



Dear Friends,

As I transition into the role of Board President, I couldn't be more pleased with the outcome of the last year and the strength of One Longfellow Square going into 2025. The OLS Staff and Board of Directors have worked closely together throughout 2024 to begin implementing the Strategic Plan we completed in 2023. This hard work has paid off with a renewed focus on supporting emerging artists along with a continued dedication to the artists our audiences have come to know and love.

We believe in music as a **community-building** activity with the power to inspire, bring people together, and cultivate pure happiness. One Longfellow Square remains a **welcoming** listening room that showcases artists in an intimate space where you can truly show up for any performance and know you will have a **top-quality** experience.

Some major accomplishments of the past year include record-breaking ticket sales and a nearly 50% increase in contributed income, amongst many other smaller but equally important victories you will learn about in the following pages.

It is such a joy to contribute to the success of this very special venue that has captured the hearts of so many. Thank you to those of you who continue to support this organization and the music that is played here.

I look forward to seeing you at a show soon!

Wendy Drexler
Board Chair



Board of Directors

Peter Bass
Courtney Bassett
Wendy Drexler
Erik Fiebert
Kerstin Gilg

Ethan Hipple
Jim Katsiaficas
Robin Lee
Al Leighton
Elise Loschiavo

Rick McGinley
Rob Mitchell
Christopher Oberholtzer
Mary Turner

Staff

Emily Read
Executive Director

Andy Cole
Venue Manager

Beth Given-Sorensen
Development Director

Kristen Kresge
Communications Director

Allison Mace
Bar Staff

Jordan Singh VanderBeek
Bar Staff

Melissa Watson
Bar Staff

Josiah Belt
Sound Engineer

Nate Edwards
Bar Staff

Daniel Grier
Office Coordinator

Glen Loper
Production Manager

Wes Moseman
Bar Staff

Rebecca Snoonian
Bar Staff

Marnie Williamson
Bar Staff

Chris Cambra
Sound Engineer

Audrey Farber
Bar Staff

David Hession
Sound Engineer

Jesse Lundy
Talent Buyer

Fiona O'Grady
Bookkeeper

Ian Underwood
Bar Staff

Colin Winsor
Sound Engineer

Table of Contents

Mission
2

Impact
3

Artists
4

ACCESS
6

Partners
8

Supporters
10

Volunteers
11

Financials
12

NIVA
14

*“OLS is my
happy place.*

*I love the music and the
intimacy of the venue, and
I know any show I attend
will be amazing!”
- Wendy Drexler*

ONE LONGFELLOW SQUARE
THANKS TO OUR MEMBERS!
BECOME A MEMBER OR RENEW TODAY
ONELONGFELLOWSQUARE.COM/MEMBERSHIPS

SUMMER MEMBERSHIP DRIVE
All members who don't renew their membership before July 31st will be entered in the Summer Membership Drive. Prizes include: a \$100 gift card, a \$50 gift card, and a \$25 gift card. All prizes are cash prizes. All prizes are awarded on a random basis. All prizes are awarded on a random basis. All prizes are awarded on a random basis.



Our Mission

To *engage* our community in the shared experience of a broad range of exceptional live music and *support* musicians at all stages of their artistic journey.

Our Vision

Music *connects* and *nurtures* community.

Our Values

1

We recognize that we have developed trust within our community that our curated selections are consistently excellent, and we will leverage the trust we've established to *connect* new artists with new audiences.

2

We actively seek and embrace opportunities to *collaborate* with local, regional, national, and international partners.

3

We will use our resources to *create* and *preserve* space for connectivity and togetherness, conversation and storytelling.

4

We strive to *amplify* a range of artistic voices.



One Longfellow Square acknowledges with reverence that our programming is presented on Wabanaki land. In offering this land acknowledgment, OLS affirms indigenous sovereignty, history, and experiences, and commits to building a more inclusive community through the presentation of live music.

