about

Swallow Hill Music

Founded in 1979, Swallow Hill Music (SHM, Swallow Hill) is a Denver-based 501(c)(3) organization that strives to positively impact the quality of people’s lives through music. We operate a music school and three performance venues at our Broadway & Yale location. As an **SCFD Tier II organization** with a $4.5 million annual budget, we also produce outreach activities and community events throughout the Denver metro region.

In addition to music therapy sessions, our flagship early childhood education program, **Little Swallows**, is provided for students across the city. We are the producing partner for concerts at **Denver Botanic Gardens, Four Mile Historic Park, Butterfly Pavilion, Clyfford Still Museum, and various other music venues**. Swallow Hill is a nationally-revered hub for concerts, classes, and community, and is a recipient of both the Mayor’s and the Governor’s Award for Excellence in the Arts, and an inductee of the Colorado Music Hall of Fame and Folk Alliance International’s Business Lifetime Achievement awards.
2022 Swallow Hill Music staff

**Administration**
Aengus Finnan – Chief Executive Officer
Jessy Clark – Chief Operating Officer
Kome Muller – Chief Financial Officer
Samuel Boue – Staff Accountant
Jim McGowan – Facilities Manager

**Concerts**
Alicia “Bruce” Trujillo – Concert Director
Amy L. Howard – Associate Concert Director
Brian Hunter – Chief Sound Engineer
Elijah Boyd-Lynch - Venue & Production Manager
David Dugan - Venue & Production Manager
Jennifer Corona - Venue & Production Manager

**Music School**
Tyler Breuer – School Director
Kelsy Lartius – School Program Manager

**Development & Community Outreach**
Tiffany Pallotto – Director of Development and Community Outreach
Joshua Abeyta – Associate Director, Early Childhood Education
Lily Black – Membership & Individual Giving Manager
Michael John McKee – Outreach Program Manager
Patty Jackson – Volunteer Manager

**Marketing**
Heather Howerton – Marketing Director
Barry Osborne – Community Marketing Manager
Daniel Lorenzo – Digital Marketing Manager

**Customer Service**
David McDaniel – Customer Service Director
Caleb James Hall – Cafe Manager
Tracey Nguyen – Customer Service Associate/Cafe Manager
Jennifer Corona – Customer Service Associate
Catherine Cecil – Customer Service Associate
James Stuber - Cafe Staff
Sofia Avery - Cafe Staff
Belle Mason – Assistant Customer Service Manager
Steve Williamson - Cafe Staff
LeRae Sisneros - Cafe Staff

**2022 Board of Directors**
Walt DeHaven, Chair
Dave Ratner, Vice Chair
Kyle Harris, Treasurer
Lori Fox, Secretary
Jim Leonard, Member at Large
Grace Hanover
George Lyford
Gavin O’Toole
Rob Silk
Tracy Zabel
Trevor Emery
Last year was an exciting year of continuing to reopen and rebuild Swallow Hill. Our post-pandemic recovery has been both energizing and overwhelming for our staff and community.

We moved quickly to reassemble our team and reestablish all of our offerings while our Board of Directors conducted a national search for our next CEO.

Looking back on a constructive year, we want to share a few highlights: First and foremost, we recognize and thank our Chief Operations Officer, Jessy Clark, who served as interim CEO for most of the year doing an exceptional job leading our staff through an extremely tumultuous time. Her leadership exemplified the hard work and dedication of the entire Swallow Hill team.

Secondly, our concerts, classes, and community outreach activities edged back towards pre-pandemic levels. Unfortunately, similar to many music organizations and venues across the country, audience and student numbers did not return to breakeven numbers. That said, there was steady progress in the right direction. We also focused on reestablishing partnerships and relationships throughout the community including the production of the 2022 Summer Concert Series at the Denver Botanic Gardens.
While we remained committed to rebuilding our organization, we ended the year with a deficit that was more than expected. The losses were caused by many factors including lack of attendance, donor fatigue, and investment-eroding market volatility. Despite this, we have a robust reserve and remain in a healthy position that ensures Swallow Hill is able to responsibly cover these losses.

