



2017

ANNUAL REPORT

PRESERVATION

HALL

FOUNDATION



A Letter From Our Board President

In a year full of accomplishments and activity, it is difficult to know where to begin while hitting the highlights! The Preservation Hall Foundation staff and board of directors have been busy pursuing our goals to protect, preserve, and perpetuate the musical traditions of New Orleans and legacy of Preservation Hall.

From the upcoming launch of our National New Orleans Music Curriculum, to the expansion of our Legacy program which supports our aging culture-bearers, interest in the Foundation has been blossoming and support is growing globally for our efforts. To that end, in 2018, we plan to expand our board of directors and add to our full-time staff to assist in supporting the Foundation's core principles.

Thank you for your continued support, and I look forward to seeing what the upcoming year holds in store for the Preservation Hall Foundation.

Sincerely,



Aaron M. Wolfson, Ph.D.
President, Board of Directors

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2017 Summary

In 2017, the Preservation Hall Foundation (PHF) staff, directors, advisors and teaching artists continued to expand and refine our mission *"to Protect, Preserve, and Perpetuate New Orleans Music and Culture."* The Foundation reached its highest level of income in this year from a record number of individual donors. Among the key moments that stand out are the recognition of four new Legacy program Master Practitioners, the expanded international outreach collaborations with Cuban students and professional musicians, another banner week of Midnight Preserves collaborations for the PHJB and the first full year with Development Director Ashley Graham, who successfully launched our Hall Pass membership program. In the following pages, we further highlight some of the metrics and moments that we are particularly proud to share.



2017 Achievements



Amadeo Roldán Jazz Amistad Residency

In January 2017, PHF, in partnership with Horns to Havana, hosted 14 students and two professors from the renowned Conservatorio Amadeo Roldán music conservatory in Havana, Cuba. During this one-week residency, the students explored the culture and heritage of New Orleans through interactive workshops conducted by members of the Preservation Hall Collective and through a special concert with members of the Preservation Hall Jazz Band. Since the Cuban music education system is focused on classical music, professors and students have good technical skills but little exposure to the improvisational approach of jazz.



Airto Moreira's Residency during Mardi Gras

As part of our expanding International Outreach programming, Airto Moreira, Grammy-Nominated drummer and percussionist, joined us as an Artist-in-Residence for a unique Mardi Gras experience. Moreira along with the Preservation Hall Jazz Band led a drum circle in Congo Square at sunrise on Mardi Gras morning. The following day, Ash Wednesday, Moreira performed at Preservation Hall with members of the Preservation Hall collective, incorporating Brazilian drumming with New Orleans Jazz.

Arts in Bloom

In March, PHF was offered a showcase in the New Orleans Museum of Art's annual Art in Bloom. This showcase features spectacular floral designs that remain on display at NOMA presented by celebrated local causes and organizations. Preservation Hall Foundation was included as a Mover & Shaker, to honor the vibrant music and culture that has been associated with Preservation Hall since 1961.





Sister Gertrude Morgan Limited Edition Vinyl

Sister Gertrude Morgan was an Alabama-born and New Orleans-based painter, poet and street evangelist, whose spirituality inspired a body of work almost mythic in its proportions. In 1969, Preservation Hall recorded Sister Gertrude singing fourteen gospel songs in the Prayer Room of her Ninth Ward home, The Everlasting Gospel Mission, accompanied only by her stomping foot and tambourine. That album, *Let's Make a Record*, fell into obscurity until 2004, when Philadelphia DJ King Britt and record label Ropeadope Records reissued it with new beats and instrumentation. Vinyl Me, Please and Ace Hotel, together with the

Preservation Hall Foundation and Ropeadope released the first ever double LP of Sister Gertrude Morgan's *Let's Make a Record* and King Britt presents Sister Gertrude Morgan last May. Sales of the limited edition record benefited PHF's programming.

Tulalip Tribes Outreach Event

PHF worked with the Tulalip Tribes of coastal Washington to bring the Preservation Hall Legacy Band for an unique community concert and residency experience. The tribe was recovering from a community tragedy of a fatal school shooting, and they wanted to find a way to help contribute to the tribe's healing journey through music. The Legacy band, featuring Gregg Stafford, Louis Ford, Freddie Lonzo, Joe Lastie, Richard Moten, and Lars Edegran, traveled to Tulalip, WA to speak with the youth of the community about jazz history, culture, and the importance of keeping traditions alive. The culmination of the trip was a final performance alongside the Getchell and Marysville-Pilchuck High School Jazz Bands. During this trip, we served over 4,000 students in their community.