We encourage you to learn more by exploring the following resources:

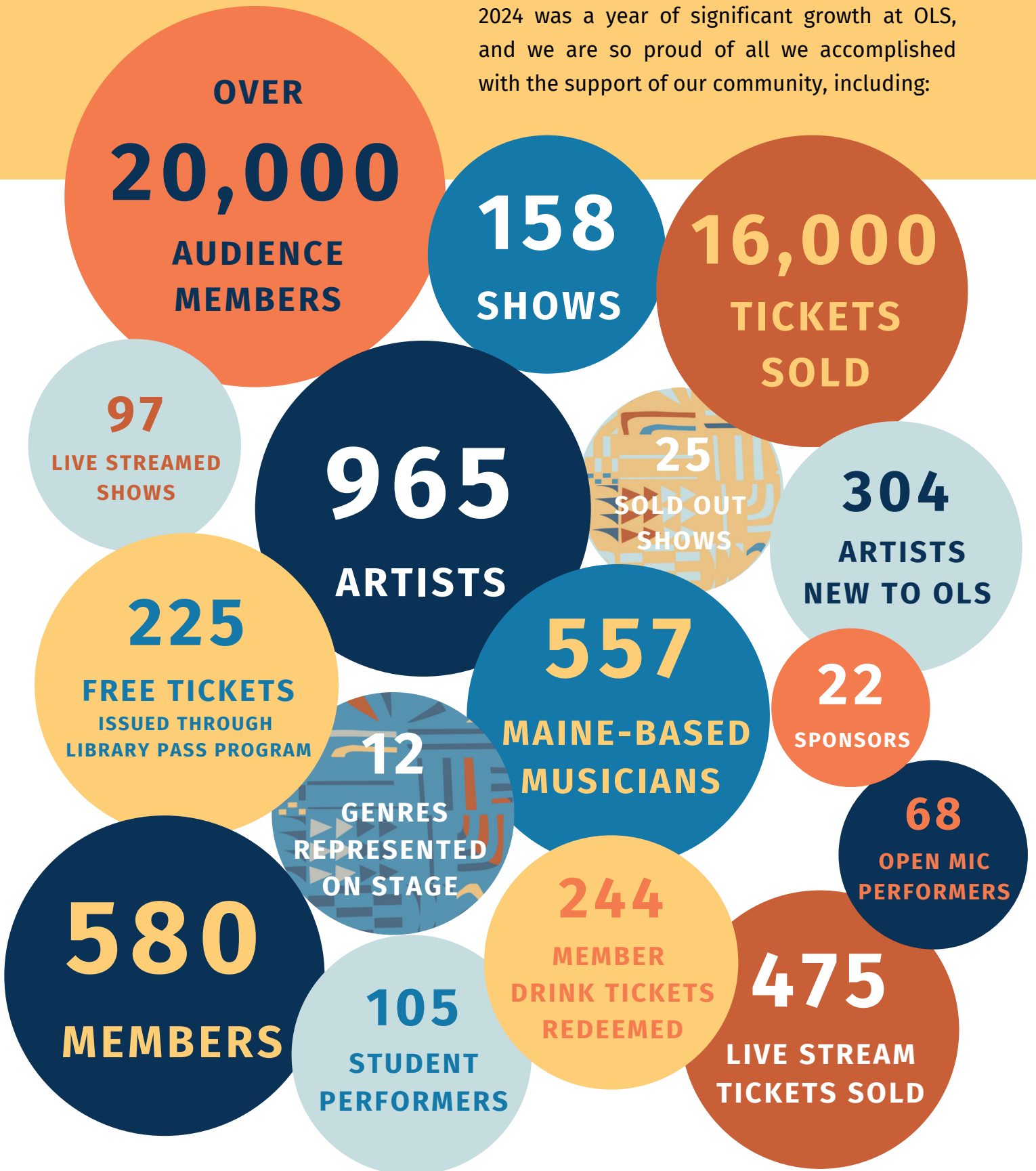
Wabanaki REACH (wabanakireach.org)

Dawnland Film (dawnland.org)

Native Land Map (native-land.ca)

Our Impact

2024 was a year of significant growth at OLS, and we are so proud of all we accomplished with the support of our community, including:



Our Artists

In 2024, One Longfellow Square supported **965 artists** and showcased the work of Americana, Bluegrass, Blues, Celtic, Folk, Funk, Jazz, Roots, Rock, R&B, Soul, local, and genre-defying musicians.

We proudly showcased artists in all stages of their careers, and we've been told by many that our listening room is a singer/songwriter's playground, an emerging artist's important stepping stone, and a late-career legend's home away from home.

Of the **158 shows** presented, 25 were completely sold-out, and while every OLS show is special, the following come to mind when thinking back on a record-breaking year of bringing new and local talent to our stage.



