



**ROOTS MUSIC PROJECT**

2024 annual report



# OUR MISSION

**Roots Music Project's mission is to amplify the live music community through performance and artist development.**

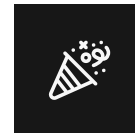
Roots Music Project is a non-profit community of music fans and music makers based in Boulder Colorado. We believe in the power of music to make the world a better place.



**200+  
Performances  
in 2024**



**Workshop  
Program  
Launch**

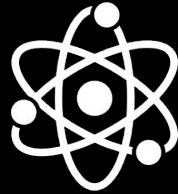


**2024  
Outdoor  
Festivals  
Series**

# Local Music is in trouble

## Musicians need your help

Musicians are forced out of our community due to skyrocketing housing prices. Local music venues are disappearing and big business is killing the music business.



## Streaming & AI

How can musicians survive if their products are being ripped off by AI and given away for free?



## Big Business

Big Business killed local radio and now it's coming for your local music scene. Hidden ticket fees are just the tip of the iceberg.

## Housing Prices

Soaring real estate prices have forced our creative community out of Colorado. Small music venues are disappearing.



# What if the music stopped?



## **Rising Teen Suicide Rates**

According to the CDC, suicide rates for Americans ages 10 to 24 have increased 62% from 2007 to 2021.



## **Colorado ranks 46th worst in funding for the Arts**

Colorado is on track to drop a spot in the 2024-25 fiscal year, swapping places with Texas and trailing behind Kentucky and Louisiana.



## **Boulder seeks diversity**

In a recent City survey, nearly 7 in 10 survey participants indicated that it is either essential or very important to focus on creating a more diverse community.



## Music is a powerful force for good.

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### **Music builds confidence.**

Music is an incredibly powerful tool that helps people build confidence in a variety of ways. Whether you're a musician yourself or simply enjoy listening to music, the benefits of music can be felt by people of all ages and backgrounds.

### **Music brings us together.**

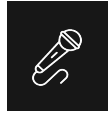
Music is the universal language of mankind. Music has the power to break down barriers and enable people to communicate meaningfully in a way that evokes emotion and solidarity.

### **Music for better health**

Research shows that music reduces symptoms of depression and anxiety by providing a positive distraction from negative thoughts and emotions.

# The Roots Music Project Solution

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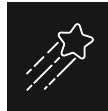
## Performance

Performance before a live audience is crucial.. Over 1,000 musicians perform on our stages each year.



## Education

We offer workshops, songwriter circles, internships and encouragement.



## Artist Development

RMP provides development support , including booking of support, main stage and festival stage shows.



## Community

We believe that musical genius is a community process. Musicians need a place to meet, collaborate and have fun..



## Empowerment

RMP acts as a community advocate to find new stages and opportunities for our artists to perform.

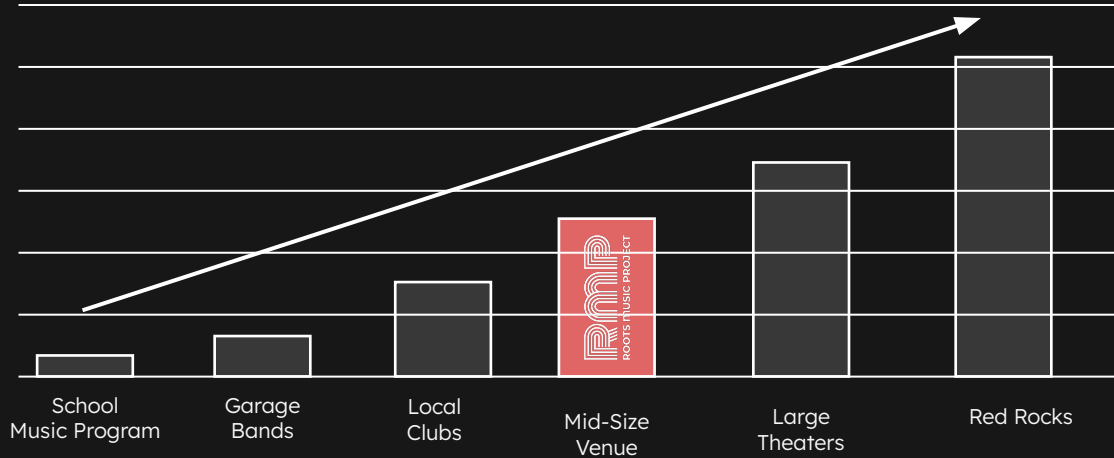
# From Roots to Red Rocks

## Growing hometown superstars

Our Artist Development program features a unique blend of education and real-life performance opportunities. We focus on creating artists with grit and self-reliance. Hometown superstars are all around us but they need our help to realize their dreams.

