


HOME OF TRADITIONAL MUSIC  
**FREIGHT & SALVAGE**  
COFFEEHOUSE

# 2015 ANNUAL REPORT





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NOVEMBER 2016

## *Dear Friend,*

The Freight & Salvage has settled into the new and larger venue at 2020 Addison Street and it feels like home now—our unique listening room is a place where both audience and artist can experience the intimacy of a living room and the superb acoustics of one of the country's finest performance halls.

As I reflect on 2015 and review the highlights contained in this report, I am struck by the extraordinary growth we have seen at the Freight in recent years. Thanks in large part to our donors and our audience, we have secured our place as an anchor institution in downtown Berkeley's Arts District.

In January 2015, following an exhaustive search conducted by our Board of Directors and a professional arts organization search firm, Sharon Dolan took the helm as our new Executive Director. During her first year, Sharon's management skills enhanced our organizational capacity and engagement with our community, and increased our contributed income, continuing the positive trend from 2014.

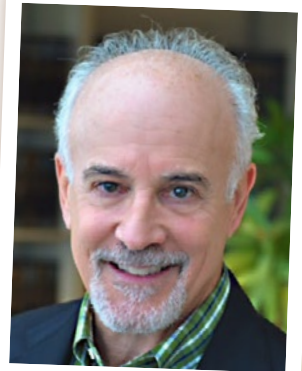
With new senior leadership in place, the Board was able to return to the strategic planning work that it began in 2013. The Board formally adopted a new strategic plan at its November 2015 meeting. This plan has ambitious goals to grow and diversify our audience and to engage more deeply with the community, and will provide guideposts for us to measure our progress.

In 2015 we saw significant increases in both program and donated revenues. The average attendance at shows continued to grow, as it did during 2014. We presented 350 evening shows, plus a range of rentals and daytime uses of our listening room. Donations from individuals have also increased. We are deeply grateful for this growing support and enthusiasm for our programs.

Overall, there has been extraordinary optimism at the Freight, and I am proud to have served as Board Chair during this exciting time. At concerts, I am greeted by stalwart supporters who have nurtured the Freight for more than four decades, and I see many new faces in our growing family.

*Thank you for keeping traditional music alive and well in our community.*

Russ Pollock  
Board Chair



## Dear Friend,

It has been my great pleasure to join and be welcomed into the Freight & Salvage community in 2015—thank you! In the last year, I enjoyed meeting many of you, and those conversations left me enthusiastic about carrying out our vision and goals for the Freight.



In these conversations, I have been inspired by the sense of ownership of the Freight that is held by so many people. It is remarkable how many of you say “we” when talking about the Freight. The Freight truly embodies the motto on its marquee, “Music Builds Community”, and this community is a source of great strength for the Freight.

Though I have known about the Freight for many years, working here has given me a new appreciation for the history of this organization. This legendary venue is now the longest running folk and roots music venue west of the Mississippi, and our reputation for excellence is widespread. The Freight

is known as a great place for musicians and audience alike, and this is in no small part due to the work of our talented board and staff. I am privileged to be working closely with this group of people.

Founded in 1968, at the height of the civil rights and anti-war movements, the Freight & Salvage is deeply rooted in that aspect of Berkeley’s culture that embraces freedom, justice, cooperation, and innovation. In the late 1960’s, the Freight was a place to hear the soundtrack of the times, and we are here now, nearly 50 years later, a place to hear the voices of current struggles.

Our mission broadly defines traditional music as “music that is rooted in and expressive of the great variety of regional, ethnic and social cultures of peoples throughout the world.” I love the expansiveness of this intent and its focus on inclusion. In the coming years, we will continue to showcase music from many regions and cultures.

*Traditional music evolves over time, as the Freight has, and together, we will keep adding our verses to the song.*

Sincerely,  
Sharon Dolan







## Music

The Freight & Salvage produced 343 concerts in 2015, selling tickets to nearly 70,000 people—an increase of 16% over 2014.

- The Freight presented a wide variety of music from Celtic, Brazilian, African, Balkan, Hawaiian, Arabic, Jewish, Turkish, Armenian, Moroccan, and Latino traditions and regions. We showcased many genres of music including Americana, bluegrass, old-time, soul, blues, jazz, country, gospel, reggae, classical, and rock/pop.
- Several notable headliners graced our stage for the first time, including Buffy Sainte-Marie, Ricky Skaggs, Leo Kottke, the Watkins Family Hour, Joan Armatrading, the BoDeans, and Suzanne Vega. Cris Williamson celebrated the 40th anniversary of *The Changer* and *the Changed* with an enthusiastic crowd at the Freight.
- Over 50% of our shows featured local artists, among these were long-time Freight friends as well as musicians that were new to our stage.
- Those who know the Freight, report that they often take a chance on performers and music styles that they have never heard before. With this in mind, we launched our New Roots series, showcasing emerging artists in roots, Americana, and folk music. We also continued other successful series: Genre-Bending Innovators and World Music Treasures.

