

The Carolina Music Museum fact sheet

CMM creates a unique concept of bringing a public music museum and learning center to Greenville's Heritage Green. No similar function is currently active.

CMM is the home for over 40 pianos and harpsichords dating from 1570 to 1845, from London, Europe and America with important ties to the development of keyboards and music making in America and particularly South Carolina.

CMM will be a center of access for the Greenville County School system to bring students of music and arts for exposure to the world of early keyboard performance. There are only a handful of centers in the country that can offer anything like this as a possibility.

CMM already has 500+ visitors per year to the collection in Easley; the opportunity to the Greenville school system, Furman University, BJU, Clemson, NGU and others would be enormous. An annual visitation rate in excess of 5000 students, teachers and public per year or roughly 100 individuals per week is likely a low number.

CMM can bring in visiting exhibits touching on the cultural roots of African Americans, French Huguenot, Middle Eastern, Asian, and so on. A performance space and interactive exhibits would allow the public to have the maximum immersion of ethnomusicology throughout the year. It is not just a keyboard museum, but a total musical immersion experience.

The opportunity for increased tourism is very strong. The introduction of the 'Changing Keys' exhibit at the DeWitt-Wallace museum at Colonial Williamsburg in 2013 is credited with generating an attendance increase of over 5%/year, representing some 12,500 additional visitors in 2015, according to museum officials. This museum concept has been validated and proven.

The core 'Carolina Clavier Collection' is comprised of 35 pianos and 5 harpsichords (valuation over \$850,000), as well as the collection of very early reproduction keyboards before the 16th C. The Carolina Clavier Collection, which is visited regularly by school groups from The Governor's School of Arts and Humanities, Greenville Fine Arts Center, BJU, Furman, Brevard Music Camp, and many others, is among the largest private collections in the US. Startup costs and funding for the first five years have been pledged by the founders and board. A self-sustaining model of operation will be established without relying on public money or irregular grants.

Mission Statement: *The Carolina Clavier Collection exists to inform, educate, and enlighten students, teachers, and the public about the critically important nature of the sound and touch of historic keyboards, and their place in contemporary historically informed music performance.*

Adjunct space for offices would be ideal for housing several of the Greenville music & arts organizations (the Guild of the Greenville Symphony has already expressed interest.) The required square footage is small, ~1500 sqft of the stated goal of 5,000 sqft.