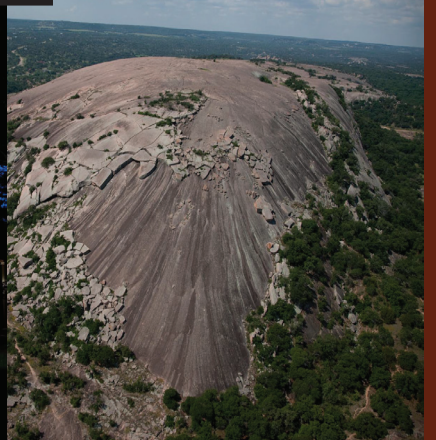




*Fredericksburg  
Music Club, Inc.*  
Established 1937

# Fredericksburg Music Hall

2011 - 2012 Second Edition





“Grant funding is one stream of revenue a non-profit organization can use to help with their sustainability and operational needs.

Because of the current economic depression, funders are looking more toward established organizations with a track record of providing services to the community.

Funders typically do not want to be the only funding source for organizations. As organizations can demonstrate successful fundraising and other revenue generating capabilities, they become more attractive for grant funders to support”.

John G. Porter,  
M.Ed., Ph.D., CGW  
President  
National Business  
Developers, Inc.  
12551 Indian Rocks Rd,  
Ste 12  
Largo FL 33774



Fredericksburg is the home of wonderful things; the museums, the landscape, the Fredericksburg Theater Co., the history, but most of all the people. There is a generous amount of talent in Fredericksburg, especially for a town this size. Let me focus just on the musical talent in this letter. We are blessed with many fine musicians as well as many great choirs. Off the top of my head I can think of 8 choirs that are organized and perform regularly.

What is missing for these performers is a beautiful acoustically live music hall. What we are proposing is that leaders in the community unite to pool their resources to build such a hall in Fredericksburg.

A “live” hall is one that has what is called a sustained reverb time. Reverb is the time that one hears that last note after one has stopped singing or playing an instrument. The Boston Symphony Hall is recognized worldwide as being a great hall to produce music. It has a reverb of 1.8 seconds. Reverb alone does not make a good sounding hall but shape, materials, size, and seating arrangements do. I have spent the last year of my life studying the various halls around the world and have designed a hall that should be one of the best sounding halls in the country. It would be a wonderful addition to the other fine architecture in Fredericksburg.

I am a musician and a music lover. Places like what I am proposing are very rare. They are even rarer in smaller towns with limited resources. It would be operated by the Fredericksburg Music Club which has been in existence since 1937. This organization, with the performers it is drawing to this area, has outgrown its current concert site and is looking to expand. It would still hold its 8 regular concerts in the new hall but also schedule all the local choirs and small group ensembles to perform at the hall. A new Concert Hall would help expand the talent level of performers wanting to perform in Fredericksburg even further. Our community is rich in culture, a Concert Hall will be a treasured asset for the community for years to come.

Sincerely,

Mark D. Eckhardt

Fredericksburg Music Club, Inc. - A Nonprofit Organization  
P.O. Box 1214 Fredericksburg, Texas 78624

## Plan Summary

This plan implements a long term need in the Fredericksburg community for an acoustically built Music Hall. Gifts from donors and sustaining grant(s) will make it possible for local choirs and musicians to use the hall at a very reasonable cost. The Music Hall will be operated through the Fredericksburg Music Club because due to usual grant requirements, the Fredericksburg Music Club, Inc. affords us the best chance at obtaining sustaining grants to help fund the Music Hall long term.

## Keys to Success

- Must commit group of donors to a total of \$8.5 million.
- Must obtain \$2 million sustaining grant or equivalent.
- Music Hall must be built with acoustics as a priority.
- We must stay within building budget.
- Operation of Music Hall during ticketed concerts must be largely volunteer.
- We must operate frugally and place any surplus in budget back in sustaining grant principal.
- Must be embraced by the community as a needed asset.

## Main Competitors

Once the hall is built to the acoustic standards we have set forth, this Music Hall will have very few competitors. Live music halls are usually located in the largest cities and most newer hall designs are designed to have electronic sound enhancements so that a larger variety of performances can be held in the hall. The Fredericksburg Music Hall is unique in that no electronics will be needed to project sound while performing; this will provide the audience with the purity of sound that composer's originally intended their compositions to be heard.

