

UNIVERSAL MUSIC CENTER

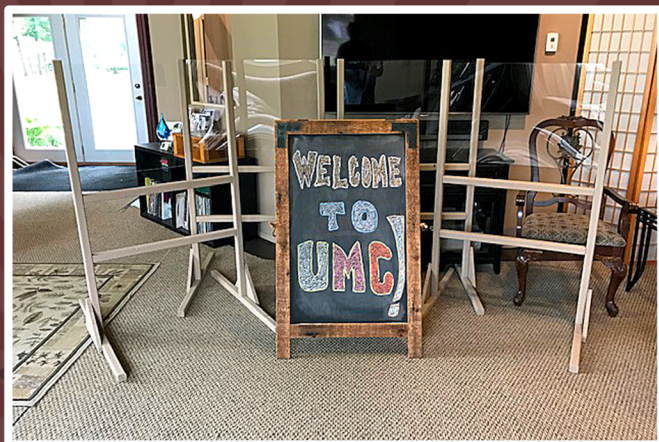
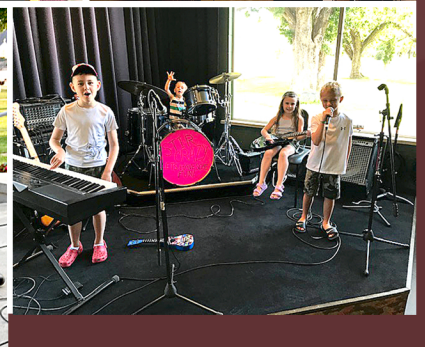
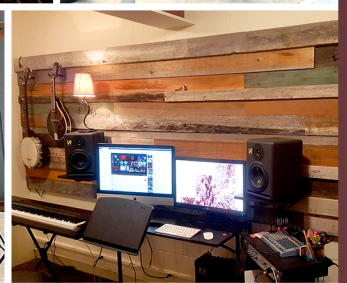
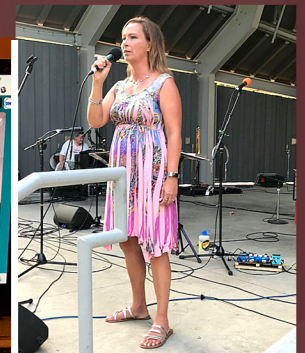
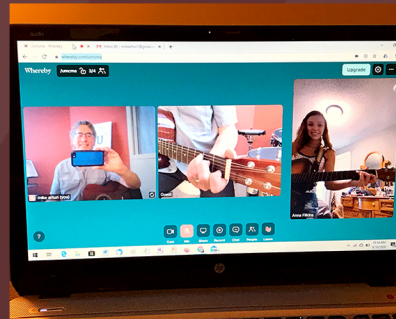
...a learning institution that ROCKS!

ANNUAL REPORT 2020

Universal Music Center is dedicated to its **mission**:
“Enriching Lives Through Music and Live Performance Education.”

UMC's 2021 Objectives:

- Reach a larger geographic region resulting from online lesson integration.
- Expand songwriting/recording student enrollment.
- Create and incorporate new “Performance Only” program that will allow participants to take part in UMC live shows and community performances without being formally enrolled.
- Introduce VIRTUAL and on-site music programs in assisted living centers and area group homes.
- Increase enrollment by 12%.
- Upgrade interior of UMC with new carpeting.
- Continue to be available, accessible, and involved in all types of community outreach whenever and wherever available!



“I believe UMC and working with Mark put me on the path to MacPhail. I have gained a lot of experience which has helped in dealing with my autism. Mark has noticed a considerable growth in my development!”

-Joe B., UMC student

Enriching Live Through Music and Live Performance Education



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A note from Executive Director, creator, and founder **MIKE ARTURI**

Dear UMC friend and supporter,

Universal Music Center is very proud of and dedicated to its high quality programs, community outreach, and live performance events.

In 2020 we accomplished several of the goals we set out to achieve, including upgrading our interior by completely painting each studio and the interior walls, adding a new guitar instructor, successfully increasing enrollment by 15%, and starting an on-site music program at Potter Ridge assisted living facility. Additional achievements include an upgrade to the exterior of our building, the addition of three new board members, and the expansion of our songwriting and recording programs. Our highly accomplished staff consisting of university trained instructors continues to mentor to and enrich the lives of their students through the gift of music and live performance education.

