



## 19 - 21 BROADWAY PROPOSAL

PREPARED FOR





## OUR MISSION

The Foundation's reason for being is to preserve, promote and protect the wonderful music of the Fox Valley area of Illinois while providing Music Education to people of all ages and from all walks of life.



## A LITTLE BACKGROUND

The initial spark for the forming of the Fox Valley Music Foundation was rooted in the annual Blues On The Fox Festival which takes place in downtown Aurora each June providing area music lovers with some of the finest in live blues on the planet.

The Festival initially began as a grass roots volunteer effort, led by a group of blues loving locals who were turned on by the history of the Blues and the historic recordings made in the Sky Club of the Leland Hotel in downtown Aurora. Now in it's 21st year, the Festival has undergone numerous changes and the role of the original Blues committee has been redefined.

The one thing that hasn't changed is the commitment of the core group of music lovers that nurtured the festival during its formative years and established it as a destination event. This group has reinvented itself and become a foundation. And we would like to make Aurora our base of operations with a new venue not unlike the Old Town School of Music and the Rock & Roll Hall of Fame rolled into one.



## **FVMF BOARD OF DIRECTORS**

**Karen Christensen | Secretary**

**Kevin Drendel**

**David Glynn**

**Melissa Mercado | Treasurer**

**Gina Moga | Vice President**

**Jeanne Norris**

**Steve Warrenfeltz | President**



# AREAS OF RESPONSIBILITY

## **Music History and Education**

Karen Christensen

## **Marketing and Promotion**

Melissa Mercado

## **Special Events & Community Liaison**

Gina Moga

## **Workshops & Public Relations**

Dave Glynn

## **Membership & Public Relations**

Jeanne Norris

## **Preservation, Protection & Accounting**

Steve Warrenfeltz

## **Development & Legal**

Kevin Drendel



## PAST, PRESENT & FUTURE PROJECTS

- Blues On The Fox Festival
- Blues Week in Aurora
- 2016 Blues on Water Street
- 2017 Blues & Roots on Water Street
- Leland CD & Vinyl Record Launch
- Music History Project
- Poetry in Public Spaces
- Singer/Songwriter Workshops
- Quarterly Music Showcase
- Recording, Intellectual Property and Video Archive System
- Leland Bluebird Recordings Documentation
- Website Development and Social Media

- Grant Procurement
- Office and Studio Setup
- Membership and Sponsorship Program
- Radio Station
- Ongoing Music Programming
- Fundraising
- Gala
- Permanent Home



# FOUNDATION EVENTS





## OUR DREAM

- A Fox Valley World in which Beautiful Music is constantly being created, enjoyed, appreciated and recognized
- A Centralized Place for Musicians and Artists to Congregate, Interact, Share, Perform, Develop and Teach
- A Community where Music History is Acknowledged and Preserved and Presented for all to see and appreciate ... now, and in the future
- A Place to call HOME



# OUR FUTURE HOME EXTERIOR



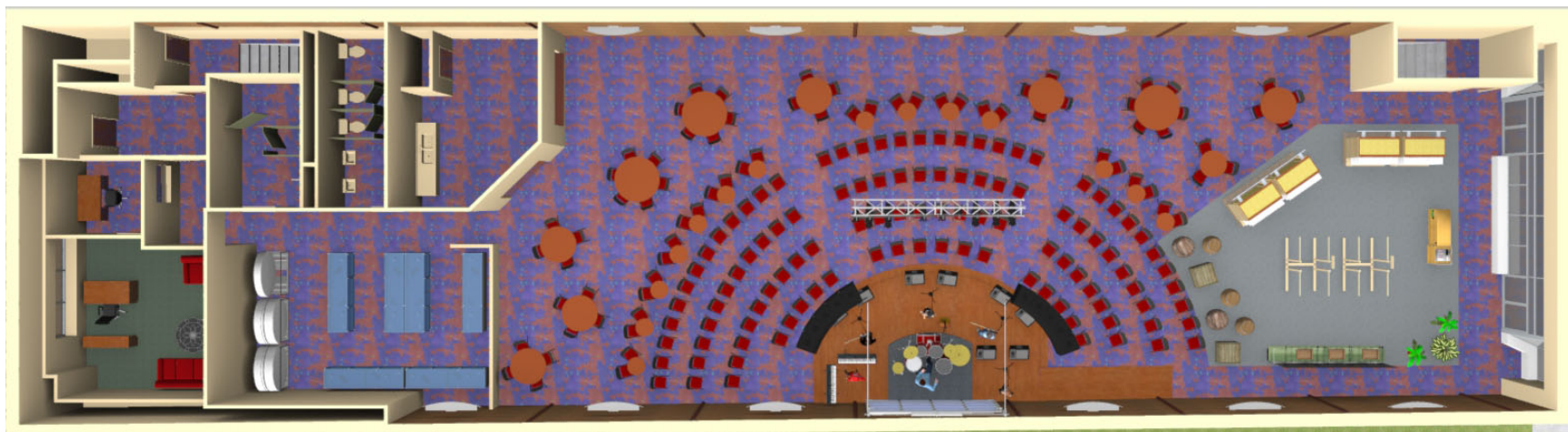


# OUR FUTURE HOME INTERIOR





# PROPOSED SPACE LAYOUT



Office

Museum/Educational

Performance

Retail



# WHAT WE BRING TO THE TABLE

## **Increased Foot Traffic through:**

- High Quality Entertainment in an intimate venue
- Educational opportunity for musicians and public
- Cultural Events & Collaborations
- Successful Retail Operation
- Potential for small Event Hosting
- Educational partnerships with area music programs
- Lectures, films, poetry, art and music critiques

## **Economic Contribution**

- Through Retail Sales
- Property Taxes
- TIF Contribution