



Dear Friends,

As we reflect on the 2024 season of the Geneva Music Festival, themed “Light and Dark,” we are filled with immense gratitude and pride. This year’s festival was an exploration of the profound dichotomies that shape the human experience, presented through a tapestry of musical works. For me, the pieces and performances helped me contemplate, meditate, and find inspiration that carried me through the remainder of the summer. As always, the performances I hear by my friends and colleagues at the festival are some of the most moving I experience all year long.

Our repertoire included a blend of canonical masterpieces such as Frank’s Piano Quintet, Schönberg’s Verklärte Nacht, and Mendelssohn’s String Quartet in D Major, Op. 44, No. 1, alongside remarkable lesser-known gems. Highlights included Reena Esmail’s Saans, George Antoine’s Piano Quartet, and a world premiere of a work by our very own Mark Olivieri from Hobart and William Smith Colleges. Discovering new or underperformed works and shining a light on their beauty is a great joy for all of the musicians at the festival.

We were thrilled to welcome back many of our beloved GMF artists and to introduce new performers and ensembles to our audiences. The award-winning Biribá Union, under the leadership of Mike Block, kicked off our festival with an extraordinary fusion of musical genres. Additionally, the Brentano String Quartet made their debut performance, captivating our audiences with their exquisite artistry. Violinist Blake Pouliot also made a dazzling debut, highlighting his virtuosity and charisma. The ongoing development of our roster of musicians is exciting to see as the festival reaches new heights year over year.

My heartfelt thanks go to the festival’s supporters, patrons, board members, and volunteers. Your devoted commitment for bringing the gift of music to the Geneva community has been the cornerstone of our success. Over the course of four magical weeks, we enjoyed memorable musical experiences in our beautiful city, strengthening community ties - new and old - and, all the while, creating cherished memories together.

With deepest gratitude,

Geoffrey Ford

2024 Festival Numbers

11 Performances
8 Concerts

6
Concert
Venues

942
Audience
42
Students

27 Artists
1 Composer

1,773

Outreach Audience

1,698

Students

(primary, intermediate, high school)

8 Outreach Venues





Hospitality

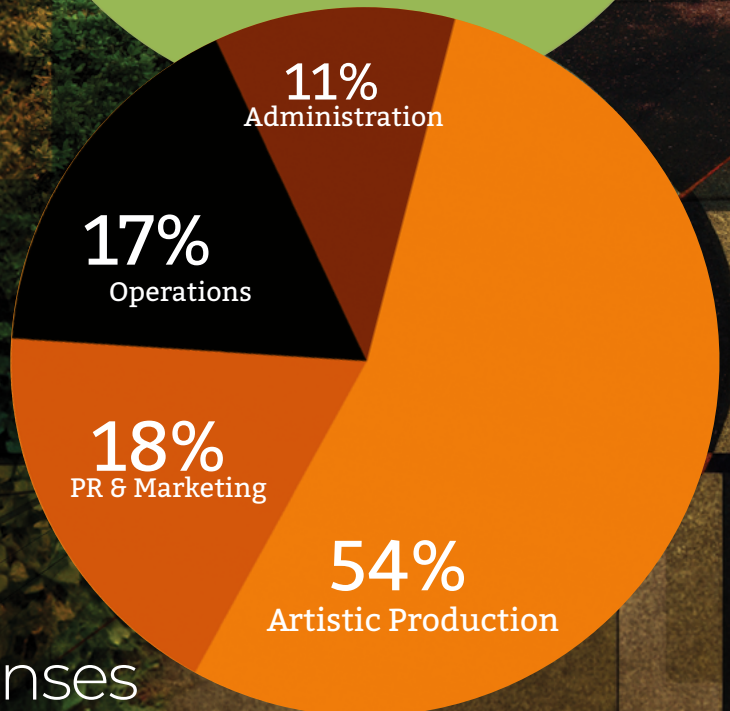
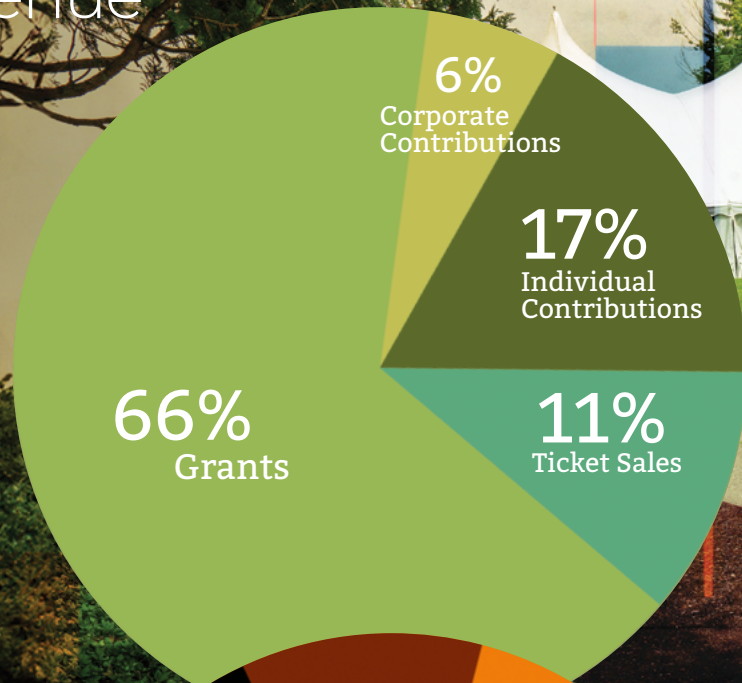
Jehan Wick & Kristin Welch / Geneva On The Lake
 Anne & Jerry Buckley / Park House
 Timothy Weller-Ruthven / 41 Lakefront Hotel
 Betty Bayer & Susan Henking
 Hilda & Michael Collins
 Fran & David Herd
 Steven & Kim Naimoli