**304
ARTISTS
NEW TO OLS**

including:

Mathias Lattin

Phillip-Michael Scales

Sweet Petunia

Alisa Amador





557 LOCAL MUSICIANS

including:

- Erica Brown
- Caroline Cotter
- The Gawler Family
- Katie Matzell & Friends
- Palaver Strings
- Heather Pierson & Friends
- Portland Jazz Orchestra
- Louisa Stancioff, Molly Parden & Eliza Edens
- Tricky Britches
- Joe K. Walsh & Matt Flinner

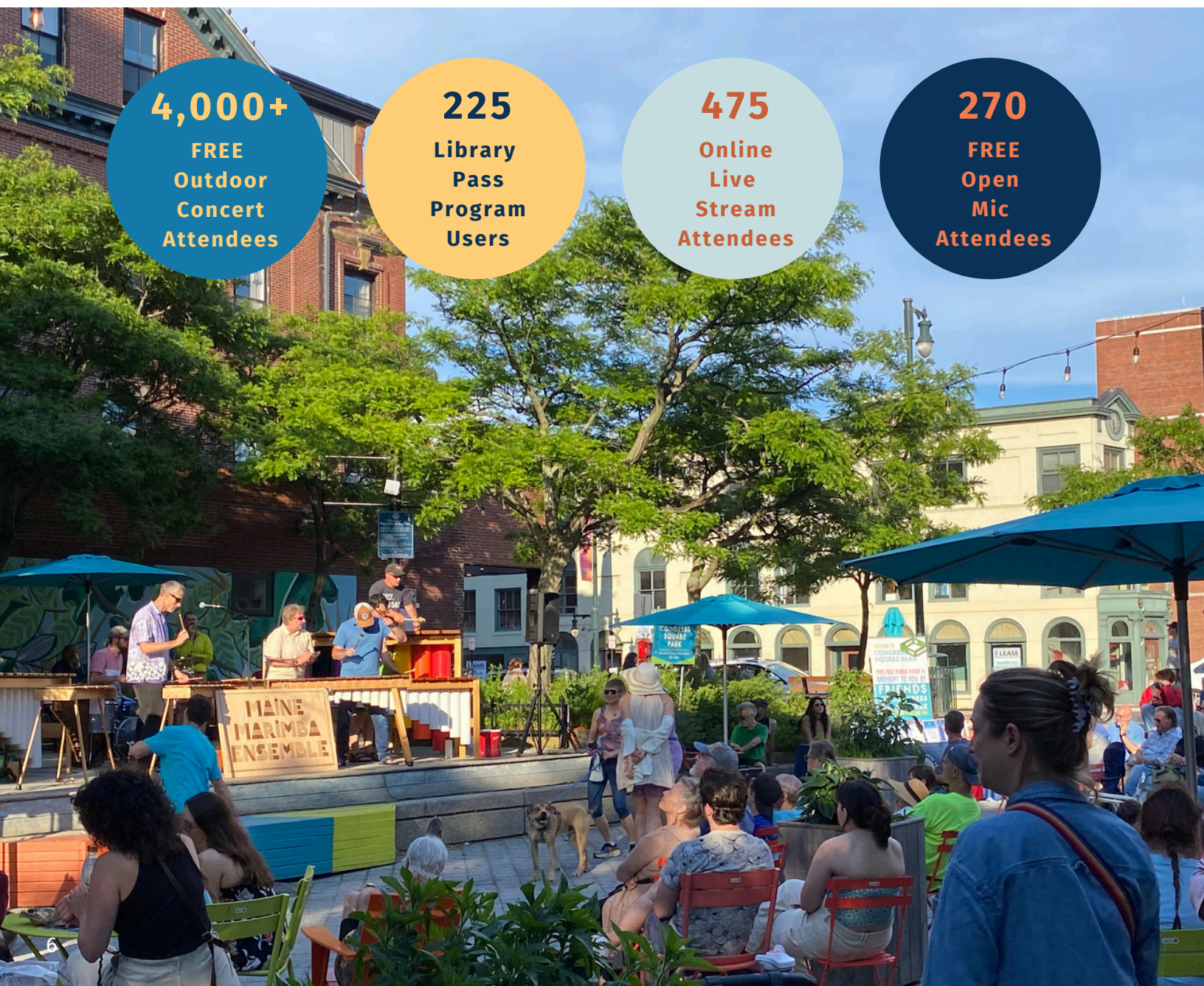


ACCESS

Advancing Community, Connection, Engagement, Storytelling & Sustainability

As stated in our Strategic Plan, OLS is deeply focused on cultivating new audiences that reflect our entire community. Given our vision for a world in which music connects and nurtures community, OLS launched our ongoing ACCESS programs in 2023 with the goal of Advancing Community, Connection, Engagement, Storytelling, and Sustainability.

