

MOUNTAIN TOP

||: music  center :||

Annual Report

July 1, 2023— June 30, 2024

This year's Annual Report is dedicated to our volunteers who do so much to assist with the functioning of Mountain Top Music Center. They help by serving as bartenders, waiters, and food preparers in the Majestic Café, by staffing the box office or greeting attendees in the Theatre, and helping out occasionally in the office with music school activities, playing in our community orchestra, or hosting visiting musicians at their homes. With their talents, commitment, and enthusiasm they are the Friends of the Majestic and we are pleased to dedicate this Annual Report to them.

"I have been volunteering at the Majestic for over two years and I am thrilled that this is such a friendly, busy, and happy place! It is great to see locals returning time and time again!!

The variety of performances keeps getting better each year!! As a child I came to the Majestic to see movies, now I come to see wonderful programs of all varieties!!"

Pat McCoy



Volunteers in the Theatre



Volunteers in the Café



"Volunteering at the Majestic has been a fantastic experience. I started at a time of change, when new and innovative programs were being introduced. The patrons arrive ready for a great experience and are a pleasure to meet and greet. The staff is enthusiastic and welcoming. Music really does bring people together and the Majestic does it well. I am grateful to be a part of all it has to offer."

Cheryl Keator

"I started volunteering at Mountain Top to see what this organization was all about. It didn't take me long to appreciate the dedicated and talented faculty and students here. Tremendous effort goes into bringing all types of musical entertainment for our community to enjoy. Mountain Top Music Center is a true gem in this community, and I thoroughly enjoy supporting this wonderful organization."

Kathy Shea

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Meghan Kelleher, *Voice, Piano*
Chris Nourse, *Violin, Viola*
Eric Rollnick, *Percussion*
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Mike Sakash, *Saxophone, Clarinet, Flute*
Pat Sarracco, *Trumpet*
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Riley Waygood, *Children's Music*
George Wiese, *Piano, Trombone, Musicology*

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Ashara Stansfield, Linda Walker

From the Board of Trustees Chair and the Executive Director

As we reflect on another year gone by, we are proud to report that our many offerings – lessons, concerts, lectures, theatre – have made us a prominent music education resource in the greater Mount Washington Valley, as we continue our mission of *enriching lives and building community through music*. In just this past year we sold more than 9,000 tickets to MTMC-produced events, and our audiences continue to grow. We are now in the midst of a three-year Strategic Plan to scale up our venue even further, the details and goals of which are presented on page 8 of this report.

In Mountain Top's music school, 17 teachers continue to teach more than 5,000 lessons annually to students of all ages, interests, and talents. We've recently welcomed three new faculty members and expanded our community partnerships with local organizations such as Northeast Woodland School and the MWV Adult Day Center. In addition we were able to meet all need-based financial aid requests, ensuring that everyone in the community had access to our programs.

The Majestic Theatre and Café have been a boon to downtown Conway and have helped MTMC build community, employ artists, and inspire our students. The 250-seat theatre regularly hosts superb performances, from small listening sessions to large sold-out shows. The Café is now open multiple nights per week with live music and creative "spirits & sandwiches" to support Mainstage performances in the theatre as well as smaller events that require a more informal, intimate setting.

All of this would not be possible without the many community volunteers who help with performances in the theatre and café, sit on committees to advise and help plan events to advance our work and mission, and regularly attend our events. The faces and thoughts of some of them are featured throughout this report.

As always, we welcome your suggestions and participation.

Dave Mason, *Chair of the Board of Trustees*
George Wiese, *Executive Director*

From the Director of Education

I'm pleased to announce that the music school of Mountain Top Music Center will celebrate its 30th year in 2025. We are the only music education resource of our kind within a 50-mile radius – a lifeline for children and adults wishing to learn music in a collaborative setting. In the three decades we have been providing lessons, our community has witnessed approximately a 20% decline in local public school enrollment. Despite that, the number of Mountain Top youth students has remained consistent for over a decade, meaning that functionally, an increasing percentage of local youth are participating in Mountain Top programs.

