

ANNUAL REPORT

2014-2015



Above: The first advertisement for the opening day of Bloomingdale House of Music on November 7, 1964, found in the BSM archives. The flyer inspired the idea for the 50th anniversary concert, held at the same church, on the same date in 2014.

Front cover: 2014-2015 was Bloomingdale School of Music's (BSM) 50th Anniversary year. A special concert was held at the school's original home, West End Presbyterian Church on November 7, 2014, featuring students, alumni, faculty, and friends of the school. Over 145 people performed in the concert and over 500 people attended the performance. The front cover photograph features the grand finale performance of Beethoven's "Ode to Joy" theme from Symphony No. 9.

The 2014-2015 Annual Report was written and designed by Margalit Cantor.
The photography was created by Chen Chu and Nilsa Lasalle.

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

2014-15 was a remarkable year for Bloomingdale School of Music as we celebrated our 50th Anniversary! On the pages that follow you will see images and read about the programs that enriched the lives of thousands throughout the year with the breadth and depth of this lively, joyful, and diverse musical community.

From the 50th Birthday Concert at our original home, West End Presbyterian Church, to our “Night of World Premieres” featuring 31 new student compositions at Symphony Space, to the hundreds of lessons, classes, and performances in our brownstone home on West 108th Street – it was wonderful to see our community thrive in so many ways.


None of this would have been possible without the vision and fortitude of our founder, David Greer, the short, but strong, leadership of Paul Fran, our second Executive Director, and the dedication and passion of my immediate predecessor, Lawrence Davis. Each of these leaders worked with the board of directors, faculty, staff, volunteers, and incredibly generous donors to serve our families for half a century in our Upper West Side community.

For me, this was a beautiful year to be introduced to Bloomingdale, and see the mission, community, and sense of musical exploration and discovery in action. It is a real privilege to be leading this robust organization as it begins its next 50 years.

I hope you’ll join me in celebrating the students and faculty at the heart of our school, and the diverse support networks that surround them. In the words of Plato, “Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything.”

Thank you for your support as we continue our mission of providing open-access quality music education to anyone who seeks it. For the past 50 years, we have committed ourselves to being a vibrant musical community center and, with your continued support, we will continue to innovate into the next 50 years and beyond.

All my best,



Erika S. Floreska
Executive Director





Mia Lord, BSM student in the Violin for Children class.

AFTER SCHOOL & WEEKEND PROGRAM

The After School and Weekend Program provides weekly private or group lessons on more than 20 different instruments. Bloomingdale is one of the most diverse community musical schools in New York City.

2014-2015 :

631	After School and Weekend students
510	hours of classes per week
124	hours of group classes per week
58	Early Childhood students
13,651	hours of classes and lessons

BSM STUDENT SHARING HOURS

These informal performances offer students at every stage of musical development the chance to perform in front of family and peers.

2014-2015 :

15	sharing hours
180	performers
335	audience members



Milene Corso teaching an early childhood class, Fall 2014.



FINANCIAL AID

Bloomingdale furthers its mission of open access by providing need-based scholarships for any student interested in learning music. BSM dedicated more than 14% of its annual budget to need based financial aid and scholarships, with 80% of the aid going to low income families earning less than \$30,000 a year.

2014-2015:

\$158,716.91 in financial aid awards
270 financial aid awards were made to 136 students
\$800 average award per/student



MUSIC ACCESS PROJECT (MAP)

MAP is a multi-year pre-college conservatory training program started in 1991 for talented low-income and under-served high school students. Students receive a comprehensive music education, including a weekly 60-minute private lesson, 90-minute chamber music coaching, orchestra rehearsal, theory class, and special biweekly workshops. 98% of graduates attend college, and many alumni have gone on to receive graduate degrees in music, work as arts administrators, and teach music, some in the New York City public schools where they began their education.