Festival Venues

Hobart and William Smith Colleges
 Geneva On The Lake
 Finger Lakes Welcome Center
 The Linden Social Club
 Ravines Wine Cellars
 The Cracker Factory

2024 Revenue



2024 Expenses

Accomplishments

The Geneva Music Festival made strides in streamlining its operations and publicity efforts. Additionally, the festival hired a videographer to capture the performances and behind-the-scenes footage. GMF also commissioned and gave the world premiere performance of a work by local Hobart and William Smith Colleges' composer Mark Olivieri. The festival amplified its social media presence and engagement through targeted advertisements, broadening its reach and regional draw.





Online, On the Air, and In the Press

2024 GMF once more enjoyed strong social media (Instagram, Facebook, Nextdoor) and newsletter (Mailchimp) growth. Instagram overall reach increased 2.7K% and Facebook 8.8K%; 123 new followers (roughly 68% between 18 and 45 years of age) on Instagram and 141 on Facebook; active engagement increases on Instagram were 232% (followers) and 732% (non-followers) and on Facebook 1.3K% and link clicks 41.7K%; content interactions were 526%, with stories receiving the highest interaction percentages, followed by posts and then reels: “uplifting evening,” “amazing event,” “Run, don’t...walk to get your tickets to this amazing program.”

Newsletter (Mailchimp) reached 1239 subscribers, with 36 newsletters sent out and an open rate between 45-50%, a click-through rate averaging 3.6% and revenue coming in via newsletter ticket links for all events.

In addition to the 36 newsletters, 12 concert press releases were submitted to 19 media outlets and GMF events added to over 40 event calendars (newspapers, chambers of commerce, web/online, radio and television stations). Festival brochures were mailed to 1,150 GMF patrons. Festival concerts were announced on four radio stations, with two stations hosting live interviews with artistic director Geoffrey Herd, and one of the two stations hosting a second interview with Geoffrey accompanied by two artists from the festival. Recordings of festival concerts are regularly aired on American Public Radio’s *Performance Today*, announced via newsletters and on the website, and growing GMF’s listening audience.



Sunday, May 19, 7:30 PM
Biribá Union
 Ravines Wine Cellars

Mike Block
cello and vocals
Christylez Bacon
beatbox, guitar, rhymes
Edward Pèrez
electric bass, pandeiro, vocals

The 2024 season of GMF opened with a performance by Biribá Union, an award-winning ensemble founded by Grammy Award-winning cellist Mike Block. Blending Brazilian beats, Bluegrass, Jazz, Classical, Hip-Hop, Funk, and Pop, the group delivered a dynamic and vibrant showcase of global sounds. Each member brought their unique musical heritage into the mix, fusing their diverse influences through original compositions that emphasized both improvisational brilliance and a high-energy stage presence. The audience at Ravines Winery was swept off their feet by this exhilarating opening event, setting the tone for a memorable festival season.



Thursday, May 23, 7:30 PM
Special Event: Musical Mixology
 Linden Social Club

Jinjoo Cho and Geoffrey Herd, *violin*
Eric Wong, *viola*
Max Geissler, *cello*
Henry Kramer, *piano*

For this intimate event, GMF partnered with the Linden Social Club to create an evening blending music and gastronomy. GMF resident artists previewed their upcoming concert, “Love and Loathing,” while the team at Linden served up delicious food and drinks. The evening was met with rave reviews and sparked immediate requests to make this unique experience a permanent feature of the GMF lineup.

Friday-Saturday, May 24 - 25
7:30 PM

Love and Loathing

Gearan Center

Jinjoo Cho
and **Geoffrey Herd**, *violin*
Eric Wong, *viola*
Max Geissler, *cello*
Henry Kramer, *piano*

The festival continued with “Love and Loathing,” a program featuring works that explored a spectrum of profound emotions, from romantic passion to intense hatred, performed by a team of veteran GMF artists. The program was designed with the festival’s Light and Dark theme in mind and included compositions by Robert Schumann, Indian-American composer Reena Esmail, and César Franck. As always, our GMF artists enraptured the audience, who leapt to their feet with enthusiastic applause.