## Music Education

The Freight offers classes and workshops in a variety of roots-music traditions and techniques to further our mission to preserve heritage musical forms.

- Our classrooms were very active in 2015, with 327 classes and workshops offered, serving 3,286 students.
- The most popular classes were Women's Singing Circle, Beginning Ukulele, Roots of Resistance & Songs of Freedom and Old Time String Band. Favorite one-time workshops included the Berkeley Dulcimer Gathering and the Banjo Mini-Camp.







## Kids at the Freight

The Freight & Salvage is an anchor for family-friendly arts experiences in the community. The Kids at the Freight program was developed to help launch children on a lifetime of music exploration. In 2015, Kids at the Freight included the following activities.

- Our signature Fiddlekids summer camp celebrated its 18th year. Fiddlekids is an intensive summer day camp for violin/fiddle students ages 7-14. Fiddlekids served a record of 75 students in 2015. Of those, 4 received partial scholarships and 1 received a full scholarship.
- The Patchwork Series of high-energy matinee performances filled our showroom with hundreds of dancing parents and their preschool-aged children.
- In September 2015, the annual free Family Open House was attended by 350 children and their grown-ups. The day featured family-friendly performances on the mainstage, a dance floor for little ones, crafts and hands-on activities in the lobby, a family song circle, and the beloved instrument petting zoo, where children could touch, play, and bang on real instruments ranging from guitars and violins to bongos and maracas.

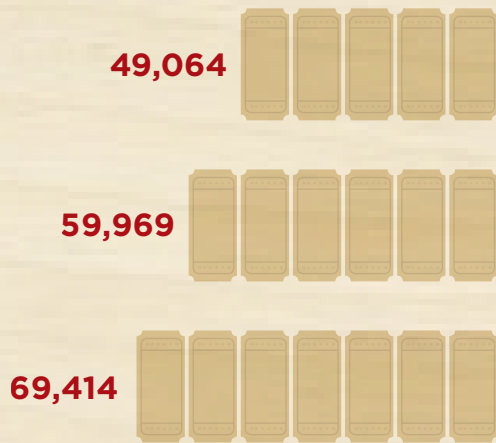


## Partnerships

In addition to producing many nights of music on our own, we seek to strengthen and expand our community by engaging other members of the thriving local arts ecosystem.

- In 2015, we partnered with over 30 non-profit organizations to present benefit concerts, festivals, and celebrations.
- We offered our stage to 8 student ensembles including Berkeley High School Chamber Orchestra and Jazz Ensemble, UC Berkeley Jazz Ensemble, Oakland Youth Chorus, and the Junior Bach Festival.
- We co-presented a range of festivals such as the Gamelan Summit, Hawaiian Music Festival, International Body Music Festival, Celtic Fiddle Festival, Bay Area Book Festival, and Berkeley Festival of Ideas.
- We provided a venue for other performing arts organizations, such as the West Edge Opera and the Bay Area Children's Theater, to serve downtown Berkeley.
- We became the East Bay home for the Moth StorySLAM, featured on NPR affiliate stations across the country.
- We continued to serve as a primary venue for OLLI @ Berkeley. OLLI, the Osher Lifelong Learning Institute, is an extension of UC Berkeley offering daytime courses, lectures, and events for adults age 50 and above.

