



GMEF GENEVA
MUSIC
FESTIVAL
GEOFFREY HERD, DIRECTOR

Gods, Myths and the Divine

MAY 21 - JUNE 11, 2023

2023 Annual Report



From the Director

Our 2023 season titled *Gods, Myths, and the Divine* stands as a high point in the 13-year history of the Geneva Music Festival in terms of artistic quality, patron support, and community engagement. Through the exploration of spiritual beliefs that have inspired musicians across the ages, we presented a varied repertoire of music featuring both canonic masterpieces as well as less frequently performed works by under-represented composers.

The festival continues to gain prominence in the national music scene. Our distinguished lineup of artists is second to none and featured many of the great artists of our time including Grammy® Award winners, laureates of the Indianapolis and Queen Elisabeth International Competitions, Avery Fisher Career grant winners, faculty of eminent conservatories, and members of prestigious string quartets. The festival's recordings, regularly broadcast on American Public Radio's *Performance Today*, continue to garner a national listening audience.

Our service to community organizations has never been stronger. Through our long-lasting partnership with the Geneva City School district, we reached hundreds of students at the North Street and West Street Schools. We also performed for children at the YMCA and offered a masterclass at the St. Peter's Community Arts Academy. Making music accessible to all community members remains a focal point of our efforts, and we continue to search for the most effective ways to do so.

It remains my distinct honor to lead this tremendous organization that leaves a deep impact on so many in our community. GMF continues to be a cultural ambassador for our beautiful city and is a cultural gem of our region. I thank all of our audience members, patrons, artists, and supporters for their many contributions to our success.

Geoffrey Ford

2023
Festival
Numbers

8 Concerts
10 Performances
32 Artists

5
Local Venues

261 Livestream
Viewers

1,202 Audience
54 Children



7 Outreach
Event Venues

1,192
Audience

1,080
Children



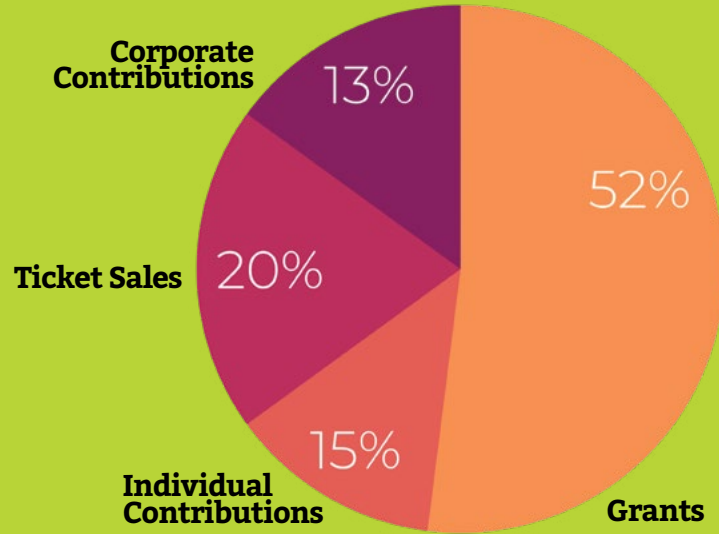
Hospitality

Bill Schickel/Geneva On The Lake
 Anne & Jerry Buckley/ Park House
 Hilda & Michael Collins
 Dan Belliveau
 Finger Lakes Limousine Service
 Chris & Jill Glattly
 John Gorman and Joann Potter
 The Hampton Inn
 Meg & Murray Heaton
 Fran & David Herd
 Beth Mabry
 Steven & Kim Naimoli
 Kathy Rice
 Barb & Bob Weinberg

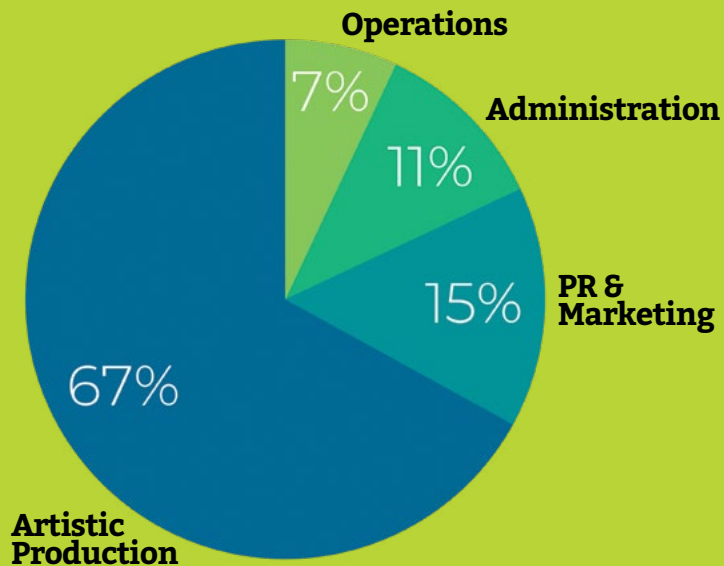
Festival Venues

Hobart and William Smith Colleges
 Geneva On The Lake
 Ravines Wine Cellars
 The Cracker Factory
 The Smith Opera House