In 2024, our ACCESS initiatives gained considerable momentum and grew to reach:



4,000+

**FREE
Outdoor
Concert
Attendees**

225

**Library
Pass
Program
Users**

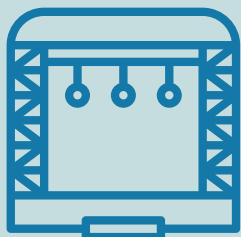
475

**Online
Live
Stream
Attendees**

270

**FREE
Open
Mic
Attendees**

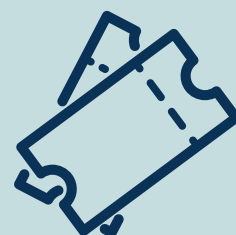
OUTDOOR CONCERTS



OLS's inaugural SQUARE TO SQUARE OUTDOOR CONCERT SERIES (STS) in partnership with Friends of Congress Square Park presented 4 free concerts in 2023 and reached over 1,000 community members. During the summer of 2024, OLS more than doubled the number of shows, presenting a total of 9 free concerts and reaching roughly 4,000 audience members. Leveraging our proximity to a centrally located public park and continuing to offer this programming for free will enable OLS to engage a broader, more inclusive audience than those who attend shows in our venue and for whom our average ticket price of \$25-\$30 is prohibitive.

LIBRARY PASS PROGRAM

OLS's LIBRARY PASS PROGRAM (LPP) enables free admission to all in-venue OLS shows for partner library cardholders. OLS launched our first LPP partnership with the Portland Public Library (PPL) in February 2023, and expanded the LPP to 4 additional libraries across Maine in 2024. In addition to the 30+ communities in the greater Portland area served by the PPL, the LPP now has the potential to accommodate over 1,000 Mainers with free tickets annually by partnering with Patten Free Library (Bath), Freeport Community Library, McArthur Library (Biddeford), and Dyer Library (Saco).



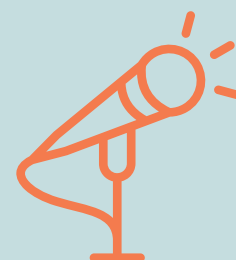
LIVE STREAMING



Launched in June 2023, online LIVE-STREAMING makes our work more accessible to patrons with physical limitations and geographically diverse music lovers who can now participate in the joy of a live performance from anywhere. In 2024, OLS live-streamed close to 100 shows and reached nearly 500 audience members tuning in from across Maine and the United States.

OPEN MIC

OLS launched a monthly OPEN MIC (OM) night in January 2024 to provide local artists the opportunity to perform on our stage and offer community members the opportunity to participate for free. In the first year of this new program, approximately 270 community members have attended, 70 artists have performed, OM live-streams have been viewed over 200 times, and interest from local artists has consistently exceeded the number of performance slots available. Given OM's initial success, we anticipate engaging upwards of 1,000 community members annually through this free programming.



Our Partners

OLS Corporate Sponsors, Foundation & Government Grantors, and Community Partners are vital supporters that keep our programming **accessible** and bring **community** members together to experience the magic of live music.

In 2024, we significantly exceeded both our sponsorship and grant goals for the year, and we were honored to partner with and offer the following businesses and organizations recognition for their support along with the **Friendly Neighbors** listed on our website.

\$12,000

OVER
2024 Corporate
Partnership
Budgeted
Goal

SEASON SPONSOR



Northern LightSM
Mercy Hospital

**FIRST
EVER**
Season
Sponsorship!

SERIES SPONSORS

THE FRANCIS

LONGFELLOW
HOTEL

Maine Beer
Company

VITALIUS
REAL ESTATE GROUP

PRESENTING SPONSORS



STATE
THEATRE



PERFORMANCE SPONSORS



PERFORMANCE PARTNERS



PERFORMANCE HOSTS



\$9,000
OVER
2024 Grants
Budgeted
Goal

FOUNDATION & GOVERNMENT GRANTS

T H E
B A R B R O
O S H E R
P R O S U E C I A
F O U N D A T I O N



OUTDOOR CONCERT PARTNERS



Friends of Lincoln Park

MAINE
HISTORICAL SOCIETY

LIBRARY PASS PROGRAM PARTNERS



COMMUNITY PARTNERS



Our Supporters

OLS Members and Annual Fund supporters are instrumental in keeping our day-to-day operations running smoothly as well as ensuring the long-term sustainability of our organization. We are beyond grateful to the **580 members** who joined us or renewed their support in 2024, in addition to the following supporters who made impactful Annual Fund gifts of **\$250 or more**.