In recent years, we have also seen an increase in adult learners (now over 25% of our student population), many of whom find us through first attending our concerts. Keeping lessons and instruments affordable, need-based tuition assistance available, carrying the costs of coordinating student performances in the community, developing and maintaining partnerships with schools and other organizations, and administering our honors program and career skills sessions – all at no additional cost to students -- is a big job, but a satisfying and rewarding one, as the following student accomplishments in 2024 show.

Dr. Julia Howell, *Director of Education*

Accomplishments of a few of the Mountain Top Music Students



This year, Mountain Top students **Ivonna**, a violin student of Chris Nourse, and **Quinn**, a trumpet student of Pat Sarracco, attended UNH Department of Music Summer Youth Music School (SYMS) as Mountain Top's nominees.



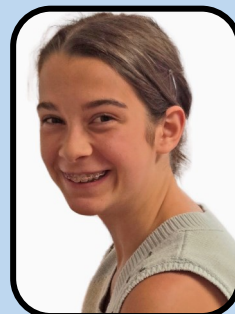
Jane O'Brien, an adult voice student of Meghan Kelleher, showcased her repertoire in the May First Friday concert. Jane also studies flute with Mike Sakash, and plays with the Mountain Top Community Orchestra.



Gideon Richard graduated from Fryeburg Academy in June, and has studied at Mountain Top since 2015, learning violin, piano, guitar and composition, and participating in a range of group classes, from youth chorus to jam band! This spring, his band, *Ophiuchus*, released its debut EP *Become The Void*, which won the annual WMWV Song Contest. The EP was recorded, mixed, and mastered at MTMC. As part of his senior capstone project at Fryeburg Academy, Gideon presented a piano trio created in composition lessons with Dr. Julia Howell over the 23/24 academic year.



Blake, age 6, premiered her original composition *Into the Cave/ Out of the Cave* at the May 18th youth student recital.



Gia, a piano and voice student, worked in the Mountain Top Music school office during the summer, doing many useful tasks and seeing how the school runs.

2023-2024 Concerts and Events

A small working committee consisting of staff, trustees, and volunteers have been carrying out both the long-term and day-to-day work of running a vibrant, sustainable performing arts venue in the renovated Majestic Theatre and Café. The number of such events has been restricted to some extent by factors such as staff time, costs of marketing and outreach (to develop audiences), and cost/availability/risk of wanting to bring a diverse, top quality array of performances to our various musical series, i.e. Mainstage, Community, Café, and soon-to-be Film. As a result, by yearend, we were on the search for two new part-time staff members to assist in the operation of the Majestic Theatre.

Sponsorship passes available
Full series access - Café discount
Post-concert reception - Swag bag

MOUNTAIN TOP
music center

presents

MAJESTIC MAINSTAGE

NEW ORLEANS NIGHTS
Film, talks, food, drink, music

TUESDAY, NOVEMBER 14TH	DOCUMENTARY SCREENINGS
WEDNESDAY, NOVEMBER 15TH	LISTENING PARTY & TALK WITH KIMBALL PACKARD AND JOHN HOWELL PLUS FOOD AND COCKTAILS
THURSDAY, NOVEMBER 16TH	HEATHER PIERSON AND THE POTBOILERS
FRIDAY, NOVEMBER 17TH	THE SQUEEZEBOX STOMPERS
SATURDAY, NOVEMBER 18TH	GLEN DAVID ANDREWS BAND

For full listings and ticket information
www.conwaymajestic.com

THE MAJESTIC THEATRE & CAFÉ
36 Main Street, Conway NH 03818 • (603) 447-4737 • boxoffice@mountaintopmusic.org

But, from July 2023 to June 2024, the Theatre and the Café together managed to host 200+ performances ranging from solo guitar to large ensembles, including our own Mountain Top Community Orchestra. Starting off Summer was the Novel Jazz Septet on the Mainstage, followed by two stunning classical performances by the Sebago-Long Lake Festival Players, shows by a dynamite 40-member concert band, and a Flamenco group, the return of the Neil Diamond tribute band “Cherry-Cherry,” and ending with a visit from none other than poet “Robert Frost,” aka actor Gordon Clapp.

