MISSION

SINCE 1964, BLOOMINGDALE SCHOOL OF MUSIC (BSM) HAS PROVIDED OPEN AND CONTINUOUS ACCESS TO HIGH-QUALITY MUSIC EDUCATION TO ALL, REGARDLESS OF ECONOMIC STATUS, ABILITY LEVEL, ETHNICITY, OR RELIGIOUS AFFILIATION.
Since 1964, Bloomingdale School of Music (BSM) has provided open and continuous access to high-quality music education to all, regardless of economic status, ability level, ethnicity, or religious affiliation.

**2019-2020 SNAPSHOT**

+650  Students in the After School & Weekend Program

+$252,300  In financial aid scholarships awarded to 148 students

88%  BSM Students who transitioned to online learning in March

**PROGRAM HIGHLIGHTS**

**Adult Class Expansion**
Dalcroze, beginner violin, guitar, piano, ukulele, voice, and hand drumming.

**Concerts**
19  Faculty Concerts
70  Student concerts
20  Community Festivals

**Music Access Project (MAP)**
6  MAP graduates
1  online graduation & celebration
All 6 students will attend college, many with generous scholarship opportunities.

**COMING TOGETHER**

Bloomingdale quickly and smoothly transitioned to online learning in March.

Student retention remains at nearly 90%.

100% of Bloomingdale’s teaching artists and administrative staff remain employed.

**NEW LOOK**

Thanks to NBC Universal’s George to the Rescue, Bloomingdale unveiled a comprehensive makeover of the concert hall and outdoor space in the Fall of 2019. Bloomingdale debuted a brighter and bolder look with updated logo and branding and the launch of a new website that allows families to more easily search and register for class offerings.

**SPECIAL EVENTS**

**Spring Benefit**
250  attendees online
$31,950  raised for scholarships

**Performathon**
134  student performers online
617  unique donors
$43,239  raised (over 200% of the goal!)

**ONWARDS!**

Bloomingdale said goodbye to Executive Director Erika Floreska in the Spring of 2020. Helene Blieberg served as Interim Executive Director until Erika Atkins was welcomed as the new Executive Director this past September.
ABOUT BLOOMINGDALE

With our acclaimed faculty, nurturing environment, and unique instructional resources, we contribute to building tomorrow’s community leaders and creative thinkers through music education. Music education builds individuals of strong character, confidence, discipline, empathy, and creativity, tapping into the great potential and inspiring resilience that our students demonstrate every day.
Hello,

Over the last 56 years, Bloomingdale has witnessed many moments of history that have transformed the Upper West Side neighborhood, and innovated to continue to meet the needs of the community.

The 2019-2020 year was an important chapter in our story. We expanded our offerings to young people and adults alike, worked to improve accessibility of our resources to our students and families, and quickly pivoted to virtual learning after the Spring 2020 COVID-19 outbreak. As our neighborhood, city, and nation continued to change at a rapid pace, we deepened our commitment to being a source of support, consistency, learning and delight for our students and families.

The Bloomingdale community is a special one, made up of students, faculty, staff, board members, and dedicated supporters. What makes it so special? The music we make together, of course, but also our desire to support each other and move forward together. None of this would be possible without each of us. With your generous support, you have sustained us in serving the over 650 students that engage with our institution every week.

The future we are moving into may look very different from the past, but we see this as an opportunity for us to support each other by staying connected and inviting others into the BSM circle. In this moment, our connections are so key, even in this socially distanced world. We remain committed to being a reason to gather, connect and share the joy of music whether in person or in the virtual world.

Best,

Erika Atkins
Executive Director
PROGRAMS HIGHLIGHTS
2019-2020

This was a year of growth and innovation in Bloomingdale’s program offerings.

"AN INTRODUCTORY CLASS AT BSM REMINDED ME OF MY ORIGINAL PASSION. I FEEL GRATEFUL TO HAVE IT REIGNITED."
Bethany McHugh, Student

Violin for Children

653 students in the After School & Weekend Program
PROGRAMS

Weekly private and group lessons on more than 20 different instruments.