## Mid-size venues are crucial to success

Mid-size venues (100 to 250 seats) have disappeared from most cities. RMP fills the gap on the path to artists success.





## **42% Youth Performers**

42% of RMP's events included at least one performer 24 years old or under. Arts funding in schools is being slashed and RMP helps fill the gap.



## **25% People with Disabilities**

25% of RMP's events included at least one person with a disability. 77% of our performers strongly agree that RMP helped improve their mental health.



## **63% People of Color**

Music creates opportunity and understanding. 63% of RMP's events included at least one person of color.



# Our Impact



**20,000+**

## **Audience Reach**

Our performers will be exposed to over 20,000 fans this year.

**200+**

## **Performance Opportunities**

Musicians need gigs! Each year RMP provides over 200 performance opportunities for Boulder area musicians.

**2,000+**

## **Performers per year**

We pack our events with multiple artists at all experience levels to give more musicians a chance to perform in front of an audience.

**\$500K**

## **Jobs to Artists & Music Pro's**

This year RMP will pay over half a million dollars directly to musicians and music industry professionals.

**83%**

## **Budget Dollars for Program Services**

In 2023, 83% of RMPs budget was spent on programs that help our community. 8% was spent on fundraising and 9% on Management and Administrative.

Our full Impact Report is available at [RootsMusicProject.org](https://RootsMusicProject.org)



## **Ian Steele**

Ian graduated from Monarch High and faced dead end jobs and lack of affordable housing. RMP helped Ian find a path to CU Music and Business School and now he works at RMP. Ian gives back by performing Teen Suicide Prevention Concerts with his lantinX band, 2MX2.



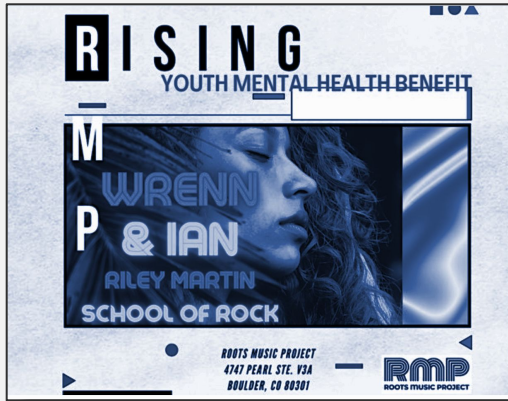
## **Marina Fayfeld**

Marina is a junior at Boulder High and an intern at RMP. She loves Taylor Swift and writes heartfelt songs about the pressures of being a teenage girl. She found RMP through her guitar teacher who teaches at RMP. Now she performs and teaches songwriting at RMP.



## **DZIRAE Gold**

DZIRAE GOLD is a Denver based Soul and Jazz Singer who rehearses and performs at RMP. Her sultry vocals have been described as "smooth as liquid gold". DZIRAE received a Sonic Guild grant after being nominated by RMP.



## RMP Produced Community Event Examples

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### Teen Suicide Prevention

RMP teamed up with rising youth musicians to create a fundraiser for local Teen Suicide Prevention non-profit organizations..

### African American Music

The Genius of African American Music video series was created in Colorado. RMP hosted the world premier with an all star panel and music performance.

### RezoNation

RezoNation Sound Circle was a live music show featuring local and touring Indigenous artists.

# Strategic Plan

From 2019 to 2023, RMP was in the “Proof of Concept” phase. We are now entering the “Growth Phase”. Our primary goal for the next 5 years is to establish new core programs and to diversify our revenue base.

