



## WINTERFEST 2019 - REPORT

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Dear Friends, artists, students and supporters of Off the Hook Arts,

The 5<sup>th</sup> annual WinterFest, which ran from January 25 to February 3, is now completed, and what a glorious week it was. Many thanks for helping to make it a success. You played a valuable role in making this year's WinterFest the best one yet.

Our goals for WinterFest 2019: B Natural were reached and surpassed. From the first event on January 25<sup>th</sup> with Ryan Marvel through our final master class on Sunday, February 3<sup>rd</sup> with Benny Kim and Keith Robinson of the Miami String Quartet, each event we presented had an aspect that added a different dimension to the cultural life of Fort Collins.

We gained new audiences, interacted with a growing number of students, and fully communicated our theme of reconnecting with nature through music, art, story telling and mindfulness. During the week, 90% of our events were full or over-sold. Audience members who started with one event early in the week, returned again and again to try a different flavor of programming. Our three pure music concerts, held at Haley Hasler's Art Studio, brought together the personal interaction with the visual artist in her studio. We thrilled to the intelligence and humor of world-renowned composer and artistic director Bruce Adolphe and our eight outstanding musicians as they performed works reflecting nature such as Adolphe's original composition, *Oceanophony*.

Our total audience of students and music lovers at WinterFest topped 1,060. Ticket sales exceeded expectations by over 30%, which will provide more funds to apply toward students' scholarships to SummerFest events and school-year Music Academy lessons. This positive impact will be felt all year.

I also want to thank all the volunteers who helped make this Festival an incredible success, without whom we would not have reached a whole new dimension!

We look forward to seeing you all for our SummerFest which will open on June 17<sup>th</sup>, 2019.

Jephta Bernstein, Executive Director

The following is an overview of WinterFest 2019’s income and expenses. A full-itemized report can be provided on request.

**Off the Hook Arts WinterFest Financial Report 2019**

		Initial Budget	Forecast	Actuals
<b>WINTERFEST</b>				
<u>WinterFest Income</u>				
Grants, donors, sponsors				
	Total grants, donors and sponsors	\$15 800	\$19 800 <sup>█</sup>	\$22 650
Ticket and advertisement sales				
	Total ticket and advertisement sales	\$12 000	\$12 000	\$15 438
Fundraising				
	Total Fundraising	\$5 250	\$5 251	\$3 721
	<b>TOTAL WINTERFEST INCOME</b>	<b>\$33 050</b>	<b>\$37 051</b>	<b>\$41 808</b>
<u>WINTERFEST EXPENSES</u>				
Fees				
	Total Fees	\$20 850	\$20 851	\$20 200
Festival expenses				
	Total Festival Expenses	\$10 650	\$10 651 <sup>█</sup>	\$6 934
	<b>Total WinterFest Expenses</b>	<b>\$31 500</b>	<b>\$31 502</b>	<b>\$27 134</b>
	<b>NET WINTERFEST</b>	<b>\$1 550</b>	<b>\$5 549</b>	<b>\$14 674</b>
In-Kind donations		\$3 800	\$3 800	\$3 800

Board of Directors:

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