PORTLAND'S LISTENING ROOM

ONE LONGFELLOW SQUARE

Annual Report

2023

Dear Friends,

As we reflect on a big year at One Longfellow Square, I'm very proud to share our 2023 Annual Report, which highlights the many accomplishments of our talented artists, staff, and volunteers, and gives a peek into all that's ahead during this exciting chapter in OLS's history.

For over 13 years, OLS has been bringing community together to experience the shared joy of live music, and in 2023, our board and staff came together to think strategically about the next 13 years and beyond. We revised our mission statement to reflect our commitment not only to artists but to accessibility, and we created a comprehensive 5-year strategic plan that will ensure OLS's sustainability.

Last year saw OLS invest in new staff positions including an Executive Director, Office Coordinator, and Talent Buyer, as well as two new hires to lead our Development and Communications efforts. Our fully assembled team brings deep experience in nonprofit management and community engagement, which will surely steer OLS's evolution toward becoming an increasingly important fixture in the Portland arts scene.

As the world continues to face some of the most challenging issues of our time, I for one am beyond grateful for a space to gather, connect, and engage with artists and fellow music lovers. Those of you reading this know how special and cathartic an evening of live music and storytelling at OLS can be, and we are so proud to be in a position to expand the reach of our programming beyond our walls through the newly implemented and impactful community access initiatives you'll learn about in the following pages.

Thank you for joining us along this journey and for your continued support.
I look forward to seeing you at a show soon!

Robin Lee
Board Chair

Board of Directors

Neal Curtin
Ethan Hipple
Rick McGinley
Wendy Drexler
Jim Katsiaficas
Rob Mitchell
Erik Fiebert
Al Leighton
Mary Turner
Kerstin Gilg
Elise Loschiavo
Linzee Weld

Staff

Emily Read
Executive Director

Daniel Grier
Office Coordinator

Fiona O'Grady
Bookkeeper

Josiah Belt
Sound Engineer

Glen Loper
Lead Sound Engineer

Colin Winsor
Sound Engineer

Chris Cambra
Sound Engineer

Jesse Lundy
Talent Buyer

Leslie Wolf
Communications Director

Beth Given-Sorensen
Development Director

Mikayla McClure-Carpenter
Bar Manager

Table of Contents

Mission 3

Impact 4

Artists 5

Live Streaming 6

Library Pass Program 7

Free Outdoor Concerts 8

Partners 9

Members 10

Donors 11

Volunteers 12

Financials 13

Strategic Plan 14

"We have so loved every experience we've enjoyed at OLS over the years. The intimate listening room is unmatched by any other concert venue in the area."
- Survey Respondent

Our Mission

To *engage* our community in the shared experience of a broad range of exceptional live music and *support* musicians at all stages of their artistic journey.

Our Vision

Music *connects* and *nurtures* community.

Our Values

1. We recognize that we have developed trust within our community that our curated selections are consistently excellent, and we will leverage the trust we've established to *connect* new artists with new audiences.
2. We actively seek and embrace opportunities to *collaborate* with local, regional, national, and international partners.
3. We will use our resources to *create* and *preserve* space for connectivity and togetherness, conversation and storytelling.
4. We strive to *amplify* a range of artistic voices.

One Longfellow Square acknowledges with reverence that our programming is presented on Wabanaki land. In offering this land acknowledgment, OLS affirms indigenous sovereignty, history, and experiences, and commits to building a more inclusive community through the presentation of live music.
We encourage you to learn more by exploring the following resources:

Wabanaki REACH (wabanakireach.org)
Dawnland Film (dawnland.org)
Native Land Map (native-land.ca)

Our Impact

2023 was a year of transition and growth at OLS, and we are so proud of all we accomplished with the support of our community, including:

24 STATES *& CANADA!* — LIVE STREAMS FROM

144 SHOWS

32 SOLD OUT SHOWS

510 MAINE-BASED ARTISTS

712 ARTISTS

15,374 AUDIENCE MEMBERS

103 ARTISTS NEW TO OLS

126 FREE TICKETS ISSUED THROUGH THE LIBRARY PASS PROGRAM

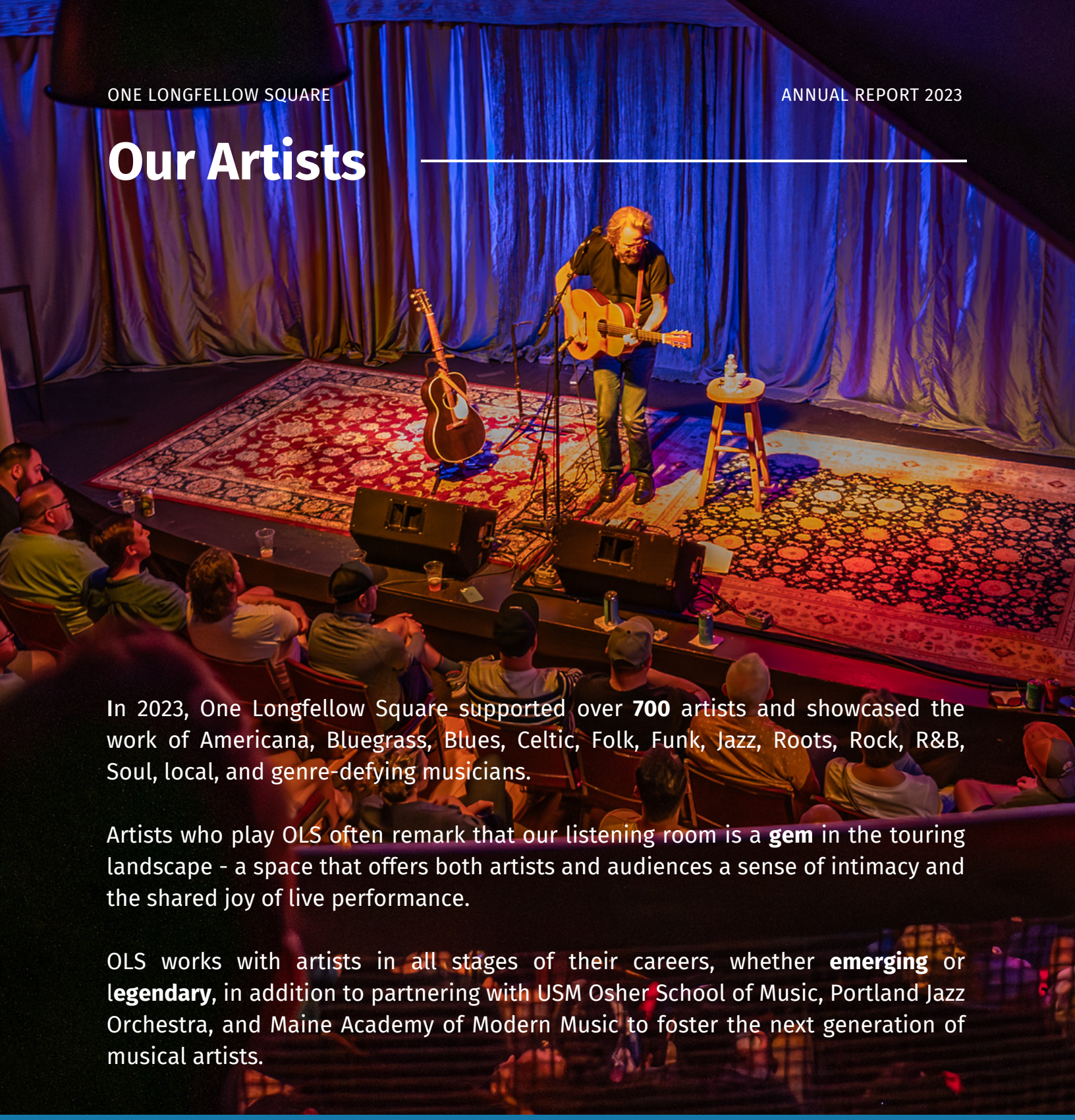
12+ GENRES REPRESENTED ON STAGE

26 SPONSORS

442 LIVE STREAM TICKETS

615 MEMBERS

Our Artists



In 2023, One Longfellow Square supported over **700** artists and showcased the work of Americana, Bluegrass, Blues, Celtic, Folk, Funk, Jazz, Roots, Rock, R&B, Soul, local, and genre-defying musicians.

Artists who play OLS often remark that our listening room is a **gem** in the touring landscape - a space that offers both artists and audiences a sense of intimacy and the shared joy of live performance.

OLS works with artists in all stages of their careers, whether **emerging** or **legendary**, in addition to partnering with USM Osher School of Music, Portland Jazz Orchestra, and Maine Academy of Modern Music to foster the next generation of musical artists.

"Just want to say thanks. Even when I lived in Los Angeles, it was worth the trip to get all the way out and over to you - one of the few truly classy venues of this size where people come to listen. You've always been one of my top 5 faves, and I'll keep coming back as long as you'll have me."
- Maia Sharp, August 26, 2023

Live Streaming

Thanks to the generous support of MAINE BEER COMPANY, OLS launched our online live streaming service in June, making our work more **accessible** to patrons with physical limitations as well as geographically **diverse** music lovers who can now participate in the joy of a live performance from anywhere.