## Enhance Performance Opportunities

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### Live Audiences

Musicians need live audiences. Boulder needs more live music. Let's create more shows together!

## Lean into Education

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### Real World Skills

To succeed in the music industry you must be a master of many trades. RMP provides real world skills and a DIY mindset.

## Boulder Music Festival

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### SXSW of Boulder?

Boulder needs a music festival. We envision a multi-venue fest that celebrates our City and the musicians that live here.

## Youth, Diversity & Mental Health

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### Music for Change

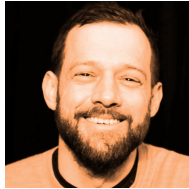
In 2024 and beyond, we will lean into our Youth, Diversity and Mental Health programs.

# An experienced Music and Non-Profit Team



**Dave Kennedy**

Executive  
Director



**Matt Cottle**

Operations Director



**Jesse Ogle**

Community  
Director



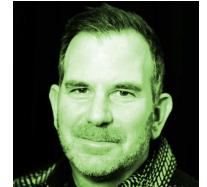
**Ian Steele**

Production  
Manager



**Fiona Oren**

Operations  
Logistics



**Mike Ligon**

Booking



## **Dave Kennedy**

Our Executive Director Dave Kennedy, organized his first music fundraiser in 2018. This simple beginning blossomed into Roots Music Project.

## **Experienced Leadership**

Dave knows how to grow a sustainable organization. Business highlights include Match.com and Alamo Drafthouse Cinemas.

## **Patron of the Arts**

Dave provided the start-up capital for RMP and now is recruiting a world-class community of music patrons to build a long term donor base.

## **Vision for the future**

Come join our community! Help us change lives. RMP has a clear vision and plan for the future.



## KGNU

**Leveraging Reach:** KGNU Boulder non-profit radio station is a powerful media source for local musicians. KGNU and RMP cross-promote events. RMP hosts multiple events for KGNU. RMP's collaboration with KGNU provides our musicians a powerful way to reach a large local audience.



## Boulder Int'l Film Festival

**Creating performance opportunities:** For the past two years, RMP provided booking, curation and logistic support for BIFF. We booked over 30 artists to play at the Boulder Theater and to entertain at the festival parties. This provides much-needed exposure for local musicians.



## Boulder Creek Festival

RMP provides booking and curation services for the community stage for the Boulder Creek Festival. This year we are featuring artists from our Songwriters Workshop. Over 100,000 people attend the Festival, making it the biggest event of the year for many local musicians.



## Community partnerships and collaborations

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### Venue Grant Program

Each year, RMP provides eleven free venue rentals to arts groups through the City of Boulder Venue Grant Program.

### Streetwise Mural

Streetwise non-profit awarded a grant for the installation of a mural at RMP as part of their Colorado Black Artist series.

### Internships

RMP has an active high school internship program that teaches industry skills in a real world environment.



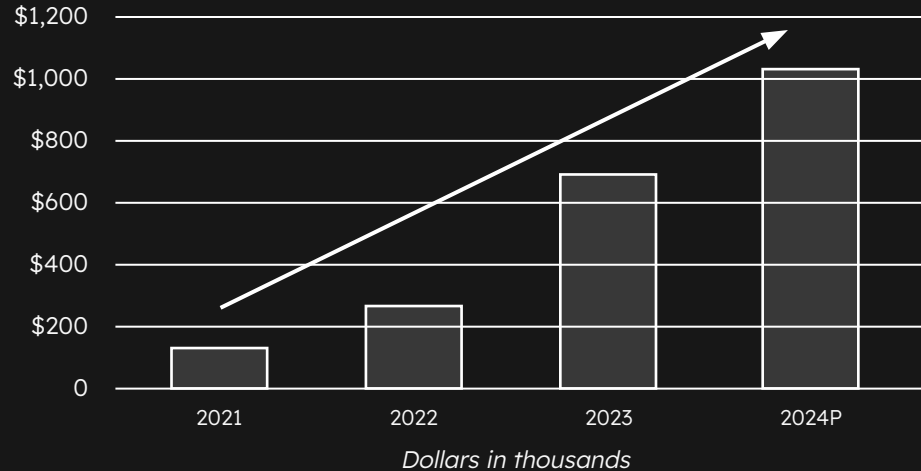
# Watch the Music Grow

## Budget exceeds \$1 million in 2024

Over the past four years, RMP has experienced tremendous growth. We have been established technology and labor infrastructure to handle this growth. In 2023 we added a full time operations director and community director.