2014-2015:

15 MAP students
175 hours of music instruction for each student
2 solo recitals
2 chamber music concerts
2 orchestra concerts
2 juries
175 MAP alumni
98% of alumni went to college

PROJECT BRIDGE (PB)

Project Bridge supports the students and teachers participating in the New York City public secondary schools' instrumental ensembles. Students are identified by teachers, and those selected after the application and audition process receive a free weekly 45-minute private instrument lesson throughout the year at Bloomingdale. Instruction is designed to reinforce and support the work being done by their public school teachers. These students often become leaders in their school's ensembles.

2014-2015:

5 Project Bridge students from LaGuardia High School and Celia Cruz Bronx High School of Music
76 hours of direct instruction
2 recitals
2 juries
2 public schools send students to participate

A special concert was performed at the DiMenna center on May 30, 2015, featuring the Music Access Project Van Lier scholar recipients from New York Community Trust, a major supporter of the MAP program. **Left:** Violinist, Andrea Ramos performs at DiMenna. **Top:** MAP bassist, Matt Peralta, and Project Bridge student, Jason Clotter perform with their teacher, Kevin Farrell at a BSM recital.

ENSEMBLES

Playing music with others is an enriching experience. Bloomingdale offers ensembles for musicians at a wide range of skill levels, for strings, winds, brass, percussion, and voice.

Preparatory Orchestra

Designed as the first orchestral experience, students will play with other young musicians while working on musical skills and learning how to follow a conductor.

Intermediate Orchestra

The Intermediate Orchestra plays more complex repertoire. For student who are working from Suzuki book three or above.

Bloomingdale Chamber Orchestra

Our most advanced ensemble, the Bloomingdale Chamber Orchestra performs a diverse range of works from the symphonic repertoire.

Summer Orchestra

A fun and challenging way for students to keep their ensemble skills up over the summer vacation and learn new repertoire.

Rock Band

The Rock band plays rock music and performs each semester with the guidance of an instructor. Students will gain ensemble skills and learn both classic and contemporary rock.

Percussion Ensemble

Performs works written specifically for percussion instruments from around the world.

Vocal Ensemble

Prepares both popular and classical repertoire for performance, building vocal technique and ensemble skills.

Jazz Ensemble

For all instruments--students of all ages learn improvisation through the study and performance of jazz and blues.

2014-2015:

88	Students in BSM ensembles
306	Hours of classes
10	Concerts



BSM Chamber Orchestra performs at Christ & St. Stephens Church, June 2015, conducted by Kyunghun Kim.

FACULTY AND COMMUNITY CONCERT SERIES

BSM's weekly concert series features passionate performances by our distinguished faculty in varied musical styles, free and open to the public.



2014-2015:

29 Concerts
123 Professional performers
>1000 Audience members



Top: Assorted concert posters for the Faculty Concert Series, designed by Chen Chu.

Bottom: BSM string and jazz teaching artists Jeremy Blanden (violin), Margalit Cantor (cello), Kerrick Sasaki (viola), Kevin Farrell (bass), and Matt Buttermann (guitar), performing a chamber jazz strings concert, April 2015.



BSM students performing original compositions at Symphony Space's Leonard Nimoy Thalia Theater.



A4TY: ALBUM FOR THE YOUNG - STUDENT NEW MUSIC PROJECT

A4TY is an annual project, now in its tenth season, where students compose original music and collaborate with each other to perform their new works, culminating in "A Night of World Premieres" at Symphony Space's Leonard Nimoy Thalia Theater. Composition workshops are offered in the fall with New York Philharmonic Very Young Composer teaching-artists, taught collaboratively with BSM teaching artists. In addition, a professional composer is commissioned to write a new work

for a BSM student group each year. There were two performances on Saturday, Feb. 7, 2015 at Symphony Space's Thalia Theater.

A4TY helps bridge the gap, sometimes centuries wide between performer and composer. Since young students naturally tend to experiment, composing new music is an ideal creative outlet for them. The project continues exposing BSM students to new music, generating excitement for composing and performing new works.