The Fall, Winter and Spring seasons brought more of the same, including a week long “New Orleans Nights celebration” headlined by NOLA star Glen David Andrews and his “Big Easy” band, the 18-member Portland Jazz Orchestra

with Duke Ellington’s Nutcracker Suite for the Christmas holidays, a wonderful Tom Petty tribute band in March, and “Piano Men” a Billy Joel/Elton John tribute show in April performed by a national touring guest rock band supported by a 30-piece volunteer orchestra of Mountain Top faculty, students, and friends.

Our popular First Friday Series continues monthly, where faculty and friends perform for an hour at 1pm for anyone who wants to drop by on a by-donation basis. And, the Café - now open multiple nights per week - prospered with frequently sold-out audiences, listening to music, and enjoying the craft cocktails, charcuterie plates, and panini sandwiches whipped up by Café Manager Joe Hillyard and his fabulous all-volunteer wait staff.

As a grand finale to the year, Executive Director George Wiese asked the amazing vocalist CJ Poole backed by the entire Portland Jazz Orchestra to recreate one of jazz history’s great moments: Frank Sinatra’s Las Vegas performance and live recording of “Sinatra at the Sands with the Count Basie Orchestra” for the Spring Gala, Mountain Top’s major fundraiser, held each year in May and hosted by Stone Mountain Arts Center. That event and the many community members who lend financial support via concert sponsorships and attendance make it possible for our educational and concert programming to thrive, for which we are most grateful.

The Mountain Top Music Concerts and Events Committee

Mountain Top Music Center
recreates with the *Annual*
Portland Jazz Orchestra *Gala*
featuring vocalist *CJ Poole*

at Stone Mountain Arts Center

“Sinatra at the Sands”

WELCOME TO Fabulous
Mountain Top Music’s
Gala 2024

Sunday, May 5th
\$125 per ticket
Sponsorships also available

Sequence of Events:
5:00p – Cocktails & Hors d’oeuvres
6:00p – Dinner & Dessert
7:30p – Concert & Dancing

Festive Attire Suggested

Space for QR code

Reserve online at:
www.mountaintopmusic.org/concerts or call 603-447-4737

Donors between July 1, 2023 to June 30, 2024

Duddie Andrews
Anonymous
Ash Tree Fund
Bank of New Hampshire
Emily & Peter Benson
Joe Berry
Lois Burleigh & Bill Hutchins
Sandra & Larry Carr
Joy & Richard Check
Chico's Fund
Janet Cooke
Joanne Corcoran
Charlie & Mimi Corson
Mary & David Cronin
Myles & Christine Crowe
Glenda Davis
Thomas & Dorcas "Penny" Deans
Maureen & James Diamond
Peg & Jack Donahue
Susan Douglass
Barbara Douglass
Roland & Bette Dubois
Fran Duffy
Paul & Susan Dugdale
Rex Durivage
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Vicki Harlow
Kathleen Sullivan Head
Kim Henry
Berthold K P Horn
John Howell & Laura Weymouth
Jenny & Greg Huang-Dale
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Bob & Trish Irwin
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Sara Kelley
Judy & Daniel Kennedy
Sarah & Ken Kimball
Elaine & Peter Klose
Martha B Kroch
Mona L'Heureux & Ian Cruickshank

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Philip & Pamela Mason
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Jane O'Brien & Dave Moran
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Gregory Orzolek
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Linda Walker
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Westmeadow Fund
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George Wiese, Jr.
George Wiese III
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Arlene & Charles Zaccaria
Zeb's General Store Charitable Fund



Chad Cummings works with his Jam Band students.