## NUMBER OF TICKETS SOLD



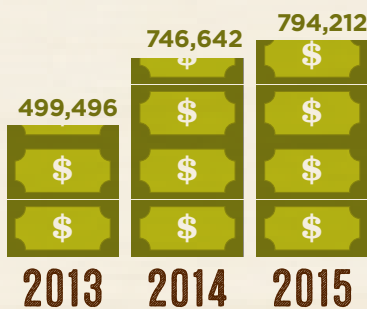
## AVERAGE AUDIENCE SIZE



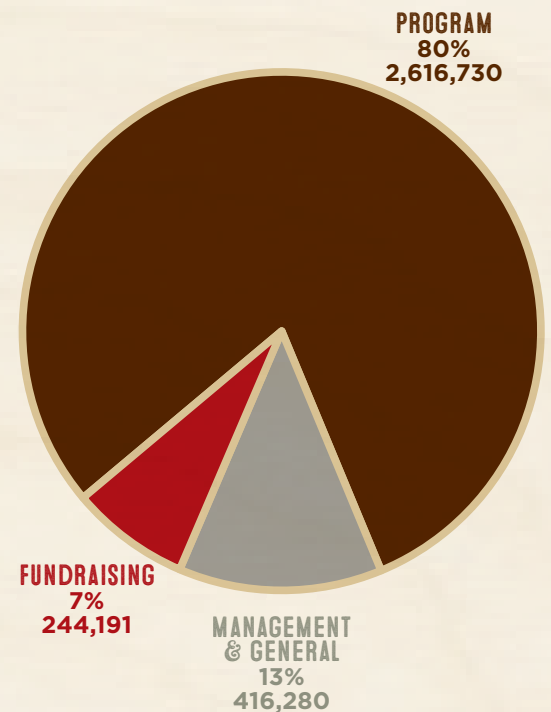
## 2015 INCOME

## 2015 EXPENSES

### CONTRIBUTED INCOME



### EARNED INCOME





**Thank you** to the following individuals, government agencies, and corporations for their generous support. These gifts were received from January 1, 2015 – December 31, 2015.

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Bonnie MacDonald  
Pete Madsen  
Linda Maier  
Linda Rose Maio &  
Rob Browning

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Felice & John Marshall  
Greg Martin & Susan  
Springborg  
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Donald Martyn  
Richard Mason  
Linda Mattson  
Janet Maucione  
Robert Maxie  
Nancy McCauley  
Suzanne McCulloch  
Mindy McCullough  
Gary McDole  
Daniel McKell  
Tom McLaren &  
Patricia McLaren  
Mary Leigh McLellan  
Anitra Mehl  
Chuy Mendeola  
Maeve Metzger  
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Stephen Miller  
Beth Mills  
Mark Mills-Thysen  
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Madeleine Mulderrig  
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Michele Muller  
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Lin Murphy  
Laura Shaw Murra  
Chuck Murray  
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Chris Nakashima  
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Betty Nudelmann  
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John O'Shea  
Patty O'Reilly  
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Dean Oja  
Phyllis & Bill Olin  
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Susan Olson  
Kim & David Paige  
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Marguerite Ryce  
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Charlie Sager  
Kent Salisbury  
Joyce Samati  
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Linda Propert-Sanford  
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Victoria Steinberg-  
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Beverly Stellato-Reitz  
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Roberta Stern  
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Elizabeth York  
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Jim Zimmerman  
David Zimny

\*2015 Board Members

## LEGACY GIFTS

Ran Bush  
Valerie Sopher

## IN-KIND GIFTS

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California Bluegrass  
Association  
Downtown Berkeley  
Association  
Claremont Rug  
Company  
East Bay Media Center  
Golden Bear Inn  
Hotel Shattuck Plaza  
Ifshin Violins  
KALX 90.7 FM Berkeley  
Kent Rasmussen Winery  
Lagunitas Brewing  
Company  
Meyer Sound  
Northern California  
Bluegrass Society  
Sweet Adeline  
Bakeshop

# FREIGHT & SALVAGE

## COFFEEHOUSE



*Our mission:* The Freight & Salvage is a non-profit community arts organization dedicated to promoting public awareness and understanding of traditional music—music that is rooted in and expressive of the great variety of regional, ethnic and social cultures of peoples throughout the world.

## Staff 2015 to Present

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EXECUTIVE DIRECTOR  
Michael Sawi,  
FINANCE MANAGER  
Karen Elliott\*,  
ACCOUNTANT  
Chuy Haugen Mendeola,  
OPERATIONS MANAGER &  
PUBLICITY COORDINATOR  
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ASSOCIATE DIRECTOR

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Katy Wafle,  
GRANT WRITER

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& COMMUNICATIONS  
Sam Smetana,  
DIGITAL MARKETING  
COORDINATOR

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CLASS & WORKSHOP  
COORDINATOR  
Andrea Hirsig,  
FIDDLEKIDS ADMINSTRATOR  
Leah Wollenberg,  
FIDDLEKIDS ASSISTANT

### BOX OFFICE

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Terri Esther  
Alice Gallagher  
Jenny Hurth  
Celeste Kopel  
Jo-Elaine Morgan\*\*,  
SENIOR BOX OFFICE ASSOCIATE  
Elina Schenker\*

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HOUSE MANAGER  
Tim McGraw,  
VOLUNTEER COORDINATOR  
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PRODUCTION ASSISTANT  
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Tony Ferro  
Dan Foldes  
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Robin Scott  
Pete Soper  
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Brian Walker

### COUNTER/BAR STAFF

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CONCESSIONS MANAGER  
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Aya Davidson  
Hassan El-Tayyab\*\*  
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David Wagner  
Dan Weeks  
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The Freight & Salvage is supported by hundreds of volunteers. We are deeply grateful for their tireless support of our mission and programs.

\* Hired in 2016 \*\* No longer at the Freight