2014-2015:

- 3 Workshops with New York Philharmonic Very Young Composer Teaching Artists
- 31 World premieres
- 1 Commissioned work by composer Mario Diaz de Leon
- 65 Performers
- 2 Concerts
- 300 Audience members
- 19 New professional works commissioned since 2005

INSTRUMENTAL FESTIVALS

Five instrumental festivals were produced at BSM during the 2014-2015 season, featuring guitar, voice, percussion, strings, and piano. Each festival showcased performances by BSM students and faculty, along with guest artists.

2014-2015:

14	Events
228	Performers
521	Audience members

Guitar Festival

Guest	
Artist:	Anna Mnich
4	Events
42	Performers
87	Audience members

Percussion Festival

Theme:	John Cage
1	Event
19	Performers
60	Audience members

String Festival

Theme:	Dancing with the Strings
2	Concerts
1	Dance workshop
61	Performers
100	Audience members

Piano Project

Guest	
Artist:	Anthony de Mare
Theme:	Music of the Americas
4	Events
80	Performers
194	Audience members

Vocal workshop

Guest	
Artist:	Anne Shikany
2	Events
26	Performers
80	Audience members



Vocal Workshop participants, April 2015.



Anthony de Mare master class, Piano Project, March, 2015.



Fifteen year-old Grace has been playing the piano for seven years. Two years ago she was accepted into the Professional Training Program. This year, she took on another challenge, and entered our annual Performance Competition in the Advanced Division, winning first place, performing Ginastera's dynamic "Danza del gaucho matrero from Danzas Argentinas." The Youtube link to grace's performance is: <https://youtu.be/uE-NBq-fBkA>

THE BLOOMINGDALE PROFESSIONAL TRAINING PROGRAM

PTP is an intensive program designed for young pianists (ages 10 – 14) who are interested in supplementing their private lesson studies with chamber music, theory, and special events such as playing classes and master classes. The program broadens students' range of musical training, and provides them with the tools they would need if they desire to pursue music studies at the college level.

2014-2015:

8	Students
2	Recitals;
15	Performers,
50	Audience members
3	Master classes
816	Hours of lessons and classes

PERFORMANCE COMPETITION

Bloomington's annual Performance Competition offers students the chance to perform for a panel of professional musicians who offer valuable feedback. Winners receive cash prizes, a Bloomington lesson scholarship, and the opportunity to perform in a special concert.

2014-2015:

86	Students participated
8	Categories
1	Award ceremony

JURIES AND FEEDBACK FORUM

Annual opportunity for students to perform in front of judges and receive constructive feedback on their performances.

2014-2015:

38	Participants
37	Juries performed
1	Feedback forum
9	Faculty members adjudicated



THEORY IN A BOX

www.theoryinabox.org

Theory in a Box (TIAB) is Bloomingdale's own comprehensive online tutorial in the fundamentals of Music Theory. It is free to any student registered at BSM. TIAB is used by colleges, high schools, and individuals across the country.



Learn music
theory online

WWW.BSMNY.ORG & SOCIAL MEDIA

BSM's website and social media further the school's mission of open access by providing music education resources free of charge, viewable at any time, to anyone anywhere in the world with an internet connection.



www.bsmny.org

2014-2015:

681 Students enrolled
13 Schools / Universities

2014-2015:

> 80,000 Users on www.bsmny.org,
& social media-
9,390 YouTube views
101,524 Individual sessions
97 YouTube videos made by
BSM

Top viewed resource
pages worldwide:
Composing & Saxophone

PARTNERSHIPS

Penn Pac

BSM's online Theory in a Box program benefitted from a partnership with PennPAC, pro bono consulting services to NYC area nonprofits. Over a three month period, The PennPAC /BSM team analyzed the product, conducted market research, and explored ideas for improvements. They concluded that with minimal changes to the product and pricing, Theory in a Box is a marketable asset for BSM, and provided a series of suggestions for expanding market reach that will be implemented in the coming year.

Exploring The Metropolis

2014-2015 was the third year of BSM's partnership with Exploring the Metropolis. Eric Lemmon was composer-in-residence at BSM. His new works were performed in a public concert at BSM, on April 12, 2015.



BSM Vocal Ensemble rehearsal, led by Katie Copland.