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NEH Landmarks Workshop: Music, History, and Civil Rights

In conjunction with Music Rising at Tulane University and the National Endowment for the Humanities, PHF served as a Presenter and Cultural Partner for New Orleans: Music, History, and Civil Rights. This workshop for educators took place over the course of two weeks, utilizing inquiry-driven models of instruction to provide crucial professional development for educators from all over the nation.

Neighborhood Horns Launches at the Youth Study Center

PHF was approached by Councilmember Susan Guidry to develop a music education program for the Travis Hill School at the Youth Study Center juvenile detention facility. After several months of development, the program launched in Fall 2017. Students in the facility can take digital audio courses, drumming classes, or instrumental instruction. Our goal for the program since day one has been to create and foster a transformative learning environment, where students can develop their socio-emotional skills and have a path to success in the community when they are released.

Introducing our Newest Master Practitioners

The Legacy program was established in 2015 to help aging musicians with emergency health care, dental needs, parking, yard maintenance, and bereavement services. In August 2017, PHF inducted Daniel Farrow (saxophonist), Benny Jones (bass and snare drummer), Maynard Chatters (trombonist and vocalist), and Ernie Elly (drummer) as Master Practitioners. Through this lifetime achievement award, they are conferred



a monthly stipend and also work alongside PHF staff to participate in educational and outreach activities. Since the program was established, PHF has distributed over \$150,000 in direct financial support to musicians.

Heart and Soul Queen of New Orleans Tour

Touring together for the first time, “The Heart and Soul Queen of New Orleans” tour featured Irma Thomas, The Blind Boys of Alabama, and The Preservation Legacy Quintet, treating audiences to a special musical collaborations and traditional standards. Throughout the 43 tour dates, members of the Preservation Legacy Band hosted numerous Outreach performances, including open soundchecks, masterclasses, and concerts in schools.

A Return to Cuba and “A Tuba to Cuba” Premiere in Havana, December 2017



The Preservation Hall Jazz Band visited Cuba in December of 2015. This transformational trip was documented for the documentary *A Tuba to Cuba*. Two years after the band’s first trip to Cuba, which inspired the album *So It Is*, the Preservation Hall Jazz Band, PHF staff, and donors traveled to Cuba to experience cross-cultural collaborations, provide instruments to students at the Conservatorio Amadeo Roldan, to watch the premiere of *A Tuba to Cuba* at the Havana Film Festival and perform in the historic National Theatre in Havana as well as the 1889 built Teatro Terry opera house in Cienfuegos, Cuba.





AUDITED STATEMENT OF ACTIVITIES

Calendar Year Through December 31 2017

Net Asset Balance at Jan 1 2017	\$72,553
Revenues	
Contributions	\$284,288
Fundraising Event Income	\$248,615
Grants and Program Income	\$469,000
Program Revenue	<u>\$39,147</u>
Total Revenue	\$1,041,050
Expenses	
Program Services	
Archive Program Expenses	\$49,871
Education Program Expenses	\$130,670
Outreach Program Expenses	\$231,603
Legacy Program Expenses	<u>\$100,192</u>
Total Program Expenses	\$512,336
Development and Event Production	\$231,353
Overhead and Capacity Building	<u>\$109,348</u>
Total Expenses	\$853,037
Change in Net Assets	\$188,013
Ending Net Asset Balance Dec 31 2017	\$260,566

Recognizing our 2017 Donors

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Dear Preservation Hall, ³⁻²⁴⁻¹⁷
 Thank you so much
 for playing for me. It
 was fabioulos to hear
 play.

Sincerely
 Charlotte

Thank you
 Preservation
 Hall Jazz band



WOW!



³⁻²⁴⁻¹⁷
 Dear Preservation Hall,
 Thank you so much for
 inviting us to Preservation
 Hall! My favorite part was
 when we all got to meet
 the INSTRUMENTS! And
 also I have a GRATE
 big feeling that I will work
 PRESERVATION HALL!!!!

JAZZ!

SCAT!