Business Sponsors July 1, 2023 to June 30, 2024

Albany Service Center†
 Almost There Sports Tavern & Restaurant*
 Alpine Title Services, Inc. *
 Badger Peabody & Smith Realty*
 Bagels Plus Inc. *
 Bavarian Chocolate Haus
 Becky Mulkern, ND *
 Bergen Auto Werks
 Cathedral Ledge Distillery
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 Country Cabinets, etc.*
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E.G. Chandler Inc., Property Management*
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 Gemini Sign & Design Ltd.*
 Hancock Lumber
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 J & J Floor Covering Inc.*
 Jewelry by Timothy Psaledakis & Friends
 Kathleen Sweeney, CPA*
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 Local Grocer*
 Lucy Hardware
 McSheffrey's Up North
 Milford Flooring*
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 New Business Directions*
 North Conway Music Center*

North Country Fair Jewelers*
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 Stone Mountain Arts Center*
 Tuckerman Brewing Company*
 The Met*
 The Notchland Inn*
 The Valley Originals*
 The Wentworth*
 Valley Independent Pharmacy
 Valley Personal Training
 Varsity Beverage*
 White Birch Books*
 White Mt. Oil & Propane*
 White Mountain Puzzles*
 White Mountain Stove Shop
 White Mountains Discovery Map (In-Kind)
 Whitney's Inn & Shovel Handle Pub*
 Wildcat Tavern*
 Yankee Smokehouse & Wild Hog Pizzeria*
 302 West Restaurant & Tavern*
 *5 years or more continuous giving
 †3 years or more continuous giving



Heather Pierson and the Potboilers at the Majestic Café

Grantors July 1, 2023 to June 30, 2024

Northern Borders Regional Commission
 NH Community Development Finance Authority
 The Kendall C. and Anna Ham Foundation
 The Robert and Dorothy Goldberg Charitable Foundation
 New Hampshire Charitable Foundation
 NH State Council for the Arts
 The Pequawket Foundation