Live streaming enables OLS to **connect** with more people than ever before, and we hope to continue improving and building awareness of this important offering in the years to come. In 2023, **41%** of our shows were live-streamed, and over **440** households tuned in from **24** states as well as Canada.

Since launching this service, we have heard from people who were ill with COVID and still able to watch shows, from family members of traveling artists who were able to see their relatives perform for the first time in years, and from artists who we able to use recordings from their streamed shows for promotion of their work.

"We were gifted virtual tickets to the Tom Rush concert and it was fabulous! We enjoyed the spirit and music from our living room in Detroit. We get to Maine when we can, but this was a great way to stay in the loop. Thank you to OLS for making this possible."
- Viewer in Detroit, MI

Library Pass Program

OLS's Library Pass Program in partnership with the PORTLAND PUBLIC LIBRARY enables **free admission** to all of our programming for all PPL cardholders.

In 2023, over **125** community members utilized the pass, surpassing the usage of any other organization's 2022 pass including Maine State Parks, Portland Museum of Art, and Portland Stage.

Given our $25-30 average ticket price, this program provided Mainers with the equivalent of nearly **$4,000** in tickets to access live music last year.

In addition to the **30+ communities** in the greater Portland area currently served by the PPL, OLS aims to expand the program to 2-3 additional libraries across Maine and reach well over **1,000** community members in 2024.

"Super easy to use and obtain from the library... we would totally use this again! - Scarborough Resident

Free Outdoor Concerts

In June, OLS began our inaugural Square to Square outdoor concert series in partnership with FRIENDS OF CONGRESS SQUARE PARK to present four **free** concerts in their beautiful, tree-lined, and centrally located public space.

Square to Square brought upwards of **2,000** community members together to experience live music in the park from June through September. The Portland Jazz Orchestra, comprised primarily of local musicians, kicked off the series and reached over **500** - the largest crowd ever for an evening performance in the Square!

Leveraging our proximity to a public park and offering this programming for free enabled OLS to engage a larger, more **inclusive** audience than those who attend in-house shows and for whom our average ticket price of $25-30 may not be affordable.

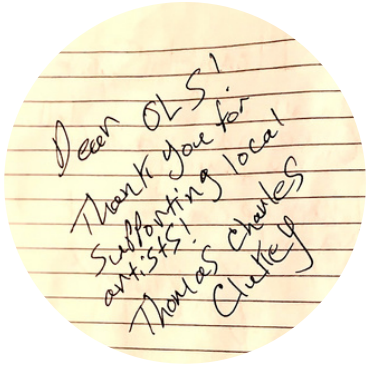
MEET IN THE SQUARE

FRIENDS OF CONGRESS SQUARE PARK

Our Partners

OLS Sponsors are vital partners in keeping our programming **accessible** and bringing **community** members together to experience the magic of live music.

Whether it was **tickets** for clients, **on-stage recognition** and **logo placement** to further marketing and branding efforts, space to host a pre-show staff appreciation **event,** or something entirely outside the box, we were honored to partner with and offer the following local businesses recognition for their support as well as the **Friendly Neighbors** listed on our website.



SERIES SPONSOR

VITALIUS REAL ESTATE GROUP

PRESENTING SPONSORS

COFFEE BY DESIGN

WMPG WMPG.ORG / 90.9FM

PERFORMANCE SPONSORS

AUSTIN STREET BREWERY

BUNKER BREWING COMPANY

Maine Beer Company

PIERCE ATWOOD LLP

Starbird PIANO GALLERY starbirdmusic.com 207-775-2733

wex

PERFORMANCE PARTNERS

BUCKDANCER'S CHOICE MUSIC COMPANY

CLARK INSURANCE A Marsh & McLennan Agency LLC Company

DynamicAir Corporation

Kennebec Savings Bank

Martin's Point Health Care

RAYMOND JAMES

PERFORMANCE HOSTS

David Shedd COLDWELL BANKER | REALTY

PERKINS THOMPSON

XPRESS COPY

OUTDOOR CONCERT SERIES SPONSORS

Dead River Company

Norway Savings Bank

Harvard Pilgrim Health Care

Our Members

OLS's robust Membership program reached new heights in 2023 with over **615** members during our summer membership drive. Our members are critical to OLS's success and sustainability, and we are so proud to have hit this milestone.

