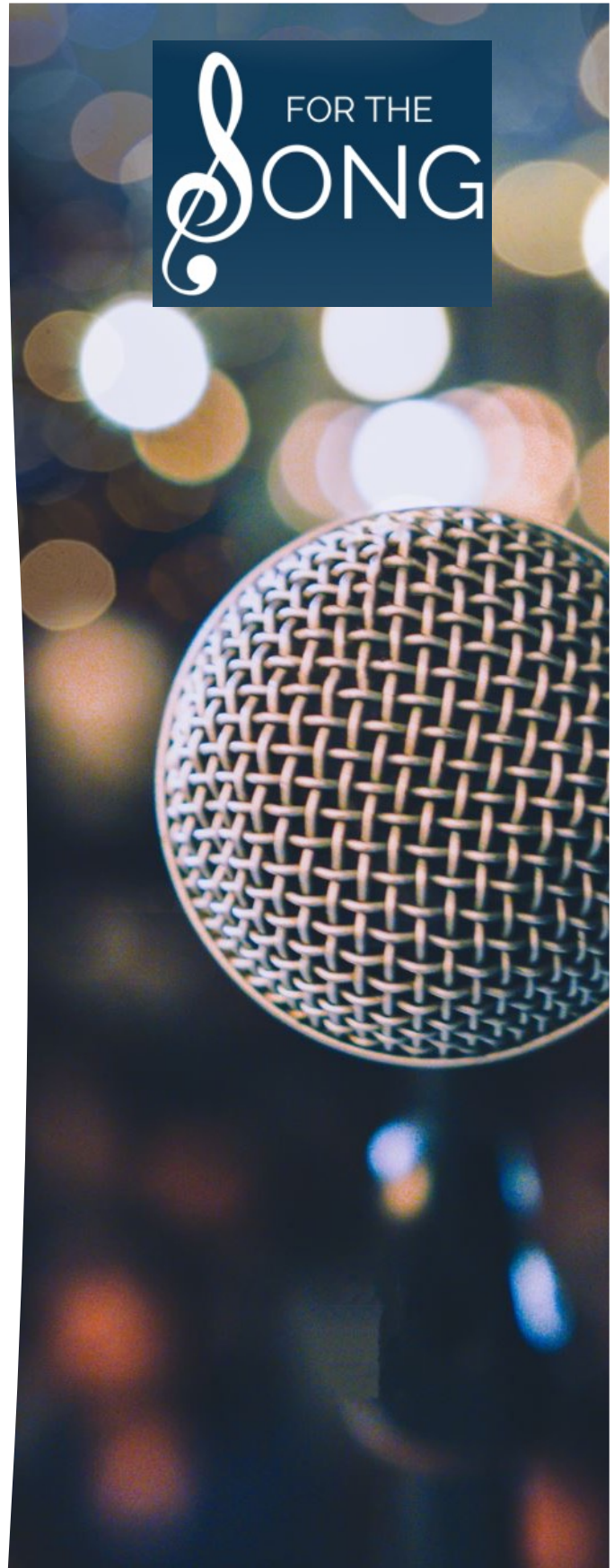


Gratitude Report

For the Song Charitable Fund
December, 2023



Letter From The Fund Advisor

For the Song Charitable Fund
2023 Gratitude Report

EXECUTIVE SUMMARY

In the pages that follow, we invite you to celebrate the significant accomplishments that the ArrowCreek community has achieved in supporting nationally-touring, critically acclaimed musicians who rarely come to Northern Nevada.

Beginning in July of 2023, we received both the financial support and approvals required from The Club at ArrowCreek to begin our efforts. Within several weeks, the ArrowCreek Homeowners Association, Staff and Ownership at The Club of ArrowCreek and numerous Reno Arts leaders coalesced to begin our For the Song journey. Since that moment, three sets of extraordinary performances have occurred, important learnings have been generated, and 2024 priorities have become clearer.

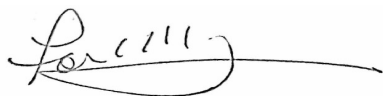
Together, we formed a team that delivered superb returns for visiting artists, a burgeoning reputation with key talent agents and new relationships with iconic community venues in Northern Nevada. Yet there remains much to do, both in targeting artists that will be most rewarding for our community and in developing second- and third-show venues within which For the Song artists can maximize the value of their visits to Northern Nevada.

Without you, we could not take on our ambitious plans. So please, reach out with your ideas, desires, and networks. COME TO THE FOR THE SONG SHOWS, donate as you can, and revel in the spirit of ArrowCreek & Reno, where so many good people are seeking to promote the Arts.