Riley Waygood with a baby & toddler class at Children Unlimited

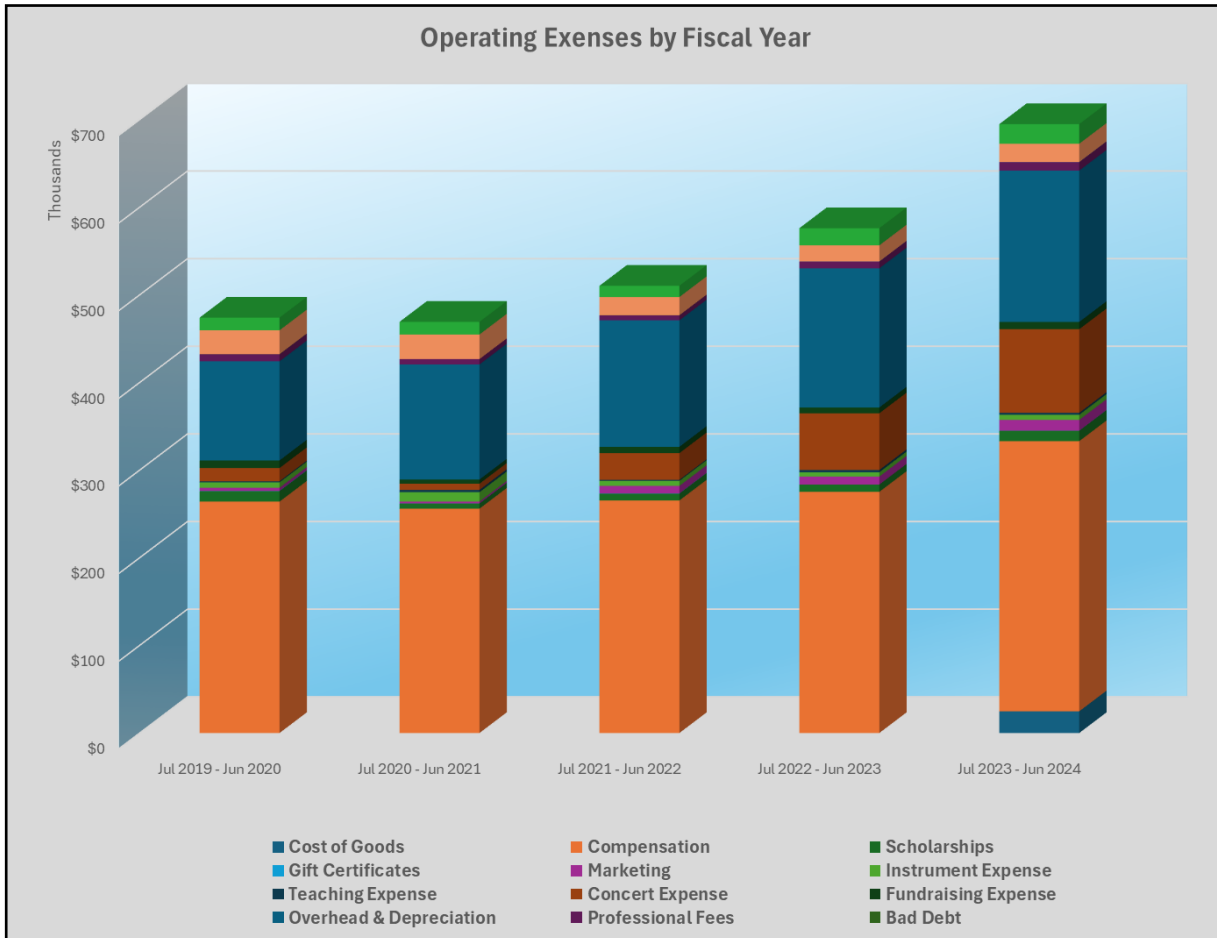
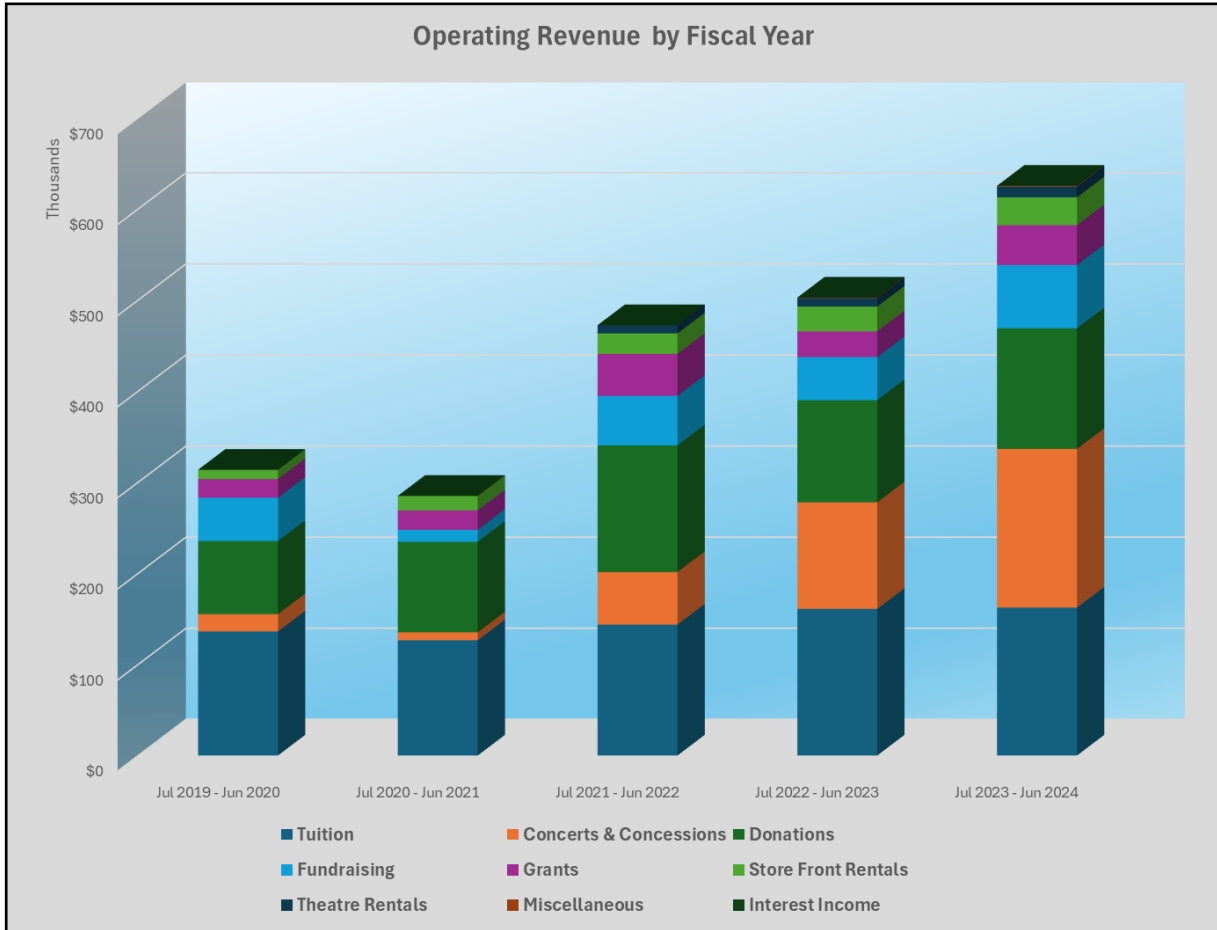