In October, we welcomed Aengus Finnan as our new President & CEO. “I am thrilled to join Swallow Hill, a mission-based organization with a remarkable staff and incredible programs,” Aengus said. “There is an exciting opportunity for us to focus on expanding our reach and deepening our impact, while leveraging a national legacy in contemporary ways.”

By the end of the year, we began developing a new strategic plan to guide us as we build upon our organization’s rich 43-year-old history to better position us for the future. Supporters like you remain our greatest asset. As we refine our best practices, hone our program offerings, and continue the legacy of Swallow Hill, we look to you with gratitude and inspiration.

Walt DeHaven
Financial Overview

Going into 2022, we understood that it would be a challenging year as we continued to recover from the financial effects of the COVID-19 pandemic. Building back our staff and operational needs to successfully relaunch more of our programming was a big undertaking particularly as costs for production and services increased dramatically post-COVID. Although we ended the year with an unanticipated deficit, our staff worked tirelessly throughout the pandemic to ensure that Swallow Hill was in a sound financial position to continue its legacy as a cultural asset to the Denver metro community.

Revenue

<table>
<thead>
<tr>
<th>Contributions and Public Support</th>
<th>$1,513,676</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned Income</td>
<td>$2,317,745</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$3,831,421</strong></td>
</tr>
</tbody>
</table>

Expenses

<table>
<thead>
<tr>
<th>Management &amp; General</th>
<th>$739,932</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>$468,389</td>
</tr>
<tr>
<td>Program Services</td>
<td>$3,126,755</td>
</tr>
<tr>
<td>Cost of Sales</td>
<td>$62,365</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$4,397,441</strong></td>
</tr>
<tr>
<td><strong>Net Loss</strong></td>
<td><strong>($566,020)</strong></td>
</tr>
</tbody>
</table>