We will host our first Winter shows, just two weeks apart, on January 19-20th and February 3rd-4th. Both will have public show components, and, with our February shows | we'll begin including local talent as "openers," broadening their exposure as well. We hope to prove that our ArrowCreek community will faithfully provide year-round support for touring artists. Our 2024 Spring/Summer Series is now fully booked with exciting shows from May through October with acts like Micky & the Motorcars and The Wilder Blue. We'll announce the details more broadly with their public show components in March, '24.

On behalf of our Founding Donors, all who have and/or plan to attend For the Song events, and to the Homeowner's Association Volunteers and Club at ArrowCreek staff, we thank you!

In Gratitude,

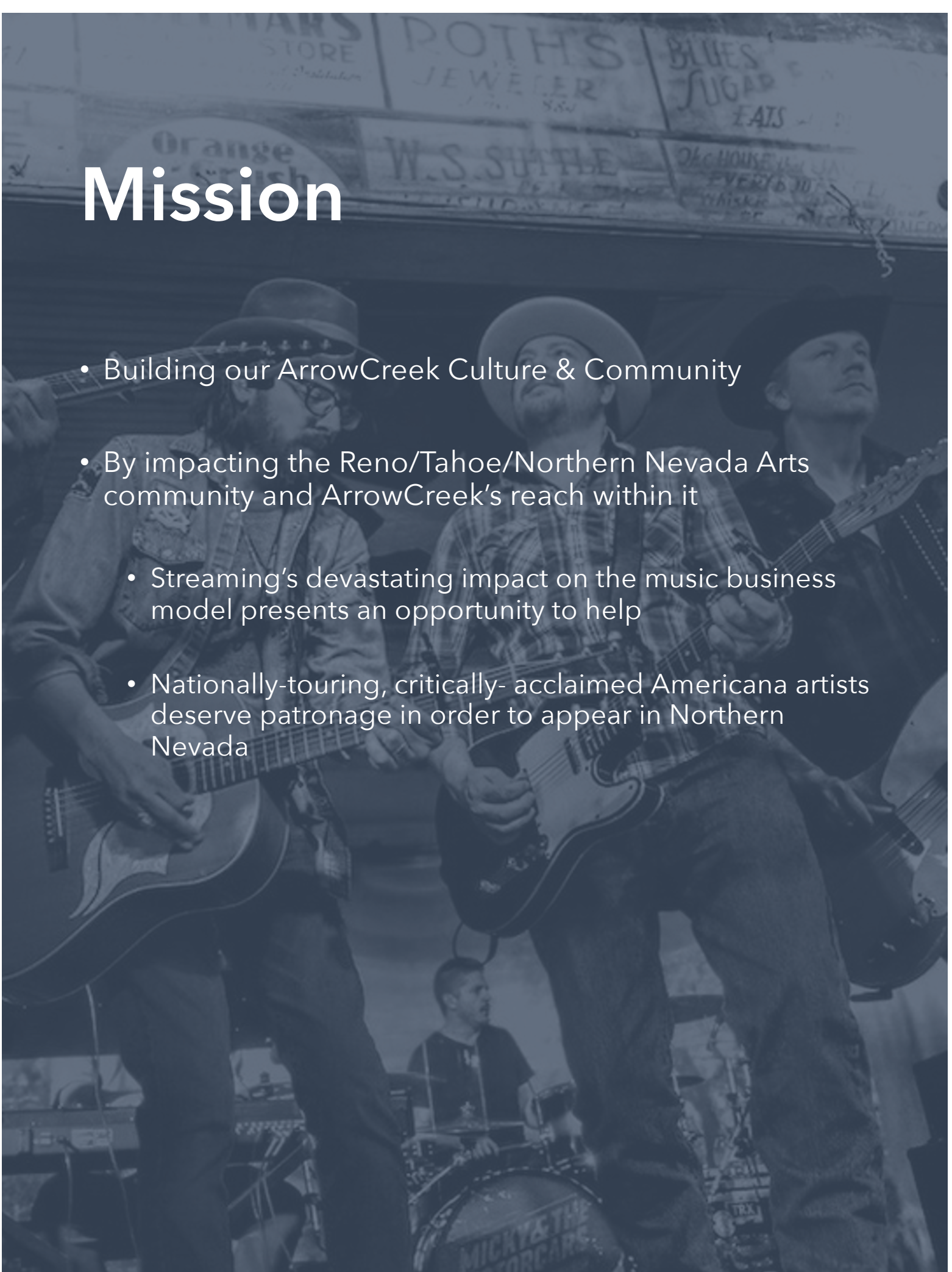


Ford Goodman
For the Song Charitable Fund
Fund Advisor



Mission

- Building our ArrowCreek Culture & Community
- By impacting the Reno/Tahoe/Northern Nevada Arts community and ArrowCreek's reach within it
 - Streaming's devastating impact on the music business model presents an opportunity to help
 - Nationally-touring, critically- acclaimed Americana artists deserve patronage in order to appear in Northern Nevada