After School & Weekend Program

653 students

(BMAP) Pre-college training program for talented low-income and underserved high school students.

(MP) supports the students and teachers participating in the New York City public (secondary) school instrumental ensembles.

Music Access Project & Project Bridge

66 students

13 ensembles

An array of offerings for young children to experience the joys of music-making along with movement.

Early Childhood

63 students

Bloomingdale offers ensembles for musicians at a wide range of skill levels, for strings, winds, brass, percussion, and voice.
BSM is proud to have awarded $252,300 in financial aid and scholarships for our 2019-2020 school year.
ADULT CLASSES

FOUR OUT OF FIVE AMERICANS (80%) BELIEVE THEIR MUSIC EDUCATION HAS CONTRIBUTED TO THEIR LEVEL OF PERSONAL FULFILLMENT. (July 2014 Harris Poll)

EXPANSION
In 2019, BSM dramatically expanded its adult classes, offering Dalcroze, beginner violin, beginner guitar, beginner piano, beginner ukulele, voice, and hand drumming.

CREATIVE AGING
With essential support from the National Guild for Community Arts Education and Lifetime Arts, Bloomingdale piloted a Creative Aging program in partnership with Morningside Retirement and Health Services, a naturally occurring retirement community serving the residents of Morningside Gardens, which included direct instrumental instruction and music appreciation courses.
A4TY: ALBUM FOR THE YOUNG

STUDENT COMPOSING PROJECT

A4TY: Album for the Young, our student composing project was our last live event before going virtual, held at Symphony Space’s Thalia Theater on March 7, 2020. Over 39 students composed new works for varied instrument combinations which were all performed at the concert by their peers on March 7. In addition, Pauline Kim Harris was commissioned to write a piece for 5 violins, performed by Naho Parrini and her students. Over 80 BSM students and faculty members participated in the project this year.
Music Access Project offers talented students in underserved NYC communities a comprehensive music education at little to no cost.

A final chamber concert and Zoom event held in June 2020 served as a catalyst for students and their families to recognize the extraordinary journey of these young talented musicians. Alex Estrella was one of six graduating seniors in our MAP program. Alex has decided to attend NYU in the Fall, with a $51,500 Scholarship and a double major in Violin Performance and Media & Communications.
"WE ARE SO EXCITED TO BE ABLE TO PROVIDE A WORLD-CLASS SPACE FOR OUR STUDENTS, FACULTY, AND COMMUNITY TO COME TOGETHER FOR HUNDREDS OF REHEARSALS, CLASSES, AND PERFORMANCES THROUGHOUT THE YEAR."

Erika Floreska, Executive Director, Bloomingdale (2014–2020)
In Fall 2019 Bloomingdale received a complete makeover of its concert hall and backyard from NBC's "George to the Rescue." A special ribbon cutting ceremony and Q & A panel was held to celebrate the opening of the new concert hall and backyard with NYC Council Member, Helen Rosenthal in attendance.

Check out the episode
BSM got a new brighter and bolder look to usher us into the new decade – launching a new website that allowed our students to more easily access our classes and also debuted updated branding.
ERIKA FLORESKA
After 6 years at BSM, Executive Director Erika Floreska stepped down from her position in the spring of 2020 to become Director of Development for the Long Island Children’s Museum. During her tenure, Erika developed new programs for musicians of all ages, expanded partnerships with local schools and arts institutions, oversaw the creation of a new website, and supervised important infrastructure changes. Erika was a tireless advocate of our core values and mission as a community music school who played a crucial role in elevating and preparing the school for its next chapter.

HELENE BLIEBERG
Helene Blieberg, a specialist in interim nonprofit arts leadership, joined the school in March, bringing her extensive experience in management, communications, and grant-making. Helene stewarded the organization through a period of rapid change as we innovated and adapted to meet the needs of our community during the COVID-19 outbreak.
Erika Atkins

After an inclusive and comprehensive search process, the BSM Board of Directors proudly appointed Erika Atkins as the organization’s 5th Executive Director in August of 2020. Erika joins BSM from the theater program Opening Act where she has served for five years, most recently as Deputy Director.

