

NEW DIRECTIONS

FY19 Annual Report

STRATHMORE



Getting Closer by Going Farther

This year, Strathmore threw open its doors, stretched its arms wider, moved farther beyond our campus, and leapt to greater heights—all to get closer to you!

For two weeks last summer, we created a charming venue on our front lawn where *L'homme Cirque* enchanted audiences, young and old. After each show, the artist led us outside to watch him scale a tightrope and disappear into the sunset. With eyes skyward, breath held, and fingers crossed, we were connected.

Strathmore piloted its first sensory-friendly performances in the Mansion, designed for our patrons with sensory sensitivities. These performances have inspired sensory-friendly backstage tours and more interactive programs for the future!

We launched an important expansion of Bloom in North County with the Latin String and Percussion Orchestra and doubled our impact in East County by adding a second summer camp at Greencastle Elementary School. Nearly 400 more students engaged with the arts through Bloom and discovered how they and their peers can be creative, together.

And the opening of the soaring, new Bernard Family Foundation Pavilion added more seating for dining and an escalator for our patrons with mobility issues. Now, more people can attend Music Center performances and join their friends for preconcert dinners and lectures.

We, indeed, are moving in new directions! Look for Strathmore in your neighborhood, around the state, and around the region. Come explore the arts on our campus. The more we do to bring arts and artists to each of you, the closer you are to the magic!

With excitement and gratitude,

Monica Jeffries Hazangeles
President and CEO

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+In Allen Herman's memory, the Dr. Allen A. B. Herman Memorial Fund was created at Strathmore to encourage young people to pursue their love of music.



FY19

STRATHMORE BY THE NUMBERS

18 sold-out shows in the Music Center with artists like Diana Ross, Gipsy Kings, Gregory Porter, Jazz at Lincoln Center Orchestra with Wynton Marsalis, and more.

Strathmore achieved record-breaking sales, surpassing **\$5 million** in ticket sales.

Strathmore's free programs engaged over **71,000** area residents with concerts, exhibitions, education programs, and more.

Children and adults participated in more than **110** education programs and events that featured over **250** artists.

More than **26,000** elementary school students and teachers from **133** Montgomery County Public Schools (MCPS) came to the Music Center for the 15th annual Student Concert Series.

In its first year, Latin Strings and Percussion was held in **3** MCPS schools and reached **96** students (over twice the number expected!) with in-school instrument instruction focused on Latin music and composers.

Over **800** young musicians participated in Maryland Classic Youth Orchestras and Strathmore Children's Chorus.

The Mansion welcomed over **16,000** visitors to **17** free art exhibitions that featured work by **541** artists.

More than **4,000** patrons enjoyed Afternoon Tea, with live music by over **120** local musicians.

FY19 HIGHLIGHTS *July 2018–June 2019*



PFOND PFAREWELL

In September 2018, we honored Strathmore founder and CEO Eliot Pfanstiehl upon his retirement. We sent him off in style with lots of memories and (of course) a song or two. Strathmore created a Pfounder's Pfund to honor Pfanstiehl's legacy and ensure in-depth, accessible arts education experiences for all.



CHARTING A NEW COURSE

Monica Jeffries Hazangeles was appointed Strathmore's new President and CEO in September 2018. Hazangeles joined Strathmore in 1994 and was named President in 2011. During her time at Strathmore, she guided the evolution of the once modest nonprofit into Maryland's most prolific, multidisciplinary arts presenter and producer.



POWERFUL PERSPECTIVES

Día de Muertos: Cultural Perspectives, an art exhibition in the Mansion curated by Mexican American artist Laura Irene, brought together young Latin American artists to explore and present their connections to death and Día de Muertos in Fall 2018.



LIVE ON THE AIR

Growing our commitment to support artists on the rise, we expanded the visibility of Artist in Residence (AIR) performances through Facebook livestreams. AIR, a cornerstone of Strathmore's Institute for Artistic and Professional Development since 2005, has helped launch the careers of nearly 100 artists through professional development, cross-genre collaboration, and mentorship.



PROUD PARTNER

In April 2019, Strathmore was named Montgomery County Public Schools Partner Champion of the Year. Through our close partnership with MCPS, we nurture talent, ignite creativity, and make the arts accessible to every child in our community via programs such as East County Strings, Think Big Café, and more.



