

CROWN OF THE CONTINENT GUITAR FOUNDATION ANNUAL REPORT 2016

MISSION:

To enrich the lives of students, artists, teachers and audiences through the study, performance, composition and celebration of the guitar.

The Crown of the Continent Guitar Foundation (COCGF), a non-profit 501(c)3 organization, in collaboration with sponsors, donors, and supporters, is fulfilling the mission started eight years ago. By providing an atmosphere that inspires educating and mentoring, we are able to positively affect participants, scholarship and fellowship recipients, thus creating a life-changing experience. Our ongoing activities augment music education in the schools, and generate millions of dollars in economic benefit to the entire Flathead Valley.

2016 BOARD OF DIRECTORS:

Dennis Anderson
Steve Anderson, *Executive Director*
David Berman, *Treasurer*
David Feffer, *Chair*

David Green
Donna Lawson
Jim Nelson
Mark Noonan

Travis Penrod
James Stroud
Dean Ziehl

HIGHLIGHTS OF 2016:

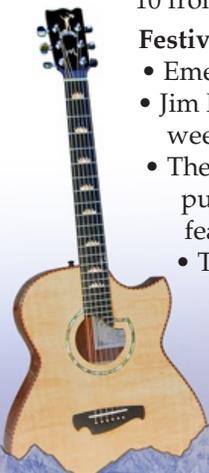
'Imagine changing the world through music' was the theme of year #7 of the Crown Guitar Workshop and Festival held August 28 to September 3, 2016. From its huge gathering of artists, faculty, students and supporters on the lawn overlooking Flathead Lake where we live streamed a '101 Guitars Beatles medley' tribute, to the Super Group Finale concert on Saturday night featuring over 40 musicians, the week was filled with life-changing experiences.

Workshop Highlights:

- Singer Songwriter class included a day-long performance boot camp with Jim Messina. Daily classes with Liz Longley and Greg Horne inspired 18 young composers to improve their own songs and performance.
- Classical Guitar was brought to a new level of perfection by Italian maestros Matteo Mela and Lorenzo Micheli. Acclaimed instructor Lynn McGrath joined them for a week of amazing new performance techniques.
- A new class 'Acoustic Americana' focused on fingerpicking, bluegrass and acoustic styles led by Grammy artist Chris Eldridge and our 7-year master instructor Doug Smith, along with Brent Mason and Julian Lage.
- Acoustic Django Gypsy Jazz was introduced this year featuring the delightful Gonzalo Bergara from Argentina who taught a spicy, modernized version of this hundred year-old guitar and music style.
- Lee Ritenour brought the international 2016 Six String Theory Competition winners in guitar, bass, keyboard and drums, who hailed from Brazil, Hungary, France, Canada and New York City.
- Other amazing workshops and instructor were Rock with Jared Meeker, Blues with James Hogan, Jazz with Mark Dziuba and Beginner with the Flathead's own Tim Torgerson. Each Crown workshop class was enhanced with collaborative instruction from our Artists in Residence – Dweezil Zappa, Jon Herington, Shane Theriot, Josh Turner, Brent Mason and more, making for an extraordinary week of guitar and music advancement.
- The workshop included six outstanding Fellowship students and 17 western Montana Scholarship students – 10 from Flathead Valley, four from Salish Kootenai College Foundation and three from Missoula.

Festival Highlights:

- Emerging Artist Josh Turner wowed the audience with his fluency and diversity of guitar styles.
- Jim Messina brought his whole band to open the Festival, share their experience and knowledge over the week, then return Saturday evening for a fresh set of Jimmy's 5+ decades of Grammy winning music.
- The concert schedule was streamlined to six nights of shows. Friday night was an inspiring and heart-pumping Students Night on Stage. The week culminated in a Super Group Finale, a six-hour show featuring over 40 artists and students collaborating on stage – the Crown's version of *Woodstock*.
- The Crown's popularity keeps growing as over 4,000 people enjoyed the festival week of live music at the Crown Tent and Meadow Stage. As one smiling festival attendee declared, "For one week of the year, we have the world's best backyard!"