“The Board and I are thrilled to announce Erika’s appointment,” said Ken Michaels, BSM Board President. “Many strong and qualified candidates were interested in joining us, and Erika won the hearts of everyone she spoke with. We know Erika’s specialized experience and networks will be a great resource for us in these uncertain times and look forward to welcoming her into our community.”

Not only am I honored for the opportunity to lead the Bloomingdale School of Music, I am excited to join an incredible and thriving creative community in my own backyard,” said Erika. “It is evident to me that Bloomingdale is a very special place. For over 50 years, the organization has been a fixture of joy, hope, and opportunity. Even through these unprecedented times, it has risen to the occasion of creating access.”

“Lead Press Release”

“I LOOK FORWARD TO EXTENDING BLOOMINGDALE’S LEGACY OF PROVIDING HIGH-QUALITY MUSIC EDUCATION TO EVERYONE WHO SEEKS IT.”

Erika Atkins, Current Executive Director
COVID-19 AND OUR COMMUNITY

In March 2020 our community, city, and country were deeply affected by COVID-19. BSM has always been a community focused organization and we quickly stepped up to remain a safe haven in a time of destabilizing insecurity.

“ONLINE LESSONS ARE GOING GREAT FOR SAM, AND ALICIA HAS BEEN ABSOLUTELY WONDERFUL. WE’RE SO THANKFUL FOR THIS LITTLE SLICE OF MUSIC AND NORMALCY IN THE MIDST OF THESE CHAOTIC TIMES. THANK YOU, BLOOMINGDALE - WE ARE SO GRATEFUL!”
Zwick-Lavinsky Family
BSM successfully retained 87.6% of private lessons and classes by quickly moving our classes online using platforms such as Zoom, Google Meet, and Facetime. We have attended directly to teachers and students facing personal consequences caused by the pandemic.
The arts and culture sector has been disproportionately affected by the COVID-19 crisis as New York City’s cultural institutions, many of which our teaching artists who are professional musicians are also employed at, were forced to close.

BSM kept 100% of its personnel and teaching artists employed while also facilitating the transition to virtual teaching.
In response to the call for social distancing BSM continued to gather our community by reimagining our spring gatherings as online events, including our two annual spring fundraising events, Performathon and the Spring Benefit which raise 4% of our yearly operating budget.
Our spring benefit became an opportunity to highlight and celebrate the strength of our community during a difficult time through performances of students and faculty. More than 250 individuals were able to watch the event, over 100 more people than normally participated in-person, and the event raised $31,950.
This year our annual Performathon featured 134 students who participated by sharing video performances and asking donors to sponsor their music-making. The event successfully raised $43,239 from over 617 unique donations - more than twice the original goal of $20,000!
During the Spring, Bloomingdale offered multiple free virtual performance opportunities for current students. Compared to our traditional in-person events (Sharing Hours, Ensemble and Chamber Music Concerts, Annual Juries, and Performance Competitions, along with community festivals and concerts), online concerts have consistently gathered larger audiences than we could have ever accommodated in our concert hall, furthering our mission of open access to music for all.
“I AM PROUD OF THE BSM COMMUNITY FOR SHOWING THE STRENGTH OF THE SCHOOL’S MISSION. MUSIC GIVES US HOPE AND REMINDS US OF THE INFINITY SPACE IN OUR LIVES. I HAVE BEEN PLAYING THE PIANO ALL BUT FIVE YEARS OF MY LIFE. IT HAS ALWAYS BEEN THERE FOR ME. NOW IN THIS STRESSFUL TIME IT IS THERE TO KEEP ME FOCUSED AND INSPIRED. OUR WHOLE COMMUNITY IS BENEFITING FROM OUR COMBINED MUSIC-MAKING. ONWARD!”