Anonymous (3)
Joy & Chip Ahrens
Justin & Rachael Alford Fund at
Maine Community Foundation
Eric Altholz & Mary McQuillen
Leslie Anderson & Dan Nygaard
The Argonaut Foundation
Neil & Linda Ayer
Lynn Bailets
Peter Bass & Lin Lisberger
Courtney Bassett
Bill & Barbara Burgess
John & Linda Coleman

Bill Creighton
DLMC Foundation
Wendy Drexler & Douglas Gardner
Jon Edwards & Nancy Fox
Corky Ellis & Marion Freeman
Paul & Carmelia Ernest
Jay & Lynne Espy
Erik & Beth Fiebert
Ann Gooding
Michael Haenn
Elizabeth Hays
Jamie Isaacson
Mary & John James

James & Donna Katsiaficas
Alan Kuniholm
Robin Lee & Paul McGuire
James & Kimberly McBride
Liza Moore & Arnie Macdonald
Bruce Moore & Jan Chapman
Chip Newell & Susan Kohler-Gray
Thomas Newton
Dan & Ann Rose
Kenneth Spirer & Joan Leitzer
Mary Turner
Linzee Weld
Scott Withers

Longfellow Emerging Artist Fellowship



2024 marked OLS's first foray into Major Gifts, and we proudly exceeded our **\$25,000** budgeted goal for the forthcoming launch of the Longfellow Emerging Artist Fellowship (LEAF). We are immeasurably grateful to the following early supporters of LEAF at the **SEED SUPPORTER** (\$1,000) level and above, and we look forward to sharing more about the program in the coming months!

Courtney Bassett
Peter Beesley
Bill & Barbara Burgess
Bill Creighton

Wendy Drexler & Douglas Gardner
Mary Allen Lindemann
Elise Loschiavo &
Morgan McCormack

Gino & Carol Nalli
Matt & Donna Stein

Our Volunteers

Every OLS show is staffed by volunteers who warmly **welcome audiences** into the venue and assist our Venue Manager in serving as **front-of-house** representatives of OLS. Our volunteers are crucial supporters, and in recognizing them below, we hope to express our gratitude for their time and talent.

Janet Anker
 Charlie Backus
 Nancy Bernier
 Roger Berube
 David Beseda
 David Bourke
 Lee Bumsted
 Bernard Cabrera
 Jane Campbell
 Robert Cave
 Zia Conedera
 Lee Cooper
 Debbe Davis
 Marge Davis
 Heidi Decourcey
 Chauncey Devin
 Michelle Doyle
 Edwina Ducker
 Joy Fehl
 Dave Gallo
 Melissa Gates
 Randy Harrison
 Chuck Henegar
 Ann Hitzrot
 Toby Hollander

Soleil Huang-Dale
 Marianne Hubert
 Paul Hunt
 Will Irvine
 Joanna James
 Pam Jeffrey
 Wayne Jortner
 Dave Kesel
 Robin Lee
 Al Leighton
 Dawn Leland
 Francisco Lopez
 Annie Lovegren
 Pam Lucas
 Kathleen McCatherin
 Andrew McIver
 Bob McKillop
 Lori Mills
 Laura Morris
 Stephanie Morris
 Leigh & Tom Mundhenk
 John Murphy
 Deborah Napier
 Terese Pawletko
 Jack Phelan

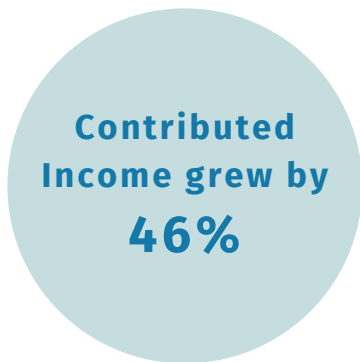
Katya Planson
 Charlotte Pryor
 Diane Robinson
 Lisa Rose
 Lizzie Ruskin
 Jaynie & Michael Schiff-Verre
 Walt Schnabel
 Kara Schwartz
 Paula Shevenell
 Maria Snyder
 Jessica Spoto
 Patty Sprague
 Steve Strand
 Rebecca Strauss
 Shane Tracy
 Mary Turner
 Jean Twomey
 Jacqueline van Meter
 Sue Vittner
 Thomas Walker
 Olivia Wentworth
 Herb Williams
 Jenn Wolcott