In May, we rolled out enhanced member benefits including **drink tickets** and dedicated **parking**, which have been hugely helpful in both incentivizing new memberships and encouraging longtime members to not only renew but to upgrade their support. Our share of Folkie ($250) and above members has notably grown from 7% in 2022 to over **14%** in 2023!

Nearby designated parking has proven to be a very popular benefit, and thanks to in-kind support from Austin Street Brewery and Bunker Brewing Co., we also provided **135 free beers** to Fingerpickin' ($125) and above members.

As a reminder, all OLS members receive **ticket discounts**, **sellout alerts**, **early access** to select shows, and invitations to special **members-only events** throughout the year like the one we hosted at FRIENDS & FAMILY, a beloved local wine bar, in September.

Visit our website for more details on OLS Membership Levels & Benefits and to view our Member Wall!

Our Donors

OLS Annual Fund supporters are instrumental in keeping our day-to-day operations running smoothly. From **artist fees** to venue **maintenance**, **marketing** expenses to employee **benefits**, our Annual Fund is the core of what sustains OLS. We are beyond grateful to the following supporters who made impactful gifts of **$250 or more** in 2023.

Anonymous (5)
Joy & Chip Ahrens
Mary Beth Banios
John & Linda Coleman
Richard Connelly
Bill Creighton
CycleMania
DLMC Foundation
Wendy Drexler & Douglas Gardner
Rod W. Durgin
Corky Ellis & Marion Freeman
Jay & Lynne Espy
Stacy Evans & Leah Guidry
Erik Fiebert
Leslie Gibbons
Jeanette & Mark Hagen
Elizabeth Hays
Ethan & Sarah Hipple
Jamie Isaacson
Mary & John James
JRA Fund
Portland Sea Dogs
Lisa Kostopoulos
Robin Lee & Paul McGuire
Mast Construction Corp
James & Kimberly McBride
Roger & Margot Milliken
Liza Moore & Arnie Macdonald
Bruce Moore
Nautilus Solar
Chip Newell & Susan Kohler-Gray
Dan Nygaard & Leslie Anderson
Portland Jazz Orchestra
City of Portland
Steve Poulos
Emily & Scott Read
Dan & Ann Rose
Ann & Peter Reilly
Jo Linder & Samuel Solish
Kenneth Spirer
Lucas St. Clair
Alan Weinstein
Susanna Weld
Robin Whitten
John & Courtney Wilson

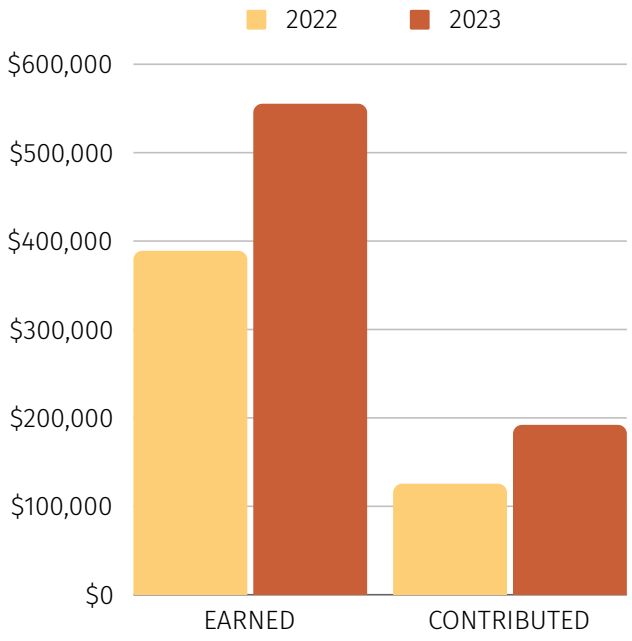
Our Volunteers

Every OLS show is staffed by volunteer hosts who warmly **welcome audiences** into the venue and serve as **front-of-house** representatives of the organization. Our volunteers are crucial supporters, and in recognizing them below, we hope to express our gratitude for their time and talent.