Marc Peloquin
BSM Resident Teaching Artist
In Summer 2020, BSM saw an increase in registrations for lessons, which we have been able to fulfill remotely with great scheduling flexibility and an increased summertime faculty roster.

**SUMMER CONCERTS**
Our new online Summer Concerts Series launched Summer 2020, featuring 4 free online summer concerts performed by BSM artist-faculty members.

200 people tuned in from around the world to view the concerts.

<table>
<thead>
<tr>
<th>Summer enrollment 2019</th>
<th>Summer enrollment 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>226</td>
<td>269</td>
</tr>
</tbody>
</table>
While new families have become part of BSM over the past year, we are aware that many in our community are experiencing significant changes in the wake of COVID-19. As we head into 2020-2021, our total award allocation for those two departments is up 139% from last year. We are committed to working with our families to enable their children to continue the lessons they love so much and to building capacity to meet those needs.
OUR HOME

WE ARE COMMITTED TO IMPROVING THE BUILDING TO BE A WELCOMING AND SAFE SPACE FOR OUR FAMILIES, STAFF AND FACULTY, WE ARE PUTTING MEASURES IN PLACE TO MAKE OUR SCHOOL SAFER AND MORE ACCESSIBLE AS WE PREPARE TO RE-OPEN IN 2021.

THROUGH A GENEROUS GRANT FROM THE BAISLEY POWELL FOUNDATION THE SCHOOL WILL BE RENOVATING ITS SECOND FLOOR, AND CREATING ADDITIONAL ACCESS TO OUR RECENTLY RENOVATED BACKYARD.
THANK YOU TO OUR PARTNERS & SUPPORTERS!

$1-$199
Anonymous (83)
Alan Alvarez
Leandra Tomaine
Jack DeCesare
Allan Santos
Wanda Edwards
Catherine Liu
Jojo Dong
Nishant Jaggi
Michael Weston
Winifred Schein
Sheila Berman
Terry Fonville
Larry Hirschfield
Dan Alitowski
Johanna Beaver
Judith Cawhorn
Lauren M Torres
Isnell Tjamag
Gi Wang
Huijuan Liu
Saswato Das
Feng Wang
Yajie Yan
Yan Jiang
Lourdes Rodriguez
Jane Johnston
Leslie Weisman
Lana Marina
Karen Ham
Euridice Diaz Mendez
Nancy Rhodes
Esteban Hidalgo Gonzalez
Maria Amor
Sylvia Polo
Steven Larson
Jonathan Penn
Holly Webber
Mary Pendleton Hoffer
Nick Consol
Dafna Linzer
Sonia Glasper
Gloria ortiz
Lin Jie
Susan Mora
Evgeniya St Aimie
Masukhara Akilova
Helen Kim
Gabriel Gouverneur
Makiko Sato
Chris Buckridge
Maddy Dubin
Steven Peckman
Wilcia Morillo
Joseph Chang
John Oakes
Polly Smial
Francisco Alonso
Harriet Cuenca
Stephanie Cuenca
Richard Sime
Andrew C. Larson
Adriana Fox
Mary McClain
Shoshana Vogel
Isabel Costa
Richard Blondet
Elvira Manzi-Schacht
Regina Carra
Richard Thomas
Akiko Stojk
Gretchen Floyd
Linda Ogden-Wolgemuth
Karen Allred
Kelly Ray
Veronica Riner
Sherene Williams
Bernice Mitoko
Keri Orange
Christine Osborne
Debi Noel
Bernadette McCrea
Gerard Antoine
Lisa Sooknanan
Desiree Hodge
Jeffrey Urban
Christine Browning
Brendan McSherry
Kim Artis
Kelly Butler
Jay Meyer
Diane Gilroy
Henry Henderson
Shenzhen Liao
Evelyn Seto
M. Elizabeth Fleming
Madeleine Knutson
Ian Hugo Hughes
Bernadette Chapman
Carmen Tripo
Heidi Kaner
TD Bank
Ming Taylor
Noelle Broussard
Anand Purushotham
Deb Steinglass
Melisa McKee
Jonathan Sorto
Tanya Jamal
Elizabeth Gallagher
Javier M Amado Infante
Trumpet Ensemble
Jazmin Reyes
Ying Hong
Michael Yu
Peter Tomopoulos
Vasantha Iyer
Balasubramanian Balaraman
Angela Owens
Lisa Andujar
Mary Ann Demetrius
Albert Chin
Kaoru Hinata
David Kaufman
Stuart Smith
Meenal Kaushal
Ila Gupta
Meg Torelli
Arlene Kriv
M. Elizabeth Fleming
Madeleine Knutson
Ian Hugo Hughes
Bernadette Chapman
Carmen Tripo
Heidi Kaner
TD Bank
Ming Taylor
Noelle Broussard
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Noelle Broussard
Anand Purushotham
Deb Steinglass
Melisa McKee
Robin Binderman
Zenaida Hill
Kathy Belinkie
Melessia Cyrusmoore
Sheila Martin
Shaun Mcleod
Mario Alers
Olesya Castellanos
Lena Vosk
Lee Ju Yu
Raquel Montes
Otis Green
Michael Grant
Jose Payero
Garbo Tang-Chow
William Mills
Lina Zhu
Henry Tao
Sara Russell
Carmen Vazquez
Christopher Gross
Evaïlda Peguero
Jillian Sanchez
Martha Lieberman
Arthur Church
Ping Jin
Laura Carrasco
Crystal Miller-O’Brien
Justin Voneye
Shannon Allen
Barbara Mahajan
Ferdinanda Taylor
Linda Hardwick
Paul Jacoby
Aline Johnson
Edith J Taylor
Jacelyn Okin Barney
Clark Johnson
Amy Gluck
David E. Ness
Lee Koonce
Marla Shelton Lenhof
Katherine Hoffman
Steven Leach
Mary Sue Ewing

