

TAHOE MUSIC *Alive*

... THE JOURNEY SO FAR



TAHOE MUSIC
Alive 2025
SERIES!

April 27: the Catalyst Quartet with Todd Palmer, Clarinet, North Tahoe Hebrew Congregation Community Center, Tahoe Vista

June 10: Rafael Aguirre, Internationally famous classical guitarist, St. Patrick's Church, Incline Village

Sunday, August 17: BILL CHARLAP & RENEE ROSNES, JAZZ LEGENDS IN CONCERT, Granlibakken Resort, Tahoe City

September 13: Haruka Fujii with the Musubi Trio, Fox Cultural Hall, Kings Beach

October 11: YamaZalde Trio, Olympic Valley Chapel, Olympic Valley

TAHOE MUSIC ALIVE
World class music in friendly spaces
tahoemusicalive.org

SCAN FOR TICKETS OR VISIT Tahoemusicalive.org





TAHOE MUSIC
Alive 2023
SERIES!

OWEN DALBY
STEPHEN PRUTSMAN
JUNE 17, 2023
OLYMPIC VALLEY CHAPEL

ISAAC PASTOR-CHERNAK
SEPTEMBER 22, 2023
OLYMPIC VALLEY CHAPEL

TAHOE MUSIC
Alive 2024
SERIES!

Violão Plus One, Brazilian Guitar & Rhythm
May 4, 2-4pm
Fox Cultural Hall, Kings Beach

Telegraph String Quartet
September 7, 7-9pm
Hebrew Congregation Community Center
Tahoe Vista

Evening piano classics
8 4-6pm
Church, Incline Village

Insight Chamber Players, a deep listening concert
October 13, 4-6pm
Olympic Valley Chapel

George Cables
Jazz Piano
With Essiet Essiet, bass
Jerome Jennings, drums
August 5, 7-9pm
The Six Peaks at
Everline Resort
Olympic Valley

TAHOE MUSIC ALIVE
Presenting world class music in friendly spaces
For tickets, use the QR code or go to tahoemusicalive.org

BRINGING JOY: A COMMUNITY-CENTERED VISION

FROM OUR PRESIDENT

We are pleased to share this report of Tahoe Music Alive's vibrant growth with you. This fall we are completing our third series of concerts—a wonderful success for a nonprofit organization established just two years ago.



CONCERTS AND COMMUNITY. Thanks to our donors, patrons, sponsors, staff, and volunteers, we have held 14 concerts and 11 music education outreach events, donated instruments for student use, and held regular free community events in the greater North Tahoe area. This year was not without its challenges, which included juggling concert venues, transporting grand pianos up the mountain, and adapting ticket prices to changing economic factors. Nevertheless, across the initiatives of our Strategic Plan, we are establishing Tahoe Music Alive as the premier regional provider of superb classical chamber music and jazz concerts in intimate settings.

A GROUP EFFORT. We are grateful to our world-class musicians who have made all this possible, and we are especially grateful to Friends of Tahoe Music Alive, concert sponsors, and volunteers whose generosity of time and spirit has contributed to our consistent, "excellent" attendee ratings. We are grateful for the growing number of individuals whose gifts

confirm the value TMA brings to them and the community. We appreciate the support of concert underwriters and the local organizations, whose grants have allowed TMA to take critical steps in program expansion and equipment acquisition.

By bringing world-class musicians into intimate, community-centered venues, Tahoe Music Alive enriches daily life, inspires local youth, and bolsters the regional economy. Each concert affirms that music is more than an art form; it is a vital force for Tahoe's cultural vitality, community connection, youth development, and sustainable tourism. We are enabling the spread of great expectations.

OUR REPUTATION GROWS. With growing recognition from Reno, the Bay Area, as well as from prestigious national music competitions, Tahoe Music Alive is at an inflection point for establishing its success as a nonprofit organization that consistently delivers world-class classical and jazz concerts. These events augment and enhance the reputation of North Tahoe's quality of life for residents and cultural variety for visitors.

Live music has the power to build community and transform lives—but only when it's accessible and ticket prices are affordable. Because of you we can bring the world's greatest artists to the Tahoe doorstep. We thank you. There's more to come.

