



## 2017 Tosco Music Highlights



### *Performance Highlights*

- “Can’t Take My Eyes Off You” singalong with Frankie Valli’s horn section
- Original duets by Grammy-award winning violinists Mark & Maggie O’Connor
- 33 youth performers played and/or sang on Tosco Music Party main stages
- One-third of Tosco Music Open Mic performers (ages 10-70) were youth

### *Community Outreach*

- Hosted live music stages at Open Streets 704 and the ASC Culture Feast
- Gave 150 tickets to increase access for people served by Charlotte nonprofits
- Doubled community events for the second year in a row, to 51 in 2017 including senior centers, and tripled senior center volunteers
- Provided two free guitar and singalong workshops for senior center volunteers, tripling senior center volunteers as a result
- Expanded senior sites from 4 in 2016 to 7 in 2017

### *Musician Support*

- Open Mic raised \$1,700 for travelling musicians at The Evening Muse
- A total of 6 music scholarships were awarded: 3 to youth performers to attend Community School of the Arts Music Camps, and 2 youth and 1 adult received scholarships to participate in The Swannanoa Gathering

### *Capacity Building & Sustainability*

- Created a Development Plan with Next Stage Consulting
- Established framework for sponsorships and secured first four sponsors
- Launched Tosco Music’s first donor giving circle, the Living Room Society (LRS donors reached 28 in 2017 without any related decrease in memberships)
- Expanded contract support to add needed capacity for Tosco Music development and operations