2023 Revenue



2023 Expenses



Accomplishments

GMF hired a part-time administrative assistant, implemented a donor management system, and procured our own sound and video-recording equipment to livestream concerts. We also hired a new graphic designer who has streamlined our concert graphic themes with the website, social media, print festival materials and our first GMF street banner.

Online, On the Air and In the Press

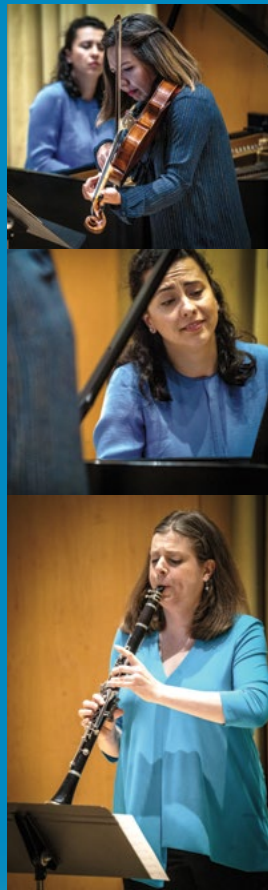
GMF enjoyed strong growth once more this season on its social media and digital outreach platforms, increasing its **Instagram account reach** by **249%** and **Facebook** by **222.7%**. GMF social media also showed significant **active engagement**, with increases on **Instagram** by **147%** (followers and non-followers) and **Facebook page visits** by **170.7%**. **Instagram followers** grew by **almost 10%**; **Facebook** numbers almost **700 followers** and our **newsletters** circulate to **1,123 subscribers**, with an **open rate increase** from 2022 to **almost 50%** and a **click-through rate** of **3-5%**.

Thirteen newsletters were sent via email to subscribers, **6 articles** to magazines and newspapers, and **14 concert press releases** to **14 media outlets**. **Festival brochures** were mailed to **1,010 GMF patrons**. Festival concerts were announced on **four radio stations**, and **two stations** had **three live interviews** with artistic director Geoffrey Herd, with **four artists joining for one of the three interviews**. Recordings of festival concerts were regularly aired on American Public Radio's *Performance Today*, continuing to grow GMF's national listening audience.

May 21, 2023

Season Opener: Iris Trio Gearan Center

The Iris Trio presented a new, original classical composition – the “Blue Chapter” of their multi-year *Project Earth*. Connecting to the GMF 2023 season theme of Gods, Myths and the Divine, the Trio considers this project an ecological prayer of sustainability for the planet. The Blue Chapter includes stunning new works by distinguished Canadian poet Don McKay (Governor General’s Award, Griffin Poetry Prize) and Juno-nominated composer/jazz pianist Florian Hoefner, including “Chorus of Wishes,” “Kinds of Blue,” and “Bird Island Suite.” The Iris Trio intermingled genres and art forms, and audiences were fascinated by this inventive and beautiful opening to the season.



May 25, 2023

The Vast and Mystifying Universe of ATLYS Ravines Wine Cellars

Audience favorite artists ATLYS Quartet participated in GMF for the fourth time, and performed to a packed audience at Ravines Wine Cellars. Putting their own unique spin on the season theme, ATLYS chose to focus on urban legends, alternate realities, and popular mythologies, featuring new arrangements of classical pieces and brand-new compositions. As always, they delighted audience members young and old with their inventive approach to the traditional string quartet.





May 26 and 27, 2023
**GMF Resident Artists
Chamber Series 1**
Gearan Center

Legends and Fairy Tales

The first concert for GMF artists-in-residence this season was an auditory feast, as musicians performed to a full audience, many of whom were new and first-time attendees. Focusing on the myths and legends facet of the theme, the performers explored storytelling through music with a soul-searching Schumann Piano Trio; modern classical composer Shih-Hui Chen's programmatic work *Returning Souls*, an eerie and ethereal introduction to the legends of the Amis people of Taiwan; and Mendelssohn's dramatic second viola quintet.