A handwritten signature in black ink, appearing to read "Martha Russell".

Martha Russell, President

OUR VISION, OUR MISSION, OUR GOALS

Tahoe Music Alive's **vision** is to inspire, uplift, and unite the greater North Lake Tahoe community through transformative classical chamber and jazz music concerts. Our **mission** in support of this vision is to actively bring people together to share the joy and beauty of live music played by world-class musicians in intimate, welcoming settings—and to stimulate local music students and their teachers by introducing them to top-flight professional musicians. To fulfill our mission, we set three **goals**. Here's how we're doing.

GOAL

Excellence in performance as the premier provider of small classical and jazz ensembles.

In 14 world-class concerts held in intimate North Tahoe spaces, sold-out audiences have thrilled to a level of musical engagement not seen here before. This trend is set to continue in 2026.



GOAL

Community engagement and access. Through our concerts and community outreach we have reached diverse audiences from children to seniors, not only locals, but visitors to the region, too—raising the cultural level in the North Tahoe area.



GOAL

Education and mentorship. Our visiting musicians have held masterclasses, outreach concerts, and school events that have inspired not only young student musicians, but also their teachers. Enthusiastically received, this program is unprecedented in the Tahoe area schools.

BRINGING WORLD-CLASS MUSIC TO NORTH TAHOE



Tahoe Music Alive has become a cultural heartbeat for the North Tahoe region, presenting inspiring performances year-round. In just three seasons, TMA has presented 14 full-house concerts and held 11 free school performances, master classes, and community events with our musicians, reaching more than 2,000 attendees.



Got tango? The Catalyst Quartet served it up with a dose of clarinet on the side in Tahoe Vista.



Thrilling Brazilian choro on seven-string guitars: Duo Violão Plus One in Kings Beach.



The first couple of jazz: Grammy winner Bill Charlap and Downbeat cover star Renee Rosnes brought the wedding of two Steinways to Granlibakken.



Queen of the flute Carol Wincenc and flute "rock star" Ráyo Furuta joined accompanist Alexandria Le in soaring flights of flute fancy at the Olympic Valley Chapel.



Jazz legend George Cables brought his A-Team to Six Peaks at Everline.



Innovation in Japanese music: The Musubi Trio played at North Tahoe High School backed by Studio Ghibli video.



Moving effortlessly from Bach to Bonfa, internationally celebrated Spanish guitarist Rafael Aguirre thrilled his Incline Village audience.



Infectious energy: the renowned Telegraph Quartet poured their souls into Beethoven, Bunch, Albinoni, and Dvořák.



Playing with breathtaking virtuosity, The Yamazalde Trio made it look easy in a program of gorgeous, difficult music by Haydn, Schoenfield, and Mendelssohn.

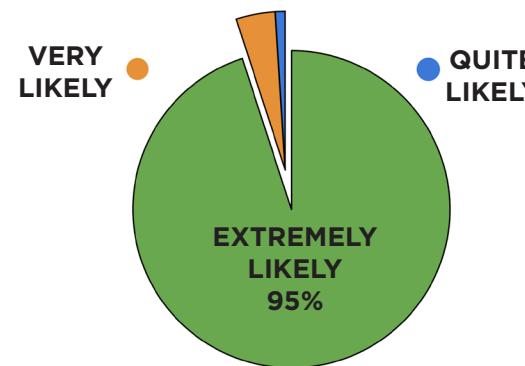
A SAMPLING OF THE 14 CONCERTS WE'VE PRESENTED SO FAR, WITH MORE TO COME!

COLLABORATING WITH OUR COMMUNITY

AUDIENCES, EDUCATORS, AND MUSICIANS LOVE TAHOE MUSIC ALIVE

From the start, Tahoe Music Alive has attracted exceptional musical talent to North Tahoe: Grammy-award winners, international performance prize winners, and key influencers in the music community from the Bay Area, New York, Texas, Canada, Europe, Israel, Brazil, Spain, and Japan. Our musicians uniformly highlight the connection they feel with the TMA's highly engaged audiences and students.

HOW LIKELY ARE YOU TO RECOMMEND TAHOE MUSIC ALIVE TO FRIENDS AND FAMILY?



