

SAMPLE APPLICATION - INFRASONIC SERIES

Nonprofit Music Group's *Infrasonic Series*, a series of concerts based in Erie, PA, began in 2022 with the goal of bringing regional and national performers to Erie and billing these acts alongside Erie-based musicians. Each concert features performances by BIPOC and/or New American artists, and supports Erie's independent venues.

Each concert in the series features at least one national artist (California's Michael Masaru Flora; NYC's Three Shamans); at least one BIPOC or New American act (Flora; Niecey Nicole; the Watan Band); and at least one Erie-based performer (Adam Holquist; f-f-f-Faulty Tower). The *Infrasonic Series* prides itself on facilitating musical collaborations across genres (classical and rap, noise and jazz, etc.) many of which continue to work together after their debut *Infrasonic* performance. This innovative approach to collaboration through inclusion pushes the envelope of Erie's DIY music community, ultimately leading to greater visibility for the Rust Belt experimental music scene. The long term vision for this project is to turn Erie into a recognized and important stop for adventurous musicians around the country, while also offering direct economic support to artists and venues in the Erie music scene.

The majority of Erie's music events fall within the bounds of conventional genres: rock, country, blues, and jazz. The *Infrasonic Series* fills a niche for individuals interested in musical practices that fall outside of the mainstream. The series invites musicians and audience members alike to challenge conventional standards and aesthetics, and highlight our region's unique and shared cultures.

The *Infrasonic Series* is organized by Ethan Hayden in partnership with a variety of nationwide musical talent and local venues.

Success and evaluation for this series is threefold:

- Erie-based musicians will creatively benefit from exposure to national talent, and continue to experiment, bringing other local talent into the fold
 - Erie-based musicians will be asked to self-report the impact of the performance their career and/or creative process
 - Outside talent will be asked to self-report their perception of Erie's music scene before and after the performance
- Erie-based musicians will begin securing other performance opportunities for experimental work
 - Erie-based musicians will be asked to track their number of experimental music-based performances over the course of the grant period
- Audiences will grow to recognize the series as a catalyst for musical innovation
 - Number of attendees will be tracked
 - Attendees will be asked to complete two surveys reporting their perception of Erie's music scene