

FOR IMMEDIATE RELEASE:

“For the Song” Artists Thrive Through ArrowCreek Community Patronage

*First Three Shows Bring Acclaimed Americana Musicians to Northern Nevada,
Foreshadow Potential for a Broader Impact on the Arts in Reno/Tahoe*

RENO, Nevada (December 11, 2023) – The For the Song Charitable Fund has announced the availability of its 2023 Gratitude Report as well as the successful results of its first three promotional efforts.

For the Song pays for and pairs private ArrowCreek community concerts with public concerts at iconic Northern Nevada venues for nationally-touring, critically-acclaimed musicians. The first three For the Song weekends saw Artists achieve an average of 162% of their substantial guarantees – 3-10 times their previous Northern Nevada performance revenues standard.

Jeff Crosby, who performed at ArrowCreek, the Crystal Bay Club and the Nevada Museum of Art the weekend of September 8-10th said, “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!”

“The streaming business model has severely impacted too many superb touring musicians. This means that local venues in Western markets the size of Reno/Tahoe miss out on experiencing live performances from outstanding artists simply because we can’t offer revenues available in larger, more dense markets,” said Ford Goodman, a Founding Donor of the fund. “Patrons bridge the gap to ensure artists like John Fullbright, Jeff Crosby, John Elliott, The Nadas and Addison Agen consider stops in our community to be rewarding from a financial perspective.”

For the Song and the ArrowCreek Community combines to host several hundred community members and their guests for free shows with a “suggested minimum donation” of \$20 per person. Every dollar donated goes directly to the Artists. For the Song adds an additional stipend and pays for all production and housing costs.

“The Fund is averaging a cost of about \$3,000 to fund each weekend, and Artists are leaving the weekend with more than 150% of their substantial guarantees,” said Goodman. “Artists get 2-3 shows in the community because public, ticketed shows become subsidized by the ArrowCreek community. Public shows build the Artists’ audiences across Northern Nevada so that their future tour stops here become more financially successful.”

The For the Song Gratitude Report is now available online at www.forthesong.org. “One highlight of our approach is that once we substantially surpass an Artists’ guarantee, we ask the Artist to donate \$0.50 of each additional dollar back to the Fund for future artists,” said Goodman. “Every Artist to date has given back substantially to the Fund, because they have achieved record revenues from a Northern Nevada tour stop and wish to ensure the For the Song patronage approach helps other Artists.”

The Upcoming For the Song Charitable Fund Concert Series Schedule:

- The Nadas will perform a private show on January 20th and Jason Walsmith of The Nadas will perform a “Storyteller” show at the Reno Public Market on January 19th.
- Addison Agen, the runner up on NBC’s The Voice in 2017 performs with Reno local Whitney Myer who debuted on The Voice in 2012. The private show is Sunday, February 4th. The Brewery Arts Center in Carson City hosts both Artists on Saturday, February 3rd. Tickets are available online at www.breweryarts.org or via link at www.forthesong.org.
- In March, 2024, For the Song will announce its Spring/Summer Series with monthly shows from May through October. Artists will include Django Walker, Blue Water Highway, Micky and the Motorcars, The Wilder Blue and Sean McConnell.

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The For the Song Charitable Fund has been greatly assisted by the Community Foundation of Northern Nevada, The Club at ArrowCreek and the ArrowCreek Homeowners Association. Our Founding Donors have already funded approximately fifteen private/public show combinations, three of which have been performed. The For the Song Charitable Fund is extremely grateful for the assistance received during its formation from Nettie Oliverio of the Reno Arts Consortium and Foothill Partners, Tracey Oliver of the Sierra Arts Foundation, Beth Macmillan of Artown, and Spike McGuire and Greg Gilmore of Loud as Folk.