2020 brought the introduction of the COVID-19 Pandemic. In response to the Pandemic and in compliance with government guidelines, UMC introduced on-line lessons to its entire student body. This new capability worked out well though we did lose approximately 30% of our student body. Loss of employment or other financial constraints brought on to families by the Pandemic were the primary reasons necessitating student departures.

The success of the on-line programs presented us with the opportunity to extend our marketing reach into regions beyond our traditional scope. We are now offering a hybrid of on-line and in-person lessons. Students living farther from our location can now benefit from our high quality services by taking their regularly scheduled lessons from home and drive in to join in our programs that require less frequent on site participation, such as our monthly rehearsals, live UMC concerts, or recording sessions.

In support of community, UMC created and produced an eight episode virtual program called *Stir Crazy* that was available to everyone via YouTube, and presented notably by the Red Wing School District.



The program was focused on K-4 students and used music as a medium to teach lessons in math, social studies, and reading. The show included a craft segment and a sing along segment, plus a special guest in each episode.

UMC continues as always to make its programs available to all members of our community who wish to participate by offering financial aid to anyone who meets the requirements for qualification.

As Executive Director, I personally continue to work with At-Risk and Underserved populations regionally and state wide, bringing positive attention to our community. UMC remains dedicated to being a welcoming environment for people of all ages and skill levels enriching lives through music and live performance education as we strive to be a source of pride to our Red Wing and surrounding community. We are ever grateful to our supporters, students, instructors, collaborators, and community.

"Our son could hardly sleep the night before the show because he couldn't wait to perform. You, your instructors, and all involved with UMC create such a positive environment for the students."

-Kristen K., parent



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UMC APPEARED AT THE FOLLOWING VENUES IN 2020:

- *The Hobgoblin indoor stage*
- *The Pottery Place of Red Wing*
- *Big Turn Music Festival*
- *Red Wing Bandshell Summer Concert Series*
- *Treasure Island Employee Talent Show*
- *KWNG Radio*
- *Sheldon Theater*
- *Red Wing Bandshell Liberty's Restaurant Benefit*
- *Stir Crazy Program*
- *The Anderson Center*



EXECUTIVE DIRECTOR MIKE ARTURI OUTREACH PROGRAMS:

- *MN State Juvenile Correctional Facility*
- *Tower View High School*
- *KWNG/KCUE (monthly featured guest)*
- *Red Cottage Montessori*
- *Red Wing High School*
- *Rochester, MN John F. Kenndy Turnaround Arts*
- *MN State Arts Board Grant Review Panel*



"We don't just teach. We mentor."



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UMC's **instructors** are talented, experienced, working professionals who are progressive and creative educators.

Mike Arturi: *group instructor and live show production* – Mike is a touring and recording drummer with over twenty three world-acclaimed artists to his credit. He holds a degree in music and is the creator, founder, and Executive Director of UMC.

Mark Woerpel: *guitar, songwriting, multi-instrument, recording* – Mark holds a degree in music and has toured the world as a member of platinum-selling band Blackfoot. He is an in-demand session musician and songwriter, and a dedicated educator.

Susan Forsythe: *strings, piano* – Susan is a classically trained musician whose credits include performing with six symphony orchestras, several string quartets, and on-stage appearances with countless Motown artists and major Christian performers. Susan is an innovative and gifted educator who is adored by her students.

Scott Kovar: *drums* – Scott is an active and versatile performer and music educator with over 25 years of professional experience. He graduated as a percussion major from Northern Illinois University. Scott's experience includes orchestra, rock, blues, jazz, country, zydeco, concert, and steel bands.

Joe Elliot: *guitar, online* – Joe is the former head of the Guitar Department at the McNally Smith College of Music, and served nine years as Director of Education at Musicians Institute. He has over 23 years of teaching experience, and is a published author of two music instruction books.

Riley Gulotta: *guitar* – Riley is a former UMC student who went on to study at Berklee College of Music and McNally Smith College of Music. Riley has performed and toured internationally.

Funding for UMC is supported by grants and donors, along with services and programming revenue.

Thank you to the following financial supporters: Jones Family Foundation, Goodhue County CARES Act, Carolyn & Robert Hedin Foundation, Red Wing Shoe Foundation, Minnesota State Arts Board.

UMC Board of Directors: Michael S. Arturi, Lauri Neubert, Arthur Kenyon, Tim McKim, Becky Thompson, Mark Woerpel, Dr. Paul Cardinal

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