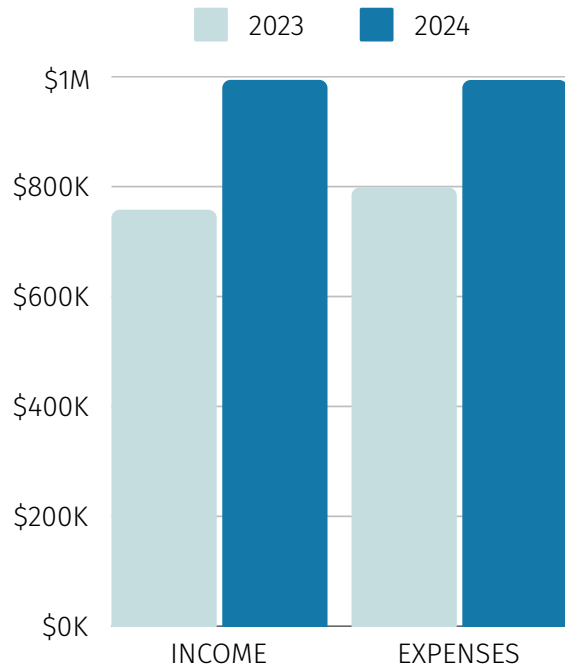
Our Financials

2024 was a banner year for OLS, during which we made significant investments in our talented and dedicated staff, mission-critical ACCESS programming, and necessary venue improvements. In short, we are **growing** substantially and on track to becoming a \$1M organization as articulated in our Strategic Plan.

In 2024, OLS brought a strategic and disciplined approach to operations, and as a result, we achieved some exciting **financial firsts** in the organization’s 14 years of operation:



ANNUAL OPERATING BUDGET



While OLS was certainly not immune to increased prices affecting everything from bar product and supplies, to music licensing and insurance, to rent and building maintenance, we addressed critical facility needs including a broken/vandalized lobby window and a kegerator replacement/draft system upgrade for our bar.

OLS is fortunate to have savings that enabled us to continue investing in growth opportunities while addressing and absorbing these challenges and unforeseen costs.

EARNED INCOME

2023
\$555,361

2024
\$609,919

CONTRIBUTED INCOME

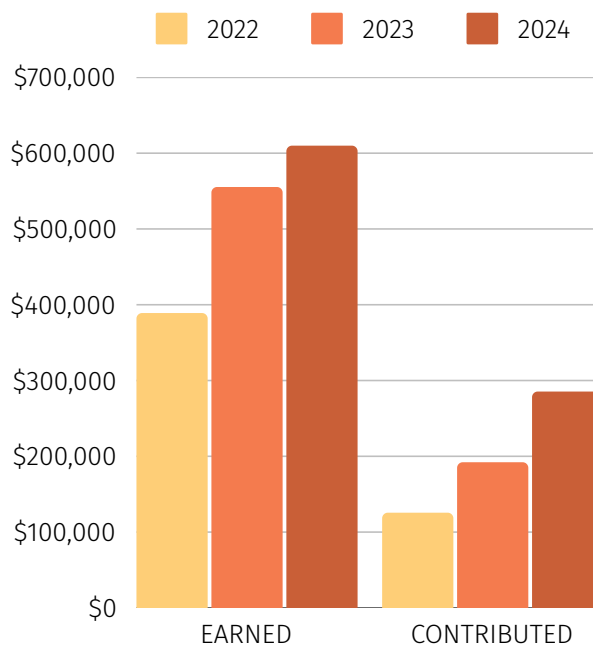
2023
\$192,154

2024
\$285,440

Increased Contributed revenue was particularly noteworthy in 2024 and is steadily becoming a greater share of our overall operational income.

In 2024, our budgeted goal of \$251,000 in Contributed Income was \$60,000k higher than 2023 Actuals and \$90,000 higher than our 2023 Budget, and we exceeded this ambitious goal by \$30,000!