CROWN OF THE CONTINENT
GUITAR FOUNDATION

KEY EXECUTIVE HIGHLIGHTS:

- Revenue increased to \$958,755, which includes in-kind donations of \$266,274.
 - Expenses also increased as the events grew with a number of new projects and expansion of our workshops and musical programs into the Flathead, Mission and Missoula Valleys.
 - This past year the Board of Directors made three very important contributions and changes to set the direction and tone for our next decade or more of development and operations:
 1. Recapitalized and eliminated over \$83,000 in debt through conversion to contribution.
 2. Injected an additional \$75,000 into our October-December cash to both pay off all 2016 payables and set the organization up for better cash management and a clear breakeven or slight profit goal for 2017 and beyond.
 3. Streamlined our operations to improve our customer service and reduce some expenses after our investment in technology the past two years.
 - Our validated economic impact study for 2010-2015 shows that the combined impacts of the COCGF activities for these years exceed \$7.6 million. Of these benefits, \$4.2 million are retained in the local county and include \$2.5 million in payroll compensation that impacts approximately 90 local jobs. The employment benefits include jobs directly related to foundation events but also include businesses such as gas stations, stores, hotels, automotive centers, etc., whose businesses are positively impacted because of tourists that attend the festivals.
- We estimate the 2016 impact will be higher than the average of the past 6 years at \$1.3 million additional and will be verified when we complete our study again at the end of 2017. The study and report was performed by Solution Mountain, Inc. and its CEO Rob Gilmore in December 2015. A full copy of the report is available upon request.

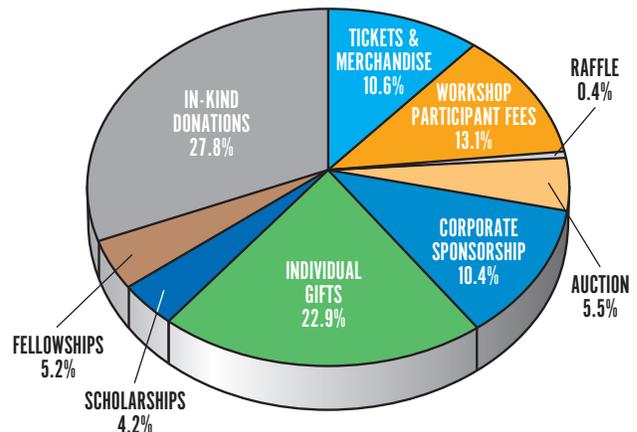
FINANCIAL HIGHLIGHTS:

REVENUE

Ticket & Merchandise Sales	101,425
Workshop Participant Fees	125,480
Raffle	3,476
Auction	52,471
Corporate Sponsorship	100,018
Individual Gifts	219,111
Scholarships	40,500
Fellowships	50,000
In-Kind Donations	266,274
TOTAL	958,755

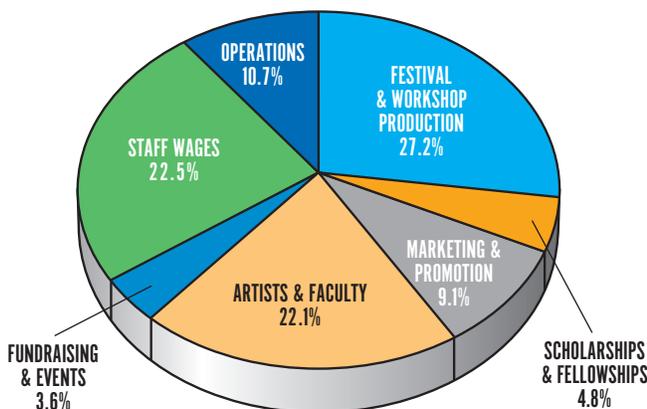
Income % by Sources

REVENUE 2015-2016



Expense % by Category

EXPENSES 2015-2016



EXPENSES

Festival & Workshop Production	260,857
Scholarships & Fellowships	45,957
Marketing & Promotion	87,281
Artists & Faculty	212,384
Fundraising & Events	34,637
Staff Wages	216,297
General Operations	102,463
TOTAL	959,516