloist, and orchestral musician in a wide variety of settings in the United States and around the world. Equally at home teaching in the studio or performing on stage, Trace is a devoted and thoughtful communicator who enjoys a varied career as a cellist, teacher, and musician. Trace holds a section cello position with the Sarasota Orchestra in Sarasota Florida and has also recently appeared with the Madison Symphony Orchestra, Wisconsin Chamber Orchestra, Milwaukee Symphony Orchestra, and Sarasota Opera. Trace is a Collins fellow in the DMA program at the University of Wisconsin-Madison. Trace received his Bachelor's of Music Performance degree from the Cleveland Institute of Music in Cleveland, Ohio and Master's of Music degree from Lynn Conservatory in Boca Raton, Florida. Trace Johnson currently performs on a 1924 Emile Blondelet cello from Paris, France.



ESCMF BUDGET

IN KIND DONATIONS	AMOUNT	Notes
Performance Venue (In-Kind)	\$1,000	
Rehearsal Venue and Housing (In-Kind)	\$4,200	
Photography (In-Kind)	\$800	
Food and Drink	\$500	Fairhope Chocolate
Total:	\$6,500	

REVENUE SOURCE	REVENUE	Notes
Earned Income		
Ticket Sales	\$2,000	January Concerts and Auctions
Program Ad Sales	\$500	
Contributed Income		
Grants	\$5,200	Creative Arts Awards, Mead Witter School of Music Grants
Individual Donations	\$6,000	Current earned donations through Winter Crowdfunding and general support
Arts Business Competition	\$2,000	
REVENUE TOTAL:	\$13,200	
EXPENSES		
Musicians Pay & Travel	\$5,000	
Artistic Director Pay	\$2,000	
Recording and Videography	\$1,500	
Administrative & Advertisement	\$835	Incorporation Fees + Fractured Atlas Fees + Squarespace Annual Fees
Food for ESCMF Musicians	\$2,079	
Steinway Grand Piano Rental	\$995	Rental, Delivery and Tuning
EXPENSES TOTAL:	\$12,409	

Initial and Ongoing Challenges for ESCMF

The inaugural ESCMF season is an experiment; in our first year, we will be discovering what level of success can be afforded in the relatively small community based in Fairhope. Currently, there are no other professional chamber music festival organizations in the greater Eastern Shore area. There is no guaranteed audience base that ESCMF concerts will foster. In the first year, ESCMF is giving the community as much information as possible to show them what we are and how they can get involved with us in 2023, and in future seasons, however, there is no significant guarantee that we will have a substantial audience turnout. In future years, ESCMF will be challenged with generating repeat business from our patrons. There are six concerts over two weekends in June which might be too many concerts for people to be interested in attending. ESCMF concerts will be no longer than seventy minutes and without intermissions in order to maintain interest level and encourage folks to come back for more.

ESCMF hopes to integrate local musicians, like principal players in the Mobile Symphony, into the performer-base. Hiring local artists will garner ESCMF credibility and name recognition across the Eastern Shore community, however, hiring the best artists in the area will cost the festival money, and also take some time. In our first year, the ESCMF performance fees for our artists are under-scale for what most professional chamber musicians are accustomed to receiving for a week of performance/rehearsal work. In future seasons, ESCMF will need to raise the performance fee to be able to attract the best local talent to participate in the ESCMF concerts. In order to continue growing, ESCMF will need to book higher-quality performance spaces, recording engineers, and have the ability to perform larger concerts and events. With the additional money ESCMF made in fundraising for our first year, ESCMF rented a seven-foot Steinway from the Steinway gallery which will be delivered and tuned at the Fairhope Unitarian Fellowship for our second week, however we would like to perform in a space that has great acoustics to match the top quality instruments we will be using at the festival.

Trace and Sahada do not currently live in Alabama or have the ability to travel there often. Because of this, all promotional events and connection with local patrons must happen in short, specific amounts of time. Sahada and Trace have made ESCMF delegates to act in Fairhope to help spread the word; small business owner Julianne Roach is a key resource to ESCMF and is acting locally on behalf of the festival. Julianne Roach uses her popular social media pages to give information to local community members, and also talks personally with other small business owners to spread the word of ESCMF. While it is extremely valuable to have Julianne's support, it does not completely safeguard the festival from having a small 'reach' within the Eastern Shore Community.

Supplemental Materials

Eastern Shore Chamber Music Festival Website:

<https://www.escmf.org/>

Trace Johnson Website:



Sahada Buckley Website:



Eastern Shore Chamber Music Festival Fractured Atlas Profile:

<https://fundraising.fracturedatlas.org/eastern-shore-chamber-music-festival>

Video and Work Samples:

Duo for Violin and Cello I. Moderato, Erwin Schulhoff

<https://youtu.be/cHnOWONG5aE>

Duo for Violin and Cello III. Andantino, Erwin Schulhoff

<https://youtu.be/BvbHZwapzZY>

Partita no. 2 in D Minor, Chaconne, J.S. Bach

<https://youtu.be/ZjRgYpitIeA>

“Songlines”, Michael Ippolito

https://youtu.be/_9T4xvKyC1w

String Quartet no. 4, Bela Bartok

<https://youtu.be/t9X39KhqiaM>

‘Hushing Song’ for cello solo, Melinda Wagner

<https://youtu.be/-GxROF7s-30>

Sergei Rachmaninoff - Cello Sonata, III. Andante

https://youtu.be/6e7_CRSCCSw

Bach Dancing and Dynamite Society– Gideon Klein String Trio I. Allegro

<https://youtu.be/Fv4PxD6MgcU>

Barrage8 *Classical Gas* - Cello solo with Barrage8 players

<https://youtu.be/WBHlY75W70w>

‘Prevoir’ Music Video – Jean-Louis Duport Etude No. 7 for Solo Cello

<https://vimeo.com/84539953>