Laurie Turley conducting the Mountain Top Community Orchestra

Volunteers July 1, 2023 to June 30, 2024

Maxine Booth	Trish Irwin	Alyssa Riley
Bruce Borofsky	Bob Irwin	Michael Simoff
Judy Campbell	Cheryl Keator	Kathy Shea
Kathy Cooper	Kathy Keene	Linda Walker
Anne Marie Eler	Josie Lamb	Carren Webber
Barbara Douglass	Cathie Lewis	Scott Webber
Anne Gallagher	Karen MacDonald	Mark Williams
Dulcimer Heiman	Pat McCoy	Tashi Williams

Financial Report



Mountain Top Music Center's Strategic Plan 2024 – 2026

The Strategic Plan 2024 – 2026 seeks to support Mountain Top Music Center in its continued evolution with a focus on maintaining a successful music education program while operating a performance venue offering diverse programming and serving as a cornerstone in the revitalization of Conway Village. The approach adopted by the Strategic Plan Committee focused on identifying four broad strategic goals supported by a management-developed annual work plan delineating operational initiatives. This approach would enable the strategic plan to remain stable while the annual workplan could be dynamic and updated as needed to reflect changes in the micro- and macro-operational environments.

Performance Goals

- ◆ Implement a comprehensive concert and event planning process across each venue i.e. theater, café, and home concert setting.
 - ◆ Offer diverse programming reflective of community interests and align with mission statement.
- ◆ Develop a collaborative network of local / regional performance venues.

Education Goals

- ◆ Maintain K-12 student enrollment at FY2023 level.
 - ◆ Increase adult engagement.
- ◆ Maintain diverse and talented faculty with sufficient capacity to meet client needs.

Management Goals

- ◆ Maintain positive operating cash flow.
- ◆ Develop and implement an innovative best practices marketing and branding plan across all operational components (school, theater, and café).
 - ◆ Formulate a formal work plan in support of the strategic goals with periodic review by the Board of Trustees.
 - ◆ Develop and maintain balanced staffing sufficient to support Mountain Top operations.
 - ◆ Establish and maintain an effective relationship with donors, grantors, and foundations.
 - ◆ Diversify volunteer opportunities.

Governance Goals

- ◆ Maintain fiduciary responsibilities and duties.
- ◆ Identify prospective Trustees and Advisors with complementary skills and expertise to sustain and strengthen the organization.
 - ◆ Review current committee structure and update as necessary.
- ◆ Build strong organizational relationships in the community and support collaborative efforts and initiatives.