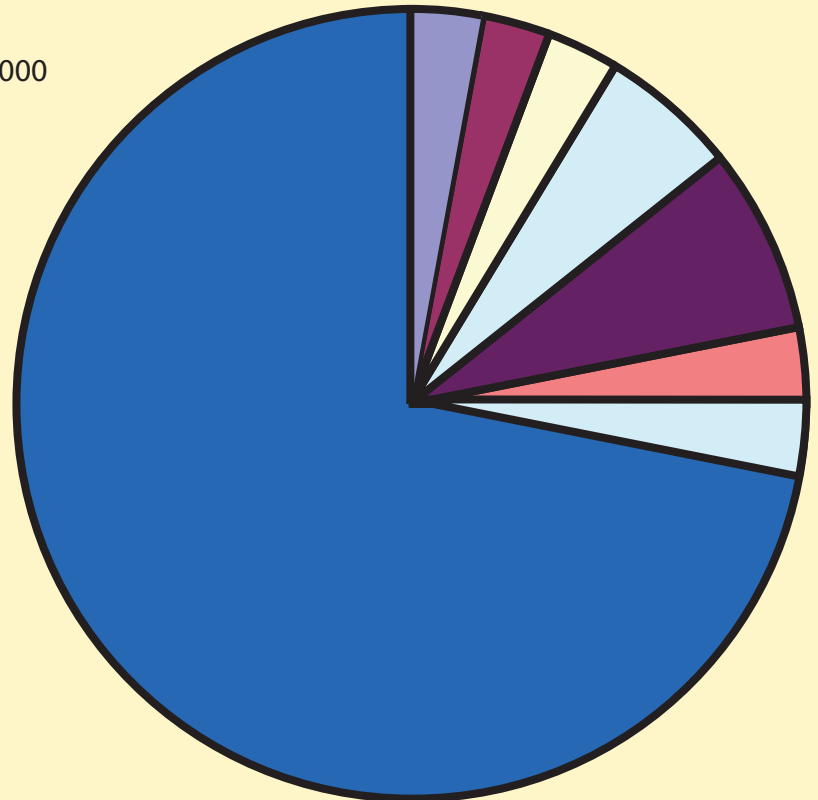
## Performer Participants

Fredericksburg has eight local choirs that sing music that this hall is specifically designed for. The Fredericksburg Music Club already provides the community with 8 – 9 concerts a year that would be perfect for this hall's acoustics. The Music Club has formed many relationships with performers over the last 75 years that they can draw from for performing in this hall. The 4 ticketed concerts a year in this hall would be famous artists who require larger fees to perform that can't strictly be covered by donations. Artists would have to be screened to make sure their music would be compatible with hall acoustics. We also see a possibility of having a music festival like the Mimir music festival at TCU where great performers give master classes to other inspiring musicians or singers and then hold a concert for the public after the classes. This would also be a ticketed event.