June 3, 2023
GMF Resident Artists Chamber Series 2
Gearan Center

Songs of the Spirit

GMF resident artists showcased music's remarkable ability to calm the mind and uplift the soul in this concert, eliciting both serenity and joy. A raucous evocation of the festival atmosphere in *Temples in Taiwan* by Lu Yun contrasted with Maurice Ravel's "Kaddisch," a melismatic, soaring prayer from *Deux mélodies hébraïques*. The Piano Quintet No. 1 by Ernest Bloch concluded the evening with an epic study of such juxtapositions, seamlessly moving from agitation to meditation to rapture.





June 1, 2023
Time for Three
Smith Opera House

The Grammy-winning ensemble combined Americana, modern pop, and classical music in their captivating performance at the historic Smith Opera House, where they played a mix of improvised sets, newly composed pieces, and novel arrangements. From the ghostly “Forever is Composed of Nows,” evocative of a chapel and Renaissance polyphony, to an intense arrangement of “Hallelujah,” the trio showed a breadth and depth of musicality.



June 8, 2023
Jason Clayborn
Cracker Factory

The Jason Clayborn Band:
A Night of Soul

Grammy-nominated Soul and R&B Singer Jason Clayborn and his band performed renditions of iconic songs for a lively audience. Audience members clapped and danced along through the entire concert, especially for the powerful version of “Love and Happiness” during which Clayborn offered the mic to audience members to join in.





June 9 and 10, 2023
**GMF Resident Artists
 Chamber Series 3**
 Gearan Center

In Concordia

In this final chamber music concert for the season, GMF artists-in-residence really demonstrated the connection and camaraderie that make the festival's musical performances so stunning. The concert was a celebration of harmony, both musical and spiritual. The pieces showcased reworkings of chorales and hymns. Variations of Bach chorales set a touchstone, and the sublime second movement of Franz Joseph Haydn's String Quartet in G Major, Op. 76, no. 1 took up this chorale style; throughout the work, the instruments set up a call-and-response. The finale, Piano Quintet in A Minor from Edward Elgar, was inspired by an older form of sacred song – the plainchant of monks.



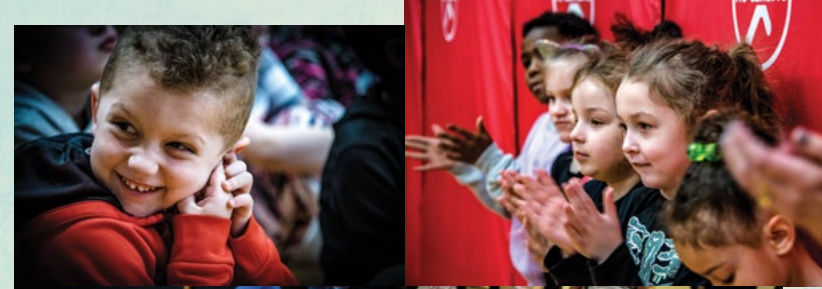
June 11, 2023
The Brothers Blue
 Geneva On The Lake

Stunning weather set the stage for the last concert of the season – an outdoor matinee by local trio The Brothers Blue. Rooted in the fertile tradition of old-time fiddle music, The Brothers Blue create a sound all their own – a hybrid of fresh, original songwriting with elements from Country, Bluegrass, Cajun, and Irish music. Audience members were treated to a mix of traditional folk songs and original compositions as the trio sang and swapped instruments in and out.



Community Outreach

Thirteen festival artists performed at one or more of the seven outreach venues, engaging with seniors, children, youth and a wider general audience for a total of almost 1200 attending GMF outreach events. Of this audience total, 1080 were children – that's around 90% of our outreach audience as composed of young listeners and aspiring students of music. Venues included Ferris Hills (Canandaigua, NY), Geneva City Lakefront Gazebo (outdoor event), Geneva Public Library, YMCA, St. Peter's Community Arts Academy, West Street and North Street Schools.



Community Outreach Contacts

Boys & Girls Club, Chris Lavin
Ferris Hills, Claire Watson
Geneva Public Library, Susie Flick
Geneva Recreation Dept, Dave Sharman
Geneva YMCA, Donna Wandell
North Street School, Laurie Giroux-Gillman
West Street School, Sarah Humphrey
St. Peter's Community Arts Academy, Julie Gray

Spring benefit auction donors

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Thank you!

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Geneva Concerts
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The Printing Center

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New York State Council on the Arts
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Brenda & Dave Rickey Foundation
Spring Hill Fund of the Rochester
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GEOFFREY HERD, DIRECTOR



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