



A Campaign for the Future

## Questions and Answers

### 2021 and Beyond

**Q. Why are you going back to a Concert Tent Series?**

A. After several surveys, we realized that the “experience” is as important as programming for our audience. It’s also what separates Great Waters from other organizations.

**Q. Is your plan to move all concerts to Castle in the Clouds?**

A. The plan is to augment our Wolfeboro Series with “Concerts in the Clouds” while maintaining a strong presence in town. Should indoor concerts be a health concern in 2021, we plan to move all concerts to the Castle, where under the Tent and lawn seating will be available.

**Q. How was this project decided?**

A. The decision was based upon the strategic plans and arts-based missions of both Great Waters and Castle in the Clouds, along with months of negotiating and board approval on both sides. Additionally, Great Waters vetted several other sites and, after a comprehensive search and multiple conversations with other organizations, felt our vision and programming best aligned with Castle in the Clouds.

**Q. I like things the way they are – why are you making a change?**

A. In order for Great Waters to be sustainable for the foreseeable future, it must change to reach new audiences and the broader Lakes Region market.

**Q. Who benefits from the expanded programming in these two locations (Castle in the Clouds and Wolfeboro)?**

A. The people who benefit the most are those who attend concerts currently, and those looking for an experience in the Lakes Region that is different from anything else offered.

**Q. What is the Castle contributing to this campaign?**

A. The Castle’s partnership includes the property, marketing, and its constituency, plus it will provide the food and beverage service for concerts.

**Q. How long is your agreement with the Castle?**

A. The current agreement is 3 years, with the expectation of renewal.

### at the Castle in the Clouds

**Q. What will the tent and location be like?**

A. The tent is a 500-seat covered venue located in the field overlooking the Ossipee Mountains and Lake Winnepesaukee. The tent has sidewalls that assist with air circulation, allow for outdoor expanded seating, and can be lowered in inclement weather.

**Q. Will we be able to purchase food and beverages?**

A. Yes. Beer and wine will be available in the hospitality tent. Snacks and pre-ordered box lunches will be available at the concession stand.

**Q. Will we be able to picnic on the grounds of the Castle?**

A. Picnic baskets are allowed on the grounds, but alcohol must be purchased at the hospitality tent.

**Q. Will there be discounted admissions to the Castle if we attend a concert?**

A. Castle tour/concert packages will be available.

**Q. Will there be discounted seats outside the tent?**

A. There will be tiered pricing under the Tent and in the lawn sections.

**Q. What happens in inclement weather?**

A. Unless the weather is severe, the concert will take place and the sides of the tent will be lowered for protection from the rain.

**Q. Are all venues handicap accessible?**

A. Yes, all venues are handicap accessible.

**Q. I’m not sure I want to drive to the Castle at night. Will there be transportation options?**

A. We are considering a shuttle service from Wolfeboro to the Castle for a nominal fee.

## Budget and Sustainability

**Q. Do you have a financial plan for the next three years?**

A. Yes, the Board of Directors worked diligently to consider all operating scenarios. We are happy to share our plans with you and the projected budget 2021-2023.

**Q. Why does your budget call for an increased expenditure in programming?**

A. In order to fulfill the pillars of our strategic plan, and respond to our constituency, a higher level of quality talent is required. With a variety of talent comes a higher quality of production. This requirement calls for the increase in budget in both talent fees and technology for audio visual services.

**Q. Why does your budget call for an increased expenditure in operations?**

A. Great Waters currently operates with one staff member year round and part-time summer support. We depend heavily on volunteers who assist with office work, venue set up, concert greeters, and events. We work diligently to preserve resources, and our budget reflects increases in programming and talent costs, venue rentals, and marketing as we bring diversified talent to a broader audience.

**Q. How will funds be managed?**

A. The Campaign funds will be held in a separate escrow account and used for the specific areas for which the money was raised.

**Q. How will the funds be utilized?**

A. The funds will be used for: the tent purchase, installation and maintenance of the tents, dining area and site, enhanced programming and production, and increasing the capacity of the organization to establish future sustainability.

## Contributions

**Q. Will all of the funds raised go towards the stated projects?**

A. Yes, all funds secured in this campaign will be designated as the donor intended to support specific elements of the campaign. If no designation is made, the Board of Directors and staff will use their discretion to assign the funds where the need is the greatest.

**Q. How will my gift be recognized?**

A. Regardless of the size of the gift, every donor will receive special recognition of his or her gift through the inclusion of the Campaign Honor Roll. Gifts can be recognized by the individual, family, or business name and in honor or memory of someone. Great Waters is pleased to offer distinctive naming opportunities for gifts beginning at \$50,000. Of course, if you choose to remain anonymous, we will honor your wishes.

**Q. How can I make a gift to support the campaign?**

A. We accept donations in a variety of forms including, but not limited to check, cash, credit card, and appreciated securities. You may donate online at [GreatWaters.org](http://GreatWaters.org) (with monthly, quarterly, and annual options). If donating by check in the mail, please make checks payable to Great Waters Music Festival and send to Box 488, 54 N. Main St, Wolfeboro NH 03894. You can also donate by calling (603) 569-7710.

**Q. What kinds of donations do you accept?**

A. Great Waters accepts gift of cash, pledges, marketable securities, corporate matching gifts, gift annuities, life insurance, realized retirement plan assets, and bequests. If you want to donate, but are uncertain about your donation's format, please contact Great Waters.

**Q. Can I pay over a period of time?**

A. Yes, this campaign is based on gifts over a three-year period. We are open to payment plans that fall within that period.

**Q. Is my contribution tax deductible?**

A. Gifts to Great Waters, a 501(c)3 not for profit corporation, are tax deductible to the extent allowed by law.

**Q. Are there any recognition and/or naming opportunities available?**

A. Yes, please see the enclosed document titled "Donor Recognition," which outlines the diverse ways in which donations of varying levels will be formally recognized. Regardless of the size of the gift, every donor will receive special recognition of his or her gift through the inclusion of the Campaign Honor Roll.