## Revenue

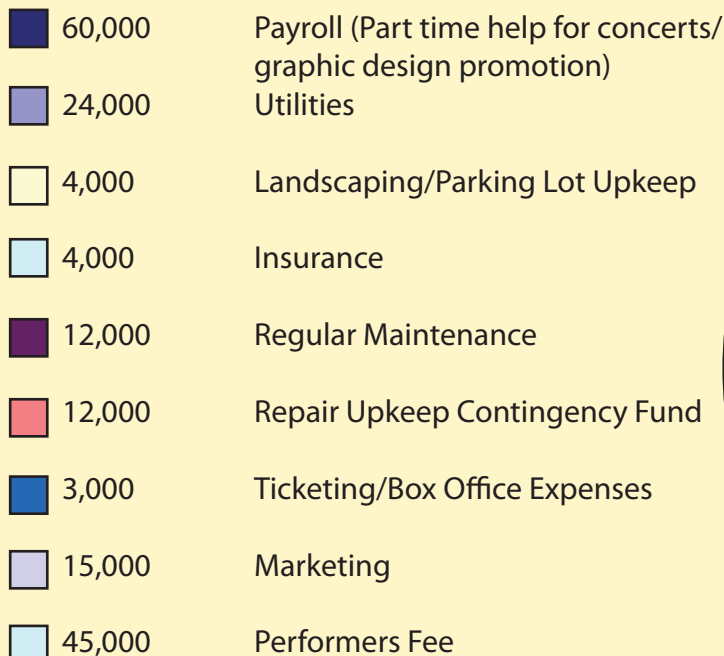


Total Revenue \$208,000

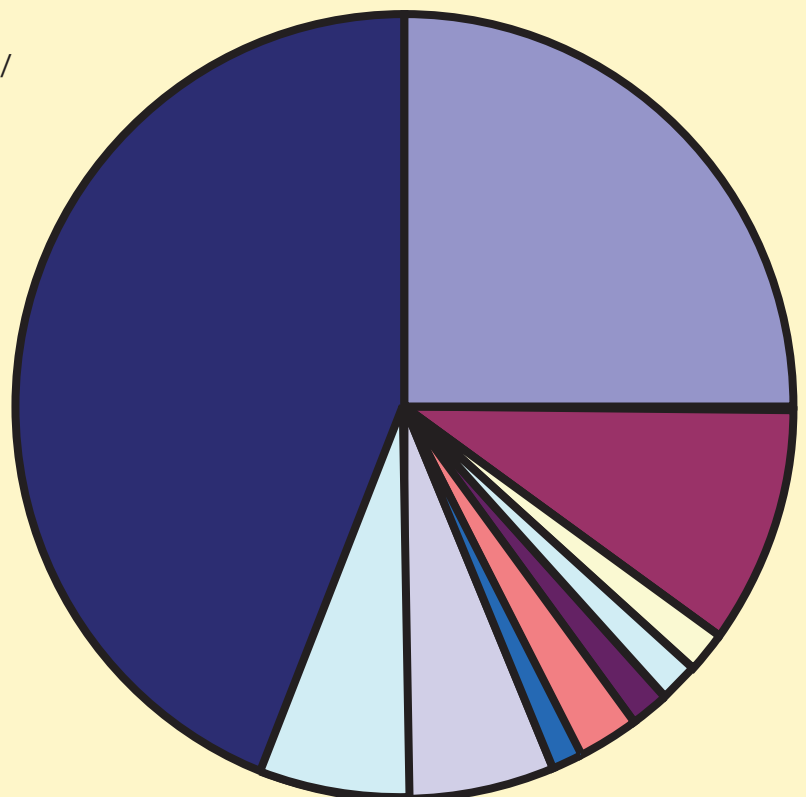


\* Any amount saved from Revenue – Expenses will be placed in the Sustaining Fund Account

## Expenses



Total Expenses \$179,000



## Sample Annual Budget for Fredericksburg Music Hall



## Target Market for Performers

We already draw performers from all around the globe to perform at the Fredericksburg Music Club and we will continue to pursue performers globally. We will also actively pursue local choirs and musicians to perform in this hall as well. It must be a hall for the community as well as for performers outside of our community to share.

## Target Market for Audience

Currently the audience for the Fredericksburg Music Club is from mostly Fredericksburg, Kerrville, Horseshoe Bay, and the surrounding area. Once this hall is established marketing must be switched to a wider scope and include tourists and the San Antonio and Austin markets.

## Strategy and Implementation Summary

A large donor must be sought to secure a \$2 million sustaining endowment. When this money is secured we will locate property which is suitable for this project. With the desired property located we will aggressively seek donations to fund the concert hall. When the funds are almost completely raised we will begin construction of the concert hall. Upon nearing completion of the hall a part time paid staff will be hired to help with marketing and maintenance of the building and property. The Fredericksburg Music Club will begin scheduling concerts for the move into the concert hall. The Concert Grand piano will be moved into the hall and scheduling of concerts will coincide with the hall's opening.