## Total Revenue

In 2024 we are leaning into the development of our back-end systems. It's working. Our reviews and testimonials are in the top 10% of non-profit organizations.





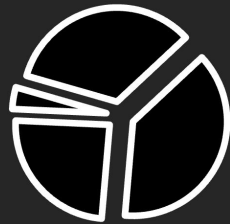
## 2024 Total Revenue Budget One Million

*Dollars in thousands*



|                   |            |      |
|-------------------|------------|------|
| Donations         | \$568      | 56%  |
| Earned Revenue    | 335        | 33%  |
| Grants & Sponsors | <u>121</u> | 12%  |
| Total             | \$1,024    | 100% |

### Earned Revenue Detail



|                 |           |      |
|-----------------|-----------|------|
| Beverage        | \$128     | 38%  |
| Tickets         | 112       | 34%  |
| Rentals & Other | 82        | 24%  |
| Workshops       | <u>13</u> | 4%   |
| Total Earned    | \$335     | 100% |

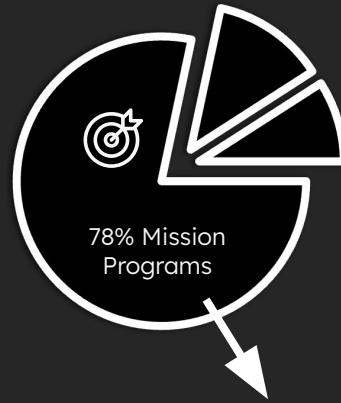
## Funding Sources



## Use of Funds



### 2024 Total Expense Budget One Million



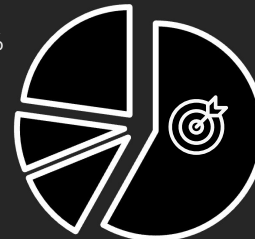
|                |           |      |
|----------------|-----------|------|
| Music Programs | \$796     | 78%  |
| Fundraising    | 158       | 11%  |
| Mgmt & Admin   | <u>92</u> | 9%   |
| TOTAL          | \$1,017   | 100% |

### \$796K Program Services Expense Detail

\$182 Facilities 23%

\$66 Food & Bev 8%

\$85 Marketing 11%



58% to  
Musicians and  
Industry  
Professionals  
\$468

*Dollars in thousands*

# Current Funding Needs

Select list of RMP initiatives that require additional funding.

## Double our performance space

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**\$50,000**

Fund our new East Side performance space. We need funds to buy sound equipment, fix broken windows and to hire additional staff.

## Workshop Launch

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**\$30,000**

Fund the development of our workshop program. Help us create curriculum and launch the program.

## Festival Planning

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**\$25,000**

Funds to plan our new 2025 outdoor music festival featuring 50+ local bands.

## Increase Youth Programs

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**\$60,000**

Youth internships, scholarships, workshops and performance coaching. Funds needed for program development and implementation.



#### How to donate

- Visit [RootsMusicProject.org](https://RootsMusicProject.org)
- Contact our team at [Contact@RootsMusicProject.org](mailto:Contact@RootsMusicProject.org)
- [Attend our shows](#)

Our mailing address:  
Roots Music Project Foundation  
1014 Mapleton Avenue  
Boulder, CO 80304

EIN: 86-3645639

## Donor Levels



**Founders Circle**  
**\$10,000 to \$50,000**



**Major Donors**  
**\$1,000 to \$10,000**



**Patron of the Arts**  
**\$500 to \$1,000**



**Community Members**  
**\$1 to \$500**



**Business Sponsors**  
**Sponsor an event or season**



## How you can help

### What we're asking

- Make a donation
- Volunteer your time
- Spread the word about our mission
- Explore partnership opportunities with us

### How to get Involved

- Visit [RootsMusicProject.org](https://RootsMusicProject.org)
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Thank you!