2023 For the Song Artists



John Fullbright



Jeff Crosby



John Elliott

Coming Attractions



The Nadas
January 20th



Addison Agen &
Whitney Myer of
"The Voice"
February 4th



Django Walker
(w/Spike McGuire)
MAY



Blue Water Highway
JUN



Micky & the
Motorcars
JULY



The Wilder Blue
AUG

Method

- Offer free private shows in our community via a “Patronage Model”
 - Expect and solicit aggressive, inexpensive recommended Donations
 - 100% of donations directly to the Artists, all fees and costs paid for by The Fund
 - Original music, nationally-touring, critically acclaimed artists
 - Right in our backyard!
- Develop “Audience-Building” public shows as we build For the Song and ArrowCreek community awareness in Northern Nevada
- A Charitable Fund, registered with the Community Foundation of Northern Nevada

Key Accomplishments

- Established For the Song Charitable Fund with the Community Foundation of Northern Nevada
- Developed Fiscal Agent relationships to confirm 501(c)(3) status, first with Artown and later with the Sierra Arts Foundation
- Developed detailed process for 8 different Grant types and documented for Fiscal Agents
- Delivered 11 Grants through Fiscal Agents to fund first 3 shows
- Built agreements with and/or access to iconic Northern Nevada venues, including:
 - The Nevada Museum of Art
 - The Crystal Bay Casino and Club
 - The Brewery Arts Center
 - The Virgil Listening Room
 - The Red Dog Saloon (Virginia City)
- Built relationships with key Reno/Tahoe Arts Organizations
 - Reno Arts Consortium
 - Sierra Arts Foundation
 - Artown
 - Loud as Folk
 - Reno Public Market

ArrowCreek Community Engagement Highlights

- 3 Shows, 880 attendees, 660 individuals, 393 families/guests
- 70% of Attendees donated
- Survey Results
 - 83% “Enjoyed or Loved It”
 - 13% “Not my thing but glad we went”
 - 36% have attended 2 shows
 - 8% have attended all 3
 - Learnings both positive and less so
- Over 1000 flyers, every show, every ArrowCreek mailbox
- Outdoor shows averaged 335 attendees
- 1st Indoor Show sold out: 240 registrants, 211 attend

Artist Highlights

- Delivered \$20K across 3 ArrowCreek / 3 public shows
 - \$14.4K from ArrowCreek donations
 - More than 30 >\$100 donations
 - \$4.5K direct contribution from For the Song Fund
 - Artists averaged 162% of their substantial guarantees
 - *After contributing over \$2400 back to The Fund for future artists*
- Production rental at 130% of market
 - A talented local artist and top sound engineer
 - Built loyalty and commitment with renowned production engineer, ensuring availability/priority for future shows.
 - All Artists deemed production as “very good to great”
 - See “Learnings” as sound for the John Fullbright (first) show required improvement. Second show sound quality was solid, very good.

Fund Highlights

- Spent 70% of the \$12,000 budgeted for the first 3 shows
- 72% of >\$3,325 positive variance was created by Artist contributions back to the Fund for use by future artists
 - Artists overjoyed to contribute back to The Fund for future artists: \$0.50 on the dollar for outcomes > 140% of guarantee

“This was a blast. Combining great venues with a visit to Reno/Tahoe was a fantastic experience for the three of us. Not to mention getting out of the sweltering Oklahoma and Texas heat to this great weather and the lake. Thanks for a much needed and rewarding weekend. We’re going to tell more touring friends about ‘For the Song.’”

- John Fullbright

“Man, we would love to come back. Thanks for both the financial return and the ability to enjoy Northern Nevada. ArrowCreek, Midtown and Lake Tahoe combined to offer great experiences for us.

You really have something special there. Private patronage is increasing in importance for touring musicians – and we haven’t seen anything quite like this. For the Song enhances our potential in a community we love but haven’t much profited from historically. This has fantastic potential!”

- Jeff Crosby

“It is not going to take long for ArrowCreek and For the Song to be in demand from artists and their booking agents as they plan tours West. ArrowCreek is a great place to play and the patronage-driven financial returns represent a breakthrough. The Reno community itself has always been a favorite of mine. And it is only getting better. I’d love to come back!”

- John Elliott

Key Learnings

We are always attempting to learn and improve. Surveys are conducted and interactions cataloged. Here is what we've learned so far:

MUSIC

- Music is a matter of personal taste. Americana "Roots" music is our initial focus and we'll see country, rock, folk, blues and more. While feedback has been strong and positive for our curated choices, it has not been for everyone. We'll make every effort to communicate the style and content of scheduled shows. We heard the desire for "upbeat, engaged" artists from the beginning.
- We struggled a bit with a short, constrained sound check for the first outdoor show,. 30% of attendees had a less than outstanding sound experience. By communicating more effectively and having more time for sound check, subsequent shows have generated 96% support for the sound quality. We'll continue to make improvements.