Each group using the hall is required to include all personnel needed to put on their performance. The Music Club concerts in the concert hall will be put on by the Music Club board of directors and volunteers. The Music Club will also schedule all ticketed concerts and all special concerts that are not included in their regular yearly concert schedule. The Fredericksburg Music Club usually holds 8 concerts each year. There will also be approximately 4 ticketed performances scheduled by the Music Club. All other performances and or master classes at the music hall like special concerts and master classes will not utilize music club volunteers. The person or organization renting the music hall is responsible for all personnel needed to have the concert or master class.

Scheduling must be done through the music club. The Music Club has final say on availability of the hall. The Music Club also has final say whether any concert can be held in the hall. The hall is not designed for some concerts or performances so checks need to be in place to ensure that conflicts will not arise while using the hall (ie. sound problems). Hall rental money will be required 1 week in advance of concert. Additional time required in the Concert Hall more than 1 day will require an additional \$500 / day (ie. rehearsals, setup, etc.).

The Fredericksburg Music Club will be responsible for assigning upkeep of the building and the piano.

## Status of Implementation of Business Plan (as of June 17, 2011)

- ✓ We have secured a \$2 million sustaining endowment for this project contingent on this concert hall being built.
- ✓ The Fredericksburg Music Club has purchased a new Steinway Concert Grand piano to be used in this concert hall (\$124,000).
- ✓ The community college campus development board has approved placing this concert hall on their property. If we decide we want it located on the campus it will need to be brought to City Council for a vote. The land will be leased from the City of Fredericksburg.
- ✓ The Fredericksburg Music Club is working with Fischer and Wieser for consideration of placement of the concert hall on their development off of Friendship Lane.
- ✓ Ambleside School has agreed to placement of this concert hall on their new campus off highway 87 South off of River Road.
- ✓ The Fredericksburg Music Club is established as two separate 501 (C) 3 organizations. One with an established endowment foundation and another with a working account for concert activities.

## Fredericksburg Music Hall



The Fredericksburg Music Club has a vision of continued growth in our core mission. We would love to build a Music Hall specifically for the type of music that is performed at the Music Club. I envision a hall that would be perfect for piano soloists, chamber chorales, choirs, vocal soloists, and small brass or woodwind ensembles. A stage designed to get the best acoustics from cellist and violin sound is also engineered into the stage design.







## Di Wu

One of six finalists of the 2009 Van Cliburn  
International Piano Competition  
*September 18, 2011*



## Guidonian Hand Trombone Quartet

*Oct 16th, 2011*



## Dallas String Quartet

Concert Performers

*Nov 13th, 2011*



## Gli Unici

Timothy Birt,  
Donald Braswell and William Chapman  
*Jan 15th, 2012*



## Conspirare

Path Of Miracles  
This Is A Ticketed Event  
*Jan 19th, 2012*



## Chris McGuire

Classical Guitar  
*Feb 19th, 2012*



## Alamo Metro Chorus

Sweet Adelines

*Mar 18th, 2012*



## James Dick

Concert Pianist

*April 15th, 2012*



## Kay & Friends

Piano, Guitar,  
Saxophone, Clarinet, Flute

*May 20th, 2012*





"A visionary company doesn't simply balance between preserving a tightly held core ideology and stimulating vigorous change and movement; it does both to an extreme."

Jim Collins

"Leaders need to be optimists. Their vision is beyond the present."

Rudy Giuliani

"Cherish your visions and your dreams as they are the children of your soul, the blueprints of your ultimate achievements."

Napoleon Hill

"I was able to see what I wanted to do, I could see the opportunity, even when others could not, and I stay committed to doing it and doing it well, no matter what."

Magic Johnson

"A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done."

Ralph Lauren

"You need to surround yourself with quality human beings that are intelligent and have a vision."

Vince McMahon

"A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done."

Ralph Nader

The Fredericksburg Music Club originated in 1937 as a small study club in a private home and has now emerged into a music organization of international reputation. We hope that you will join us in ensuring that this 75 year old tradition continues. There is currently no charge for these concerts as all concerts are funded through grants, private and corporate donations through mail or at the door. We are a 501(C) 3 organization so donations are tax deductible.

Fredericksburg Music Club, Inc. - A Nonprofit Organization  
P.O. Box 1214 Fredericksburg, Texas 78624