Janet Anker
Charlie Backus
Alexandra Barr
Nancy Bernier
Roger Berube
David Beseda
Carol Bonow
Dave Bourke
Robin Brooks
Lee Bumsted
Bernard Cabrera
Jane Campbell
Bob Cave
Lee Cooper
Jen Deraspe
Nancy Dorrans
Edwina Ducker
Joyce Fehl
Scott Firmin
Ashley Flowers
Diane Friese
Sophia Gabriel
Dave Gallo
Melissa Gates
Bill Greenberg
Chuck Henegar
Toby Hollander
Marianne Hubert
Paul Hunt
Will Irvine
Jo James
Wayne Jortner
Dave Kesel
Katya Lanson
Robin Lee
Al Leighton
Dawn Leland
Annie Lovegren
Pamela Lucas
Marin Magat
Kathie McCatherin
Michelle McPherson Miller
Lori Mills
Rob Mitchell
Stephanie Morris
Laura Morris
Leigh Mundhenk
Tom Mundhenk
John Murphy
Deborah Napier
Amy Nyce
Terese Pawletko
Laurie Perzley
Nancy Puleo
Astrid Redmond
Diane Robinson Essex
Arlyn Roffman
Lisa Rose
Gordon Ruggaber
Elizabeth Ruskin
Mischa Schuler
Kara Schwartz
Paula Shevenell
Maria Snyder
Patty Sprague
Steve Strand
Maryanne Strand
Rebecca Strauss
Shane Tracy
Mary Turner
Russell Turner
Jean Twomey
Jacqueline Van Meter
Sue Vittner
Julie Vohs
Tom Walker
Herb Williams
Jenn Wolcott

Our Financials

Overall, our 2023 financial performance was over **$100,000** better than 2022, which beat budgeted projections by over **$13,000**. Earned income was bolstered by a record number of sell-outs and our new live-streaming revenue, and on the contributed side, we exceeded our budgeted goal by over **$32,000** thanks to new foundation support, expanded corporate partnerships, record-breaking memberships, and robust Annual Fund support.



We ended the year on a high note with our **Jazzy Jingle & Mingle** event, which was OLS's first fundraiser in years. Generously underwritten by Coffee By Design, the evening was a fun and festive celebration of OLS's commitment to supporting and nurturing emerging artists. We raised over **$8,000** through ticket sales and silent auction bids, and we look forward to building on the success of this event in the coming years!

Financial Statements available upon request and on Guidestar.org

Strategic Plan

OLS has been bringing together audiences and renowned musicians since 2010, reaching nearly **200,000** patrons and supporting over **700** artists in presenting an average of **150** shows annually.

In 2023, OLS Board and Staff completed a comprehensive Strategic Planning process, refining our **mission**, **vision**, and **values**, and outlining the following key goals to guide our operations for the next 5 years.

1. **Develop and strengthen a sustainable organization**
2. **Build and broaden audiences**
3. **Contribute to the local arts community by nurturing and serving artists**

To Our Community:

First and foremost, THANK YOU for joining us last year! I think it's safe to say that 2023 was an exceptionally good year for OLS, and there is so much great momentum that I'm excited to build upon in 2024 and beyond.

Last year, we welcomed four new trustees to our incredible Board of Directors, all of whom bring a passion for live music and expertise in diverse fields to help OLS reach ever greater levels of success. I am tremendously grateful for the Board's trust in me and our talented team throughout the past year. Together, we tinkered with operations while investing in changes that are and will continue to positively impact our reach, our financials, and our future. The Board has been with us every step of the way, and their leadership and service have been instrumental in ensuring OLS's strength and sustainability.

I also want to express my gratitude to our amazing members, donors, audiences, foundation supporters, and corporate partners. The work we do at OLS would not be possible nor meaningful without the embrace of our community, and on behalf of the entire staff and Board, we thank you for another great year of supporting live music and the brilliant artists on our stages.

Speaking of artists, I would be remiss not to thank the incredibly talented musicians who joined us last year and represented a diverse range of genres and geographies. We are so proud to be supporting emerging and local talent, as well as artists from all over the country, and to provide a unique space for artists to be seen and heard within a touring landscape that is still finding its way back to pre-pandemic attendance rates.

In the month of December alone, OLS presented 11 sold-out shows and had over 200 people tuning into live streams. Clearly, music lovers are hungry for more, and OLS has plenty in store! I look forward to welcoming you to a show - if not several - this year, and I can't wait to share in the joy of many more magical, memorable, and truly special OLS evenings.

Cheers!

Emily K Read

Emily Read
Executive Director

PHOTO CREDITS

Christopher Andrew (front cover, p. 8, 10, 14)
Ronan Hashimoto Andrew (p. 2, 5, 12, 15)
Beth Given-Sorensen (p. 9, 10, 11)
Mary Powers (p. 6, 11, 13)
Leslie Swann (p. 3, 7, back cover)

Contact Us

181 State Street | Suite 201
Portland, ME 04101

info@onelongfellowsquare.com

207-761-1757

www.onelongfellowsquare.com