Numbers do not represent $107,000 investment loss.
**Revenue Detail**

- **Ticket Sales**
  - $1,607,776
  - 42%

- **SCFD Funding**
  - $1,036,875
  - 27%

- **Class Tuition**
  - $677,847
  - 17%

- **Grants/Contributions**
  - $360,707
  - 9%

- **Membership**
  - $86,197
  - 2%

- **Retail Sales**
  - $71,440
  - 2%

- **Membership**
  - $86,197
  - 2%

- **Retail Sales**
  - $71,440
  - 2%

- **In-kind Contributions**
  - $29,897
  - 1%

**Expense Detail**

- **Teaching Staff**
  - $1,289,032
  - 29%

- **Admin. Staff**
  - $537,097
  - 12%

- **Dev. Staff**
  - $322,258
  - 7%

- **Fees + Dues**
  - $272,286
  - 6%

- **Venue Rental**
  - $389,911
  - 9%

- **Artists**
  - $542,601
  - 12%

- **Software**
  - $160,632
  - 4%

- **Professional Services**
  - $256,665
  - 6%

- **Marketing**
  - $135,478
  - 4%

- **Concert Contractors**
  - $99,292
  - 2%

- **Retail**
  - $62,365
  - 1%

- **Depreciation**
  - $72,798
  - 2%

- **Other**
  - $257,026
  - 6%
Swallow Hill Music
by the numbers

103 CONCERTS
74 ONSITE
29 PARTNER SITES

DENVER BOTANIC GARDENS, CLYFFORD STILL MUSEUM, BUTTERFLY PAVILION

135,192 TOTAL CONNECTIONS

106 COLORADO ACTS
42 TEACHERS
601 CLASSES

34 STUDENTS WHO RECEIVED TUITION ASSISTANCE
3,584 HOURS OF PRIVATE LESSONS
$14,754 NEEDS-BASED SCHOLARSHIPS

free concerts: 3 SENSORY FRIENDLY SHOWS | 1 SONIC GUILD PARTNERSHIP

58 VISITING ACTS
<table>
<thead>
<tr>
<th>Little Swallows</th>
<th>Events &amp; Enrichment</th>
<th>Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,538 Classes</td>
<td>160 Enrichment Classes</td>
<td>570 Donors</td>
</tr>
<tr>
<td>22 Partner Schools</td>
<td>79 Interactive Performances and Workshops</td>
<td>940 Members</td>
</tr>
<tr>
<td>88% of Participants are Low Income Families</td>
<td>12 Instrument Petting Zoos</td>
<td>27 New Members</td>
</tr>
<tr>
<td>93% of Participants are Students of Color</td>
<td></td>
<td>27% New</td>
</tr>
</tbody>
</table>

$20,000 NEXTFIFTY GRANT FOR ACCESSIBILITY

90 Volunteers

$63K VALUE OF VOLUNTEER TIME

33 YEARS A SINGLE VOLUNTEER HAS BEEN ACTIVE

Thank you Kathy Benton!

27 NEW VOLUNTEERS
Concerts and *Events*

In a year of change and rebuilding, Swallow Hill produced more than 100 concerts in 2022. That includes our Broadway and Yale location, where we have three venues, and offsite throughout the Denver metro area. We partnered with organizations such as the Clyfford Still Museum to book and promote five musical acts for their events. We also booked five bands for Ridgefest’s local festival. In a year where many musicians returned to performing, we understand their much needed progress toward financial security. For our part, we proudly paid out $542,601 to artists.

Our concerts highlighted international, national, and local musicians. We also increased our commitment to nurture our homegrown talent by showcasing local musicians, and growing BIPOC, femme, LGBTQ+, and disabled artists’ audience.

Among them are...

**Return of highly-anticipated Valentine’s Day show.**

**Veteran touring artist gets back on the road.**
Journeyman singer-songwriter continues to gain national attention.

Cape Verdean songstress brings new sounds to Swallow Hill.

Grammy Award-winning former Swallow Hill students sold out two family-friendly shows.

Beloved singer-songwriter continues string of sold out shows.
music School

As North America’s second largest acoustic music school, the start of 2022 was full of ups and downs. The year kicked off with a new COVID-19 strain, and people were understandably hesitant to return in-person for programming. With this in mind, we continued our focus on online classes and private lessons. More people started to return in-person as the year progressed.

This allowed us to hire more teachers and create more programs and offerings. By the end of the year we had **42 teachers instructing over 600 programs consisting of classes, workshops, and private lessons.**
School instructors

Amy Sweetin
Anna Leavitt
Barry Brown
Caleb Hall
Casey Cormier
Casey Hrdlicka
Chad Johnson
Clay Kirkland
Daniella Katzir
David Thomas Bailey
Deborah Collins
Doug Brown
Ed Contreras
Ernie Martinez

Jake Loew
Jarett Mason
Jason McIntyre
Jen Hitt
John Hammer
Josie Quick
Julia Hays
Kristen McSorley
LaDamion Massey
Laura Steadman
Liat Arochas
Martin Gilmore
Matt Skellenger
Michael Stanwood

Mike Jagel
Nabin Shrestha
Nic Clark
Paul Trunko
Ralph Hughes
Roy Willey
Spencer Crawford
Star Edwards
Stef Kull
Thomas Jennings
Todd Strandberg
Virginia Anderson
Willie Jaeger

Summer Camp instructors

Barry Brown
Chad Johnson
Ed Contreras
Elyse Midgyett
Joshua Abeyta
Josiah Contreras
Sean Bartholomew
Stef Kull
Todd Strandberg
Community outreach

To expand on our mission to provide more music to more people, we offer music education and programs in under-resourced communities. Our programming includes:

Little Swallows, early childhood education (ECE) infused with music for preschoolers, workshops, and interactive performances in K-12 schools, and music therapy for our aging population, veterans, and people living with developmental or mental health challenges.