We view this as an affirmation that our community is investing and invested in our success, and views OLS as a dependable and worthwhile steward of resources.



2023

1,039
Gifts

\$184
Average Gift

2024

1,139
Gifts

\$244
Average Gift

Detailed Financial Statements available upon request and on [Guidestar.org](https://www.guidestar.org)

NIVA 2024

In June, and for the first time ever, members of the OLS team attended the 3rd Annual **National Independent Venue Association (NIVA) Conference** in New Orleans.

In addition to receiving generous support from the Board, OLS staff members were awarded **travel grants** from both the Live Music Society and the National Independent Venue Foundation (NIVF), which enabled 4 team members to attend.

Throughout the 4-day conference, more than 150 industry experts led discussions on the current state of safety, technology, maximizing revenue, inclusion, diversity, equity, accessibility, booking, ticketing, and marketing.

The conference was immensely worthwhile, with not a single session missed, along with visits to some of New Orleans' most revered and iconic venues, including unforgettable shows at Tipitina's, Republic NOLA, and Preservation Hall.

As recipients of Live Music Society's Music In Action Grant, OLS staff also attended the **Music in Action Summit** following the conclusion of the NIVA Conference, which provided an incredible opportunity to network with fellow grantees and explore topics ranging from ticketing platforms to government grants.





Tank & The Bangas at Republic NOLA on June 3, 2024

Tank & The Bangas met in 2011 at an Open Mic in New Orleans and went on to win NPR's national Tiny Desk Contest in 2017

Strategic Plan

As OLS enters our 15th year of operation, we are also entering the 2nd year of our current Strategic Plan, which was voted on by the Board and put into action beginning in late 2023.

As we hope to have demonstrated in the previous pages, the OLS Board and Staff have since been hard at work in pursuit of the following key goals:

1 Develop and strengthen a sustainable organization

2 Build and broaden audiences

3 Contribute to the local arts community by nurturing and serving artists



To Our Community:

We're still catching our breath from a year of significant progress and superlatives. We're advancing towards long-term sustainability by reaching new revenue milestones, namely our highest ticket sales ever, and a 46% increase in contributed income!

Generous support from donors, partners, and foundations has enabled us to dramatically increase access to live music - we doubled our Outdoor Concerts and added 4 new libraries to our Library Pass Program. We're also bringing new artists to our stage who in turn bring new audiences into our listening room.

We set some pretty big goals for ourselves in our Strategic Plan, and so far, we're meeting and exceeding our own high expectations. Along the way, our community is taking notice. I'm so proud that One Longfellow Square was included in the *New York Times*' *36 Hours in Portland, Maine*, and that MSN Travel named us the *Best Maine Music Venue!* These achievements and this recognition directly result from the dedication of staff, board, volunteers, and community partners that help us share the joy of live music. Thank you to everyone who has helped make OLS such a magical place!

I'm also thankful for our members and our guests - your investment in us, and your smiles when you're here make everything worthwhile. Perhaps most importantly, thank you to the artists who grace our stage and share their craft. We all bond with one another through captivating performances, and the alchemy forged between artists and audiences is the magic ingredient that keeps us all coming back for more.

As we look ahead, I am so excited to continue building on the success of this past year. We've got a few new initiatives up our sleeves including a new ticketing system, more community collaborations, and the launch of the Longfellow Emerging Artist Fellowship (LEAF). We're still finalizing details on LEAF, but we are eager to share more information this summer.

Thank you for being a part of our growth and success! I look forward to enjoying more impactful moments with you in the years to come.

Cheers!



Emily Read
Executive Director



PHOTO CREDITS

Christopher Andrew (cover, p. 10)

Beth Given-Sorensen (p. 1, 4, 5, 8, 10, 11, 14-16)

Avery Lehman (p.16)

Dylan Ladds (headshots)

Leslie Swan (p. 2, 17)



**181 State Street
Suite 201
Portland, ME
04101**

Join us!

*"I have never been to One Longfellow Square before and was a little intimidated since I was going by myself, but there were greeters armed with big welcoming smiles who were more than happy to orient me... It soon became apparent to me that this is **a venue welcoming to all people and all ages who enjoy music.** I am anxious to go back and will definitely make this one of my new go-to spots in Portland."*

- Audience Member at Tommy Prine's OLS debut

July 18, 2024

onelongfellowsquare.com