OPERATIONS

- The For the Song web site, while attractive, has a very clunky commerce process. See "2024 Priorities." The web site has been updated and has a much smother, more consistent commerce approach.
- Moved our Fiscal Agency to the Sierra Arts Foundation – a highly experienced local organization steeped in the arts and foundation processes. We maintain a strong relationship with Artown, a local lighthouse of Arts patronage.
- While we have heard some would attend often, all artists and many venues suggest NOT to overbook these. We hope to promote 4 Spring/Summer and 4 Fall/Winter For the Song concerts for now. We'll have two mid-winter shows that we've booked opportunistically, then:
 - October, November, January, March
 - May, June, July, August (2024 Series is BOOKED, announcing in March!)
- ArrowCreek private shows have been quite successful. However, only 1 of our 3 2023 public shows saw significant financial success. Our 2nd show at the Nevada Art Museum required one Founding Donor to fund a 4-figure loss, due to the above-market costs of hosting shows there. However, venue owners and Northern Nevada Arts leaders are excited about the For the Song concept. See "Priorities for 2024" for public relations, social media and marketing next steps.

THE BOTTOM LINE: Private community patronage is an outstanding way to serve the Arts!

Representative Community Feedback

"Thank you so much for putting on this event. It really showed how club members can get so much more usage out of the venue sites. Definitely brought the community together in a greater way than any other event I've seen."

"Keep doing what you are doing. Everyone has different tastes in music but the ambience was excellent and the fact that non member residents were also invited scored some points for the Club."

"We loved this. We were unable to attend the show earlier in the summer. We did attend one show at the residents' center lawn and this was much higher quality (by way of music at least). We would love to be able to attend more concerts like this in the future."

"It was a wonderful evening! Loved that there was one food truck there. Would have been nice to have a few trucks. They had no veggie or vegan choices. I think the donation amount was a great value."

"If possible check other competing events including UNR, annual Reno destination events and local high school football/soccer games to ensure attendance."

"Artist and MC ... could have encouraged dance and complimented our lifestyle and could have been a catalyst for more shared events at the club and within this neighborhood.... An intermission could have been an advantage for many reasons. Nice idea - needs better thought and brainstorming to get most benefit for all. I look forward to being in the audience and trying another event! Thank you for doing this work!"

2024 Priorities

MUSIC

- Booking 2024.

January 20th and February 4th booked

The Nadas – January 20th

Addison Agen & Whitney Myer of “The Voice,” – February 4th

THEN: May, June, July, August series

Agreements with:

Django Walker

Blue Water Highway

Micky & the Motorcars

The Wilder Blue

NEXT UP: October (Sean McConnell), then November, January and March ‘25

PROMOTION

- Leverage Reno and Tahoe basin arts communities in order to...,
- Develop public relations, social media & marketing
- Examine sponsorships with Marketing efforts
- Identify and succeed at preferred iconic venue(s) in the Washoe Valley
- Develop potential for a similar private club relationship in the Lake Tahoe basin
- Promote successes to target artists and agents
- Promote artist successes to major acts touring through. Downstream, gain cost-effective access to major artists willing to perform here in support of our target artists.

OPERATIONS

- Web site commerce upgrade complete
- Gain housing partnership for Artists
- Sponsorships
- For 2025, become an anchor for key artists’ tours West
- Videography intern and production contest
- Consider how to scale in scenarios of larger success

Founding Donors

- Ray & Jeanne Conrad
- Blake Andros and Linda Bruggenkamp
- Ford & Lynn Goodman

Concert Patrons (Thank You!)

- Ron & Carrie Anderson
- Robert Archer
- Mark & Nancy Aston
- Steve and Gina Hebner Burau
- Matt Denio
- Jed K Dixon
- Aiden Dotson
- John Drakulich
- Bill Franklin & Deb Marko
- Mark Verbeck & Ashley Giesler
- Burt & Paula Garaviglia
- Doug, Braden & Sam Gore
- Robert and Teri Green
- Peter & Jen Katz
- Greg & Shannon Matwiyoff
- Mike May
- Jennifer Spade & Laurie Mitchell
- Pier Paolo and Letizia Pandolfi
- Lisa and Steve Patin
- Cindy Rutledge
- Keith & Tawnia Valory
- Eric & Michelle Ward

Thank You ArrowCreek Volunteers & TCAC

- Jeff Charlesworth
- Darren Dains
- Lucas Howard
- Shawna Howard
- David Medina
- Caryn Olson
- Kassie Pemberton
- Nanci Pferschy
- Henry Stewart
- Chloe Yates