PERFORMATHON

Bloomington's annual student-driven fundraiser seeks to build community and support the school's financial aid program through a day of non-stop performance. Students seek out their own individual sponsors for their allotted performance slots and learn the responsibility of supporting their community through fundraising and have fun performing in the process.



PERFORMATHON PRELUDE

Bloomington board members and supporters of the school came together the Wednesday before Performathon for a special evening of food and music from featured guest artist Jimmy Roberts, helping to provide additional support for the BSM Scholarship fund.



2014-2015:

342	Donors
\$72,800	Total raised between the two events
618	Participants throughout the week



BSM students and supporters of the school gather for the Prelude and Performathon fundraising weekend, May, 2015.



Music Access Project Alumni Reunion, January 2015

CORE VALUES

Access

There is music in everyone. Access to all of our programs without regard to personal or financial circumstances of any student.

Quality

All students deserve to be taught by the finest teaching artists available. All concerts should be at the highest level of achievement they can possibly be. In all of our teaching and performing activities, Bloomingdale School of Music seeks the highest level of excellence.

Artists

We highly value teaching artists and are committed to support them and the great gifts they bring to our community in any way possible.

Community

BSM is a musical community—a group of people as diverse as the City of New York—with a shared special interest in music. We believe that, as members of a community, we should encourage and support each other and the musical activity within the school and the city beyond.

Creativity and Innovation

We support the creative process, encouraging innovation in program activities at all levels.

Performing

Music is a performing art and we believe that students at all levels should be encouraged to play music for others.

Challenge and Support

We believe that every student should be challenged to do the best work he or she possibly can. We also believe that students should be encouraged and supported regardless of their level of ability or achievement.

Music Literacy

Reading music is a fundamental part of learning music at all levels. We believe that knowledge of the elements of music theory—notation, scales, keys, intervals, and basic harmony—is essential to a music education.

Family Support

We believe that parental and family support and involvement in our students' music education will provide the best results for both young people and adults.

Practice and Commitment

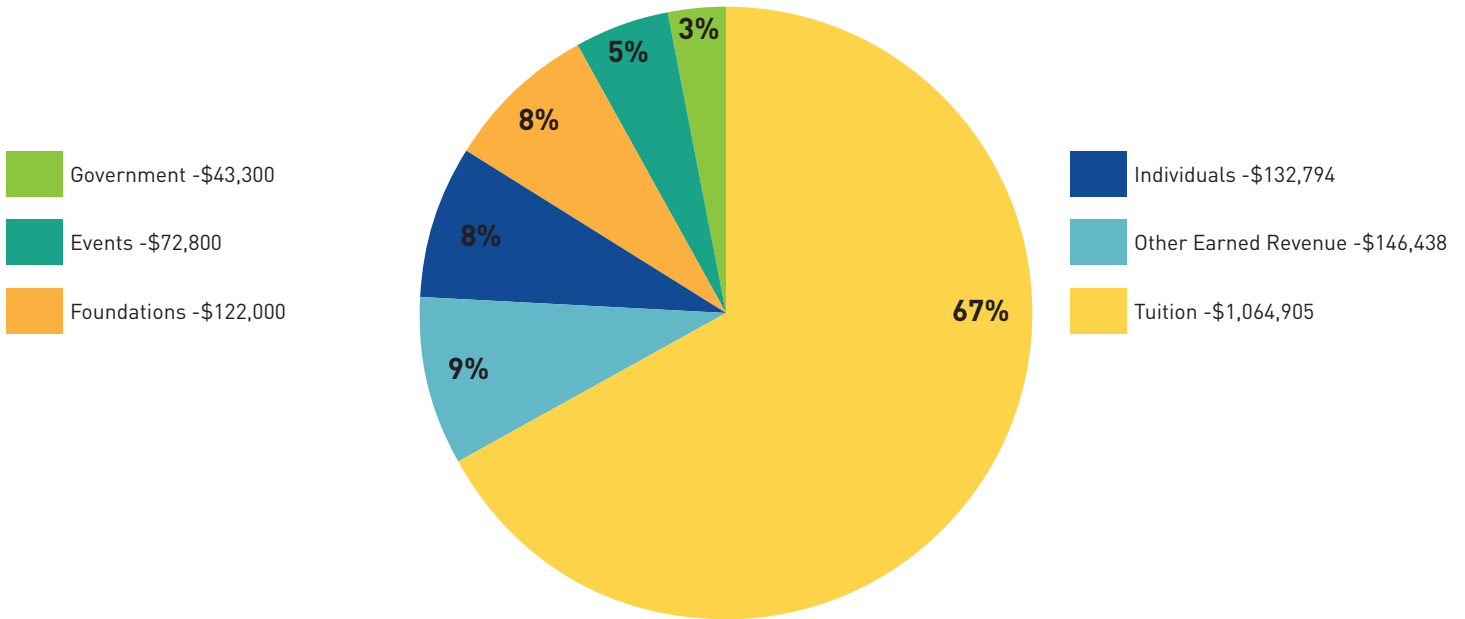
We believe daily practice is vital to learning a musical instrument. Learning music is a process that takes time and the more consistent the effort over time, the better the results will be.