$200-$499
Anonymous (7)
Wah Wong
Cindie Burr
Nils Vigeland
Linda Chu
Dorothea Ellern
BJ Adler
Jonathan Bozbeckian
Jane Olian
Govind Bhagat
Joan Dannenberg
Bernie Rubin
Thomas Kirkland
Russell DeCesare
Patty Smith
Mildred G. Ness
Ann Aspinwall
Elizabeth Bracken
Ava Duvernay
Steinway & Sons
Manhattan School of Music
Julian Evans
Mu Phi Epsilon
Patrick Pierre
Robert D. Krinsky
Kevin Jennings
Margot Green
John Kander
Jo-Anne Sternberg
Susan Blank
Angela Lu
Chretien Risley
Esmeralda Lopez
Stephanie young
Ken Gleason
Scott Sprinzen
Edward Yim
William Wang
Kathleen Campbell
Harrison Mitchell
Malena Goldblum
Joanne And David Goldblum
Frederick Moehn
Maura Gouck
Ludmila Asher
Julie McNally Daher
John Young
Peter Blank
Alison Giovanni
Craige P Sirianni
Shnieka Johnson
Georgia Levenson Keohane
Austin & Co., Inc.
Xiang Lan Zhuo
Adam Geller
Gary Phillips
Harry M. Johnston III

Janet Mcclland
Ellen Lee

$500-$999
Anonymous (2)
Henry S. Woodbridge
Richard Penn
Alicia Tighe
Interlochen Center for the Arts
Anthony Paraskevopoulos
Judith Kessler
Eric Bischof
Diane Coffey
Karen Jewett
Sabrina DaSilva
Don Jones
Miranda Beeson
Olivia Briffault
David Smiley
George Lewis
Joseph Burr
Carey Karmel
Julia C. Tobey
Lance Liebman
Randi Urban
Carole Barham
Sandra Roche
Kristin Booth Glen

$2,000-$4,999
Anonymous (2)
Disney Worldwide Services, Inc.
Amy Brenna
ACMP Foundation
Jean Marie De Veaux
Stephen Hayden
D’Addario Foundation

