

**STRATHMORE** 

## A SPECTRUM OF POSSIBILITIES

Remember your excitement over your first big box of crayons, with 100 colors, many of which you had never heard of or even imagined (and it came with a sharpener)? The possibilities were endless!

In fiscal year 2017, Strathmore launched its brilliantly colored season with the *Shades of Blues* festival, a full spectrum of programs and educational events exploring the blues, including Wynton Marsalis' *All Rise*, a new fifth grader program called *Primary Blues*, and a sizzling *Blues Bash* at Cabaret starring our own Artists in Residence. Lectures, films, and a robust online education resource rounded out the unique series that garnered unprecedented media coverage and brought in new, enthusiastic audiences from all over the region.

With over \$4 million in Concert Hall ticket sales, we were awash in green, with shows including Black Violin, Pat Metheny, and Anne Lamott. We rolled out the red carpet for the incomparable Tony Bennett, who headlined our Annual Spring Gala!

Strathmore Education offered a rainbow of classes, workshops, and lectures serving students of all ages and interests. And Maryland Classic Youth Orchestras of Strathmore performed a concert of *Chromatic Colors*. With high school artists, we created an Arts Walk of 39 brightly hued ceramic totems leading from the Grosvenor-Strathmore Metro station right to our front door. Wayfinding has never been so much fun!

The Mansion sparkled with 15 exhibitions, including the treasures of local food and dining scene painter Jennifer Kahn Barlow and flourishes of color in the 25<sup>th</sup> Annual Colored Pencil Society of America's International Exhibition.

That box of crayons invites experimentation, creativity, and action. Just like Strathmore.

Eliot Pfanstiehl, Chief Executive Officer

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# STRATHMORE BY THE NUMBERS

Strathmore presented **22** sold-out shows in the Music Center with artists the likes of Mike Birbiglia, The Manhattan Transfer and Take 6, Chris Botti, and Gladys Knight.

More than 149,144 people attended 540 Strathmore-presented programs, including 8 commissioned works, 7 world premieres, and 2 local or regional premieres.

Strathmore brought in-school arts instruction directly to 1,383 students in 18 schools with the help of 29 teaching artists.

Strathmore's free programs engaged nearly **55,000** area residents, including **10,800** attendees of Strathmore's annual Free Outdoor Summer Concert series.

8,905 arts lovers visited the Mansion at Strathmore for 15 different Visual Arts exhibitions.

7,800 people attended more than 96 Strathmore education classes and workshops.

Strathmore achieved record-breaking sales, surpassing \$4 million in revenue from Concert Hall tickets.

Nearly **25,000** Montgomery County Public School second and fifth graders came to the Music Center for our 12<sup>th</sup> annual school concert series.

# FY17 HIGHLIGHTS July 2016–June 2017



### WALK THE WALK

In July 2016, Strathmore dedicated the Arts Walk, an installation of 39 totems created by public high school students from across the county. This joint project between Montgomery County Public Schools (MCPS), Washington Metropolitan Area Transit Authority, and Strathmore connects the Grosvenor-Strathmore Metro station to Strathmore's campus.

### THE BEAUTY OF THE BLUES

Strathmore's season-long *Shades of Blues* festival explored the transformative power of the blues with 16 concerts across Strathmore's venues, documentary screenings, a commissioned work, art exhibitions, educational resources, and the Strathmore-produced centerpiece, *All Rise. Shades of Blues* garnered unprecedented press coverage for Strathmore, including a *Washington Post* spread.

## **PRIMARY BLUES**

In October 2016, we debuted a curriculum-based educational concert created in partnership with MCPS and featuring Strathmore's Artists in Residence (AIR). Fifth graders from each MCPS elementary school came to the Concert Hall to learn how the blues influenced popular music.

### **BLUES BASH**

On October 29, 2016, Strathmore Cabaret transformed AMP into a swinging juke joint full of classic blues music. Strathmore's AIRs provided the evening's entertainment, helping Strathmore to raise \$75,000 to support our service to the local artist community.

## **CLASSICAL BOOM**

In November 2016, we brought hip-hop violin duo Black Violin to six local public schools to give demonstrations and workshops to more than 200 students. Black Violin was joined by students from Maryland Classic Youth Orchestras of Strathmore (MCYO) for the grand finale of their sold-out concert in the Music Center.



### **FRESH AIR**

For the first time, Strathmore presented a concert to introduce the AIR Class of 2017. *Fresh AIR* was held at AMP by Strathmore and featured all six AIRs and their mentors in an evening of genre-busting collaborations. For many loyal AIR patrons, this evening was also an opportunity to experience AMP.



In its second year, East County Strings, a tuition-free instrumental music program for middle school students, grew from six to eight schools. Almost 100 students participated in small-group ensemble instruction that culminated in a concert for the community.



In January and February 2017, the 26<sup>th</sup> Annual Strathmore Juried Exhibition celebrated *La Vie en Bleu*, with works inspired by blue, a theme that connected with the *Shades of Blues* festival. Strathmore implemented a new online application process that resulted in double the entries over previous years and more than 700 submitted works.



### **ALL RISE**

Wynton Marsalis and the Jazz at Lincoln Center Orchestra (JLCO) joined the National Philharmonic and 150 gospel singers for Strathmore's production of Marsalis' rarely performed grand opus, *All Rise*, on February 24 and 26, 2017. JLCO members also conducted high school clinics and a master class for Strathmore AIRs.

### THE BEST IS YET TO COME

The legendary Tony Bennett headlined Strathmore's Annual Spring Gala on May 6, 2017. Bennett's voice captivated the sold-out crowd with timeless tunes and the evening raised \$616,000 for Strathmore's nearly 350 annual programs that illuminate, ignite, and inspire our community.

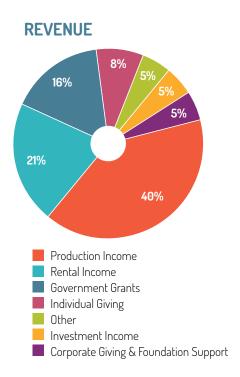
# **FY17 FINANCIAL HIGHLIGHTS**

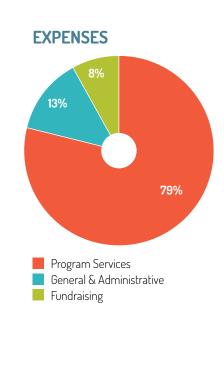
## **REVENUE**

Production Income	\$ 5,424,850
Rental Income	2,871,233
Government Grants	2,213,134
Individual Giving	1,162,623
Other	692,823
Investment Income	690,132
Corporate Giving & Foundation Support	674,510
TOTAL	\$ 13,729,305

## **EXPENSES**

Program Services	\$ 10,226,878
General & Administrative	1,647,910
Fundraising	1,055,735
TOTAL	\$ 12,930,523





# **THANK YOU. DONORS & SUPPORTERS**

Strathmore thanks the individuals and organizations who have made contributions between **July 1, 2016**, and **June 30, 2017**. Their support of at least \$500 and continued commitment enables us to give back to the community through affordable, accessible, and quality performances; education programs; and partnerships.

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