At each concert we ask audience members to fill out a brief questionnaire, asking about their reaction to what they have just heard. We use their responses to help guide future programs. As the graph at left shows, attendees overwhelmingly attest to the quality of our concerts, and quality is driving our success.



"It's wonderful to receive energy from the connection I felt with the Tahoe Music Alive audience! For a musician, this enhances our musical performance and enjoyment."

— Internationally acclaimed violinist

"I really appreciate the quality of musicians you are bringing to this area. They are all top of the top. We learn a lot by listening to expert musicians."

— Private music teacher

"Being able to talk with the musicians one-on-one makes me feel like I belong to this community."

— Concert attendee

"The concert was magnificent! The musicians were absolutely exceptional, and being in that intimate setting just accentuated the passion of their performance! By the end of the concert, I felt I knew the musicians and the composers personally."

— Concert attendee

change things for a young musician."

— High school music director

"Tahoe Music Alive brought professional musicians to the 120 students in my band program for an interactive session, in which we talked about form, counter structure, and played several pieces. I was surprised and so pleased to see the students' interaction with the musicians—and gratified to witness the long term impact on their appreciation of and interest in music."

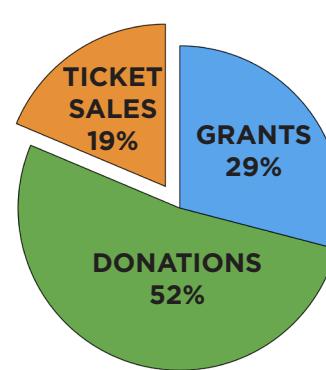
— Middle school music director

"Playing the Brazilian choro rhythms alongside the Duo Violão musicians gave me a whole new insight on the complexity of Latin rhythms."

— High school band student

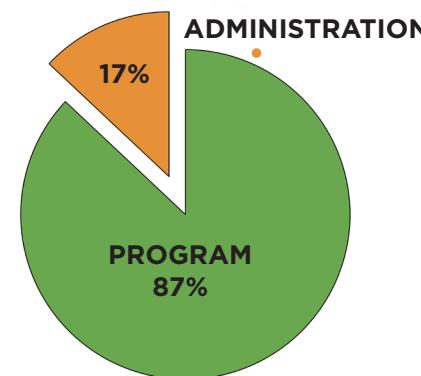
BUILDING A SUSTAINABLE ORGANIZATION

With a talented board of directors led by founder and president Martha Russell, we have developed a clear vision, a unifying mission, and ambitious goals to guide our growth and impact. However, financial sustainability underlies our ability to bring musicians and present concerts in North Lake Tahoe. Our operational expenses are low, since we are a volunteer-led organization, but the need for increased administrative and event support is growing with the organization.



REVENUE SOURCES
TMA
2023 - 2025

USE OF
RESOURCES
TMA
2023 - 2025



A BROAD NETWORK OF SUPPORT

Our partnerships and collaborations support tourism, education, and stewardship goals—and help keep ticket prices low.

BUSINESSES

Cornerstone Bakery and Cafe
Everline Resort
Fox Cultural Hall
Granlibakken Resort
Gray Wolf Brewery
Moody's Bites and Beats
Pacific Crest Coffee
Plumpjack Restaurant
Reno Steinway
Sunnyside Restaurant
Tahoe House Bakery and Cafe
Uncorked
Wine Collective

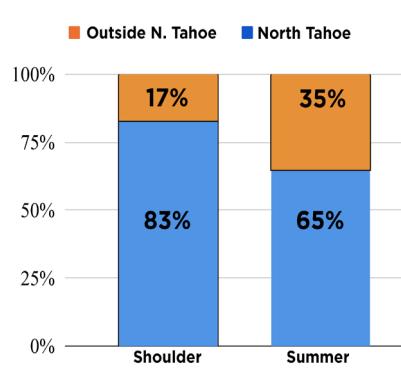
EDUCATIONAL AND NON-PROFIT

Alder Creek Middle School
Austin Chamber Music Center
Incline Village High School
IntermusicSF
Music Wings
Musica Sierra
Noe Music
North Tahoe High School
San Francisco Conservatory of Music
Stanford Chamber Music Program
Stanford Jazz Ensemble
Tahoe Environmental Research Center
Truckee High School

WORLD-CLASS MUSICAL PERFORMANCES ARE AN ECONOMIC DRIVER

TMA's acclaimed concerts are open to the public at very reasonable prices and subsidized by donations and grants. Free tickets are offered to music students, who might otherwise not be able to attend. Seniors find the General Admission tickets to be reasonable, and we recently offered a Family ticket.