$5,000-$9,999
Anonymous
Michael Narcisco
Marie-Louise Escher Family Charitable Foundation
Cynthia Wang
Linda Nelson
Kate Walbert
The Libby Holman Foundation, Inc.
Robert S. Butler
Jean Lerman
Robert Ackerman
Miriam Kelly Hunt
Margaret M Aspinwall
Bryan L. Barreras
Anonymous Anonymous
Jennifer Iwanicki
Andrew Clarke
Exploring the Metropolis Home Box Office (HBO)
David E. Pozen
Edith Cooper
Suzy Stein
Erika S. Floreska

$10,000-$15,000
Anonymous
Michael Lindquist
Arden Shelton
Genevieve Stewart
Antonia Grumbach
Hilary Steinman
Michael Goldblum
Maxine Goldblum
Chita Schwarz
Blair Rosenfeld

$2,000-$4,999
Anonymous (2)
Disney Worldwide Services, Inc.
Amy Brenna
ACMP Foundation
Jean Marie De Veaux
Stephen Hayden
D’Addario Foundation

$5,000-125,000
Burton Kassell
The Edwin Caplin Foundation
The Bay and Paul Foundations

Department of Cultural Affairs
Benjamin Liebman
Brian Hindo
Con-Edison
Béla Szigethy
Catherine Fischer
Patrice Jean
Bradley Kulman
Alison Nowak
Sherry Glied
Paul M. Ness
Cornelia T. Bailey Foundation
Arthur Michaels
Daniel Michaels
New York State Council on the Arts
The New York Community Trust
Jarvis & Constance Doctorow Family Foundation
Kenneth Michaels
GKV Charitable Foundation

$50,000- 125,000
Burton Kassell
The Edwin Caplin Foundation
The Bay and Paul Foundations
# FINANCIAL INFORMATION

**REVENUE = $2,266,184**

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>School Tuition and Fees</td>
<td>$1,603,708</td>
<td>70.77%</td>
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<tr>
<td>Financial Aid</td>
<td>$(252,300)</td>
<td>-11.13%</td>
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<tr>
<td>Rental &amp; Lease Income</td>
<td>$124,655</td>
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<tr>
<td>Individual Contributions</td>
<td>$80,124</td>
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<tr>
<td>Board Contributions</td>
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<tr>
<td>Foundation Contributions</td>
<td>$332,088</td>
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<tr>
<td>Corporate Contributions</td>
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<tr>
<td>In-Kind Contributions*</td>
<td>$140,000</td>
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<tr>
<td>Government Grants</td>
<td>$51,750</td>
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<tr>
<td>Special Events Revenue</td>
<td>$74,896</td>
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<tr>
<td>Investment, Interest &amp; Misc Revenue</td>
<td>$16,621</td>
<td>0.73%</td>
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</table>

Financial Aid included above ($252,300)

**EXPENSES = $2,200,987**

<table>
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<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Administrative Salaries</td>
<td>$690,068</td>
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<tr>
<td>Faculty Salaries</td>
<td>$794,157</td>
<td>36.08%</td>
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<tr>
<td>Payroll Taxes &amp; Benefits</td>
<td>$193,644</td>
<td>8.80%</td>
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<tr>
<td>Program Expenses**</td>
<td>$47,293</td>
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<td>Marketing Expenses</td>
<td>$33,924</td>
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<td>Administrative Expenses</td>
<td>$76,504</td>
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<td>Professional Services</td>
<td>$120,708</td>
<td>5.48%</td>
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<tr>
<td>Professional Development</td>
<td>$824</td>
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<td>Insurance</td>
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<td>1.91%</td>
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<tr>
<td>Facilities Expenses</td>
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<td>2.69%</td>
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<tr>
<td>Misc Expenses</td>
<td>$2,640</td>
<td>.12%</td>
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<tr>
<td>Capital Expenses*</td>
<td>$140,000</td>
<td>6.36%</td>
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*Includes In-Kind Services from the George to the Rescue Makeover

**Reduced due to virtual programming in spring semester**