



2024 annual report



OUR MISSION

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

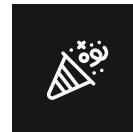
Roots Music Project is a non-profit community of music fans and music makers. RMP is born and raised in Boulder Colorado. We believe in the power of music to make the world a better place.



**200+
Performances
in 2024**



**Workshop
Program
Launch**

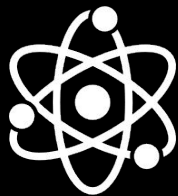


**2024
Outdoor
Festivals
Series**

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.

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



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 end-to-end artist development services including; coaching, education, booking and performance.



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.

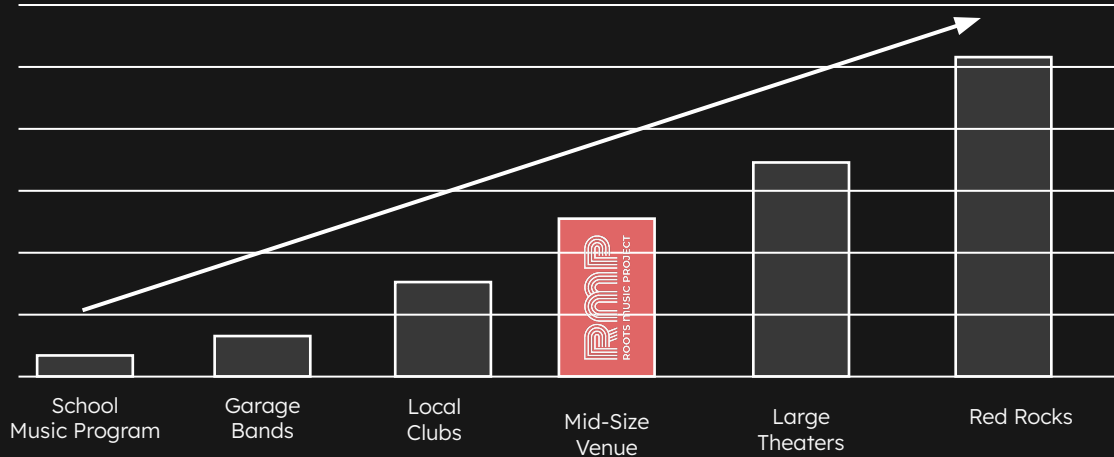
From Roots to Red Rocks

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.



The Power of Music



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

Success Stories



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.



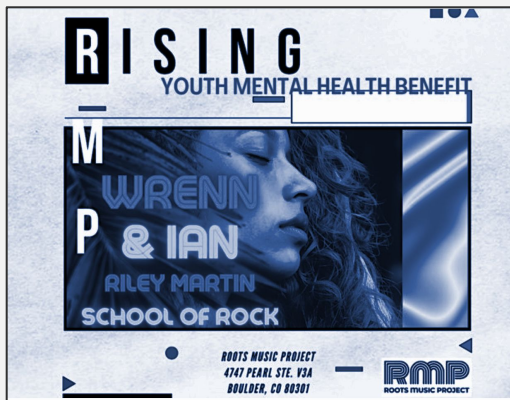
Marina Fayfeld

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

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

Live Audiences

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

Lean into Education

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

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

Music for Change

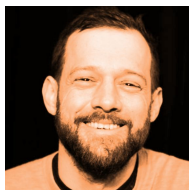
In 2024 and beyond, we will lean into our Youth, Diversity and Mental Health programs.

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

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.

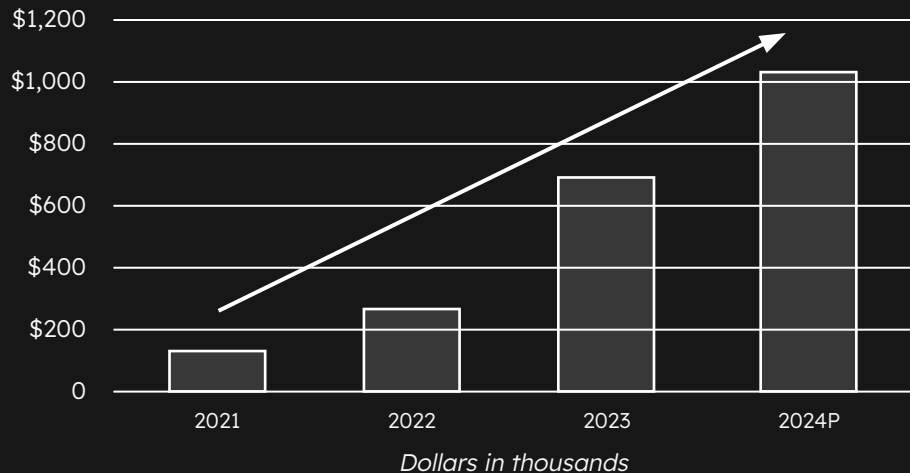
Watch the Music Grow

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

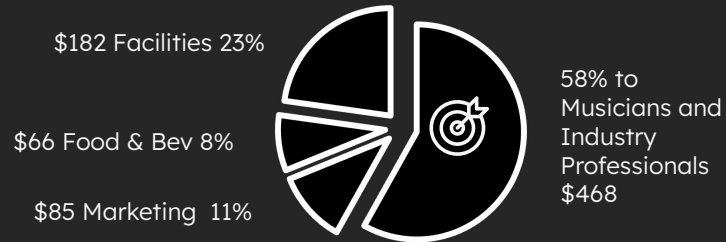


2024 Total Expense Budget One Million



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

\$796K Program Services Expense Detail



Dollars in thousands

Help us dream big!

Select list of RMP initiatives that require additional funding.

Double our performance space

\$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

\$30,000

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

Festival Planning

\$25,000

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

Increase Youth Programs

\$60,000

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



How to donate

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

Our mailing address:

Roots Music Project Foundation
1014 Mapleton Avenue
Boulder, CO 80304

EIN: 86-3645639

Thank you!