Thursday, May 30, 7:30 PM
Brentano String Quartet
Gearan Center

Mark Steinberg
and **Serena Canin**
violin
Misha Amory
viola
Nina Lee
cello

This year’s festival featured a debut performance by the renowned Brentano String Quartet, who designed a program to align with GMF’s seasonal theme. They opened with Haydn’s joyous String Quartet in G Major, Op. 33, No. 5, followed by Shostakovich’s somber String Quartet No. 8 in C Minor, Op. 110, and concluded with Mendelssohn’s spirited String Quartet in D Major, Op. 44, No. 1. Offering such intimate access to our nation’s greatest artists is a unique feature of the Geneva Music Festival.



Friday-Saturday, May 31 - June 1, 7:30 PM
War and Peace
Gearan Center

Geoffrey Herd and Blake Pouliot, *violin*
Eric Wong, *viola*
Max Geissler, *cello*
Clive Greensmith, *cello*
Esther Park, *piano*

For “War and Peace,” our GMF resident artists returned to the stage to explore three composers whose lives and works were profoundly shaped by their experiences of conflict. Beethoven’s “Harp” Quartet, written during the Napoleonic Wars, offered a sparkling, lyrical reminder of joy, while Shostakovich’s Piano Trio, composed as a memorial and filled with a danse macabre, reflected on the tragic. The program concluded with Georges Antoine’s rarely performed Piano Quartet, a passionate work that emerged from the trenches of World War I. As always, the artists were warmly received by the audience, who appreciated the mix of canonical works and lesser-known masterpieces.



Sunday, June 2, 7:30 PM
Kate McGarry and Keith Ganz Ensemble
Cracker Factory

Kate McGarry, *vocals*
Keith Ganz, *guitar*
Clarence Penn, *drums*
Paul Creel, *bass*

This evening featured another debut performance at the Geneva Music Festival by the Grammy-nominated Kate McGarry and Keith Ganz Ensemble. The duo captivated the audience with their remarkably warm and understated style, leaving few dry eyes as they guided listeners through a blend of jazz standards and original compositions. Once again, the Cracker Factory proved to be the perfect intimate and social setting for GMF’s visiting artists.



Thursday-Friday, June 6 - 7
Gearan Center

Art and Photography

6:30 - 7:30 PM, Melly Lobby

Night and Day

7:30 PM, Froelich Hall

Geoffrey Herd
and **Clara Lyon**, *violin*
James Thompson
and **Josh Newburger**, *viola*
Clive Greensmith
and **Hannah Collins**, *cello*
Anna Petrova, *piano*

GMF's chamber music series concluded with a celebration of local musicians and artists. The event began with a display of local art and photography in the Melly Lobby of the Gearan Center for the Performing Arts. The musical performance that followed featured native Genevans Geoffrey Herd and Hannah Collins, along with a world premiere by HWS composer and faculty member Mark Olivieri. This program explored the contrasts of night and day, opening with Haydn's "Sunrise" Quartet and concluding with Arnold Schoenberg's epic *Verklärte Nacht* ("Transfigured Night"). The celebration was further elevated by Hermann J. Wiemer Vineyard, which generously donated its wines for patrons to enjoy.



Sunday, June 9, 2024
2 PM

The Brothers Blue Geneva on the Lake

Matthew Sperber
guitar, bass
Benny Haravitch
banjo, bass, guitar
Charlie Coughlin
fiddle, mandolin

To wrap up the festival, GMF hosted its annual Bluegrass concert at the beautiful Geneva On The Lake resort. The Brothers Blue returned for their second sold-out performance at the Geneva Music Festival. The event, as always, was an afternoon of foot-stomping fun, with great music complemented by delicious drinks and snacks provided by Geneva On The Lake.

Community Outreach

Twenty festival artists performed at one or more of eight outreach venues, engaging with students—ranging from primary to high school—and broader general audiences, totaling 1,773 attendees. The majority of the audience (95%) were children and youth, many of whom are aspiring musicians. Student-focused events took place at West Street Primary School, North Street Intermediate School, Geneva High School, the Boys & Girls Club of Geneva, and St. Stephen's Church (for students from St. Francis and St. Stephen's School and Children's Hour), as well as the Geneva YMCA. The festival also held two free public concerts at the Geneva Public Library and the Finger Lakes Welcome Center, which attracted over 150 audience members.



“It made me want to play cello”

“The music made me feel inspired and energized”

“Keep us on the roster for next year.”

“I loved the song we composed with the duo! It was really cool!”

“I felt happy”

“Why is the cello so big?”

“What would you be if not a musician?”



Community Outreach Contacts

Boys & Girls Club/Chris Lavin
Geneva Public Library/Frank Sykes
Geneva YMCA/Donna Wandell
Geneva High School/Greg Baker
North Street School/Heather Eysaman
West Street School/Tricia Budgar
St. Peter's Community Arts Academy/Kirsten Burrall
St. Francis/St. Stephens School/Suzanne Pohorence
Finger Lakes Welcome Center/Jennifer Kime

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another concern this season, please take it to the registration
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2024
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JULY 18 - JUNE 9