BUILDING OUR FUTURE

The Bernard Family Foundation Pavilion was dedicated in June 2019. The new space expands the Music Center café capacity for events and meetings by 5,000 square feet. A new escalator connects the Promenade entry level and the lower Orchestra level to better serve our patrons with mobility issues and ease congestion before and after performances.



AMPED UP

In its third year, AMP achieved its highest average capacities to date, welcoming nearly 12,000 patrons to experience intimate concerts by the likes of Al Stewart, Karla Bonoff, and Portland Cello Project. AMP has also become a popular location for mitzvahs, corporate parties, and more, having hosted 47 private events in FY19.



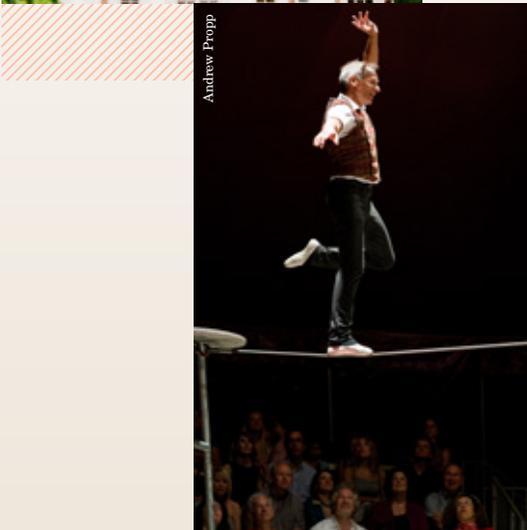
SENSATIONAL

Children with sensory sensitivities explored magical worlds in our Saturday Family Story and Jam Sessions. By partnering with experts in the field, we're ensuring that all children can experience the arts in a way that's comfortable for them. This pilot program set the stage for expanded sensory-friendly programming in the future.



MAGNIFICENT MANSION

We worked with Montgomery County to give the historic Mansion at Strathmore much needed love and care. The Mansion renovations included improvements in the kitchen; refinishing and restoration of all hardwood floors, including the grand staircase; and ADA improvements.



A SHOW YOU NEED TO SEE TO BELIEVE

Acclaimed tightrope acrobat David Dimitri brought his one-man show, *L'homme Cirque*, a stunning spectacle of high-wire flips, human cannon stunts, and acrobatic feats to Strathmore's lawn in Summer 2019. The show garnered lots of media coverage, including features in *The Washington Post*, *Washingtonian* magazine, and on WJLA TV.

FY19 FINANCIAL HIGHLIGHTS

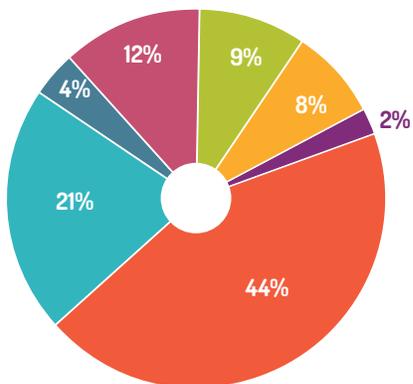
REVENUE

Production Income	\$5,950,251
Rental Income	\$2,868,737
Corporate & Foundation Contributions	\$568,234
Government Grants	\$1,554,616
Individual Giving	\$1,195,834
Other	\$1,077,485
Investment Income	\$278,841
SUB TOTAL	\$13,493,998
Capital Contributions	\$3,215,216
TOTAL	\$16,709,214

EXPENSES

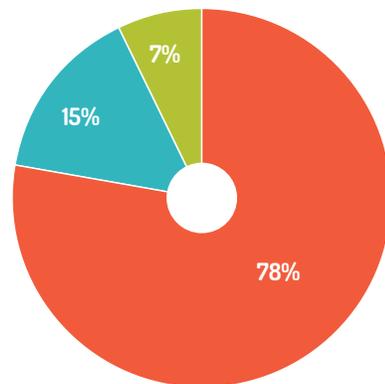
Program Services	\$11,137,845
General & Administrative	\$2,143,781
Fundraising	\$1,051,869
TOTAL	\$14,333,495

REVENUE



- Production Income
- Rental Income
- Corporate & Foundation Contributions
- Government Grants
- Individual Giving
- Other
- Investment Income

EXPENSES



- Program Services
- General & Administrative
- Fundraising

THANK YOU, DONORS & SUPPORTERS

Strathmore thanks the individuals and organizations who have made contributions between **July 1, 2018** and **June 30, 2019**. 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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