Playing Music Together

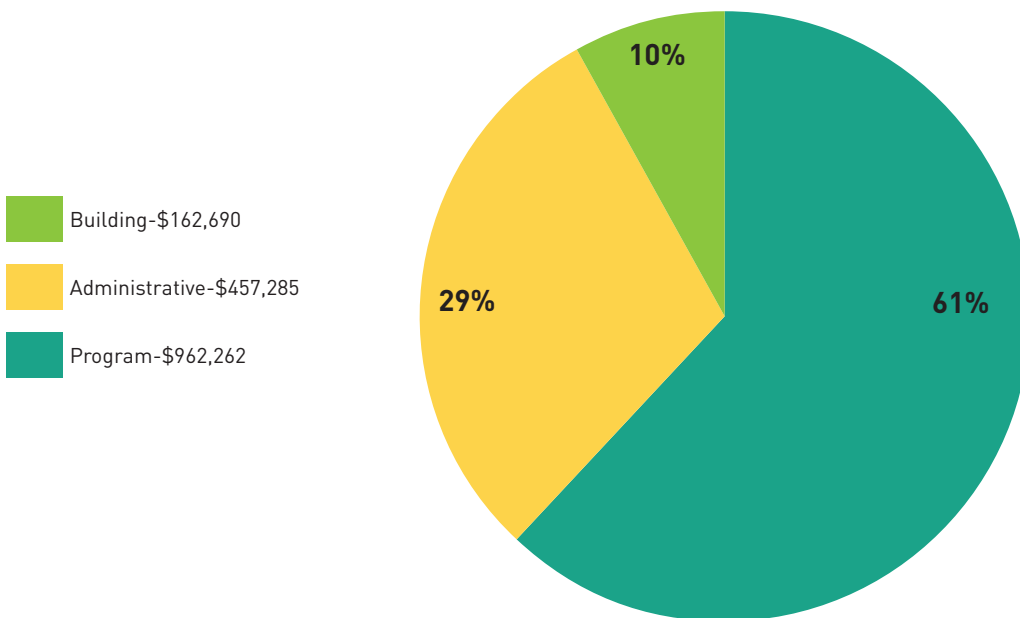
We believe that making music with other people is the best way to realize its full potential as a social & artistic endeavor.

2014-2015 FINANCIAL INFORMATION

REVENUE = \$1,582,237



EXPENSES = \$1,582,237



FINANCIAL AID AND SCHOLARSHIPS: \$216,735

2014-2015 DONORS DURING OUR 50TH ANNIVERSARY YEAR

Bloomington School of Music is deeply grateful for the support of the following individuals and organizations:

\$25,000-\$50,000

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Music for Youth Foundation
New York Community Trust
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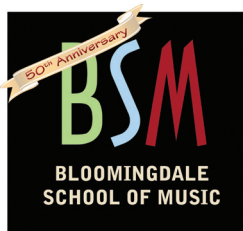
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