AUDIENCE PRIMARY RESIDENCE
TMA 2023 - 2025



Especially in the summer, Tahoe Music Alive audiences are increasingly drawn from outside the region, providing an economic benefit to local businesses. As the quality of Tahoe Music Alive's world-class musicians and concerts becomes well known, the region's reputation for offering year-round cultural experiences grows, benefiting hotels and restaurants in both the prime and shoulder visitor seasons. Residents can experience excellent cultural offerings without driving to Reno or the Bay Area, an environmental benefit.

We believe that great music should be accessible to everyone, which is why we keep our programming inclusive, community-centered, and affordable. We have brought people together across generations and backgrounds, creating shared experiences that are emotionally rich and culturally meaningful. With the support of generous donors, dedicated volunteers, and enthusiastic audiences, we are proudly building a lasting legacy of top-tier music in the mountains. Your support ensures that the joy of live music continues to inspire, uplift, and unite Tahoe for generations to come.

Help us create a sustainable organization!

Make your tax-deductible donation to Tahoe Music Alive (Tax ID 93-2144487) at:
<https://tahoe-music-alive.square.site/>

BOARD MEMBERS

Ana Alves
Marty Anderson
Scott Fitzgerrell
Barbara Klencke
Martha Russell
Charlene Simmons
Barton Tretheway

ADMINISTRATION AND EVENTS

Melanie Arens
Caitlin Grooms

ADVISORS AND VOLUNTEERS

Cheryl Allen
Lorelle Banzett
Priscilla Barton
Alain Baume
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Marie Colbert
Janet Coudurier
Mary Cushing
Kellie Cutler
Gary Davis
Dan Doughterty
Heidi Doyle
William Fairbaum
Tanya Grigorieva
Fran Lawas-Grodek
Ernie Grossman
Ursula Heffernon
Nancy Himelstein
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Wyn Knapp
Richard Koffler
Steve Lafer
Sharon Mikel
Carol and Don Morris
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David Nelson
Jim and Collette Nowlin
Lynette Powell
Gale Rankin
Lesley Robertson
Keith Rutherford
Sue Sage
Eric Smith
Katie Veni
Bill Yundt

DONORS

Chickadee Ridge: up to \$499
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Amy & Gustavo Benedicty
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Deborah Braun
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Patti Chen
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Janet Coudurier
Pam Crosby
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Ora Smith
Naomi Silvergleid
Marie Strassburger
Felicia Su
Nancy Taylor
Dave and Diane Toole
Lynne Weakley
David West
Dave Wilderotter

Castle Peak: \$500 to \$999

Joyce Grunauer
Susan Horst
Sandra Kinsler
Wyn Knapp
Richard & Nileta Morton
Jim and Collette Nowlin
Phillippa Nigg
Pauline Santucci
Julie Supan
Trinkie Watson
Bill Yundt

Rubicon Peak: \$1,000 to \$2,499

Marty Anderson
Alain Baume
VJ Bonnard & Gale Rankin
Libby Craig
Stuart Gardner & Mary Burns
Scott & Debi Fitzgerrell
Sue Sage
Alison & Mark Sullivan
Barton & Jennifer Tretheway
EY Young

Mt. Tallac: \$3,000 to \$4,999

Barb Klencke & Doug Heustis

Mt. Rose: \$5,000 and above

Lorelle Banzett
Berrein Family Foundation
Bill Douglass
Ernie Grossman
Martha Russell
Charlene & Dan Simmons

GRANTORS

Banzett Fund for Musical Arts,
through TTCF
North Tahoe Community
Association (TBID Dollars
at Work)
Tahoe City Rotary
Truckee Airport
Development Fund
Truckee Cultural District
Truckee Rotary