The commitment of our teachers was an underlying strength of these programs as we emerged from COVID-related closures. We rebuilt Little Swallows programming with a focus on creating the ability to tailor curriculum to meet the needs of students and hiring teachers who reflect the student population.

Also returning, where safe and appropriate, were our Interactive Performances, School Workshops, and Enrichment Classes that engaged K-12 students in multiple schools through performances, hands-on musical experiences, and customized instrument-based instruction.

We expanded our music therapy programs in 2022, which brought the need to hire an additional music therapist, Kristen McSorely. We identified a need to serve our community living with memory loss, and collaborated with Roy Willey to create new programming.

Overall, we were able to create 55,310 connections in outreach programming.
Outreach instructors

Adolfo Romero    Lily Conrad
Cassidy Bacon    Lorraine Perez
Chad Johnson    Mike Jagel
Ed Contreras    Paul Trunko
Elliot Lapinski    Roy Willey
Gio Barabadze    Shauna Sweeney
Jen Pastalo Dacpano    Spencer Crawford
Kristen McSorley    Todd Strandberg
Laura McWee    Wesley Hughes
Volunteers

This year, we reaffirmed our deep appreciation for the contributions of our dedicated volunteers, who truly are the heart of Swallow Hill. 2022 marked a significant milestone in the enhancement of this program as we welcomed Patty Jackson as our first Volunteer Manager. This infusion of support resulted in a streamlined onboarding process, stronger community connections, and a formal recruiting program that led to a 16% increase in volunteers. Their commitment and energy continues to amplify the impact of music in our community.

We had 90 volunteers contribute 2,010 hours — a value of more than $63,000!

The wonderful Tiny Library that greets community members outside our building was first installed by Swallow Hill volunteers Tony Rupe and Patrick Dunahay in 2017. Over the years it has held countless novels, history books, sheet music, CDs, and even cassettes! The library took a beating over the COVID-related shutdown. While it never fell out of commission, it needed some repairs. In 2022, Patrick was able to return and restore it to its original beauty and even made some fun upgrades. Thank you Patrick!
A sincere thank you to our donors & members

Our robust community of donors, members, and supporters allowed us to remain a cultural leader in Denver despite the impact of COVID-19. With their generous support, Swallow Hill positively impacted the quality of people’s lives through music - just when it was needed. Your dedication is the melody that sustains our mission, and we couldn’t be more grateful for your partnership.

FOUNDATIONS & PUBLIC SUPPORT
America’s Charities
Bank of America Charitable Gift Fund
Boettcher Foundation
Bonfils-Stanton Foundation
Bostick-Lyons Charitable Trust
Bowyer D’Alessandro & Associates
Brad Dobski Fund
Brian & Lynda Love Charity Fund
Byron T Shutz Foundation (Greater Kansas City Community Foundation)
Charles E. Bartberger and Gretchen M. Platt Family Foundation
Colorado Housing and Finance Authority
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Denver Arts & Venues
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The Gateway Fund II at The Denver Foundation
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Reed Weimer & Chandler Romeo
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William Whalen
Kathleen Whitney
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Thomas Wilson
Janet Woodward
Phil & Monique Yoo
Linda York
Tracy & Adam Zabel
Mark Zammuto
John Zone

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Hannah Adkins
Afua Ahima
Dave Aker
William Albrecht
Yolanda Aleman
Larry Alexander
Maureen Allen
Lubab Almehaidi
Ray Alvarado
Kathy Amundson
Steve Anderson
Warren Anderson
Lisa Andrews
Robert Andrews
Debra Angell
Janis & Gunter Angermayr
Jean Anhalt
Mark Anthony
Vicki Archer
Jay Arthur
Rolf Asphaug
Leah Audin
Matthew Aufrecht
Don Auman
Rosie Backes
Marc Bacon

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Renee Bailey
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Sheffield Johnson
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Kendor Jones
Sandra Jones
Shirley Jones
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Susan Kaplan
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