

Classical KDFC

Building Fund



 **KDFC**



Classical for All Our new home Fall 2020

KDFC is a champion of classical music for all. As the primary source of classical music for the Bay Area, KDFC offers our listeners 24-hour access to the music and engaging, knowledgeable hosts. Classical music performance organizations throughout our listening area rely on the reach of KDFC to help them fill their concert halls. KDFC is an anchor arts institution that is critical to the region's arts ecosystem with 350,000 weekly listeners, and 100,000 accessing the stream through computers, smartphones and smart speakers.

David H. Stull, President of the San Francisco Conservatory of Music, says, "*KDFC is a cornerstone of the cultural life of the Bay Area and a critical resource in the global community of classical music.*"

The time has come to move this cultural cornerstone into the heart of the San Francisco Arts District.

The Conservatory has invited KDFC to begin a new chapter by joining them in their brand new Ute and William K. Bowes, Jr. Center for the Performing Arts across from Davies Symphony Hall in the fall of 2020.

We invite you to join us in building our next chapter together.



KDFC is dedicated to preserving and advocating for classical music as a living art. We are a nonprofit, listener-supported broadcast service of the University of Southern California, broadcasting commercial-free, 24 hours a day, seven days a week.

Our move to the San Francisco Conservatory of Music's Bowes Center for the Performing Arts

Our move to this new location will give us unique opportunities, and position KDFC in the center of the classical music and local arts community.

We will have:

- Unprecedented access to the great artists coming to and living in our community;
- Proximity to young artists who are the future of classical music;
- Concert series that showcase local young talent; and
- Quality space to create a digital hub of activity that uses technology for greater impact and expands our reach.

Our New Home

The new 12-story Bowes Center will be located in San Francisco's Civic Center and will provide a plethora of venues for KDFC's use, including:

- Two concert halls
- Restaurant with a live performance space
- Recording studio and technology hall
- Rooftop observation deck and garden
- Conference facilities
- Multiple classrooms
- Student center
- KDFC Broadcast Facility, including 4,000 square feet of studios and offices electronically connected to the SFCM spaces.

Why the Civic Center?

With our new home located at the heart of the performing arts district in San Francisco, KDFC will provide better service to the community and have access to many established and emerging artists. The partnership with the SFCM and the location of our new home will help KDFC achieve our strategic objectives:

- KDFC will be able to expand its programming to include pre-performance talks and soirees for interested fans, who can walk across the street to a performance.
- The station will be able to tap into the dynamic new performance spaces of the Bowes Center, which will be directly wired into KDFC's studios, for online concert broadcasts.

Building Community Engagement with Classical Music Education and Outreach

We recognize the opportunity to wield the natural power of radio and digital platforms to strengthen our numerous arts partnerships and to expand outreach programming.

We will be able to grow our outreach partnerships naturally with our new neighbors in the Civic Center, increasing our outreach footprint exponentially.

Developing the Next Generation of Talent

In this new home, KDFC will be centered in the heart of the Conservatory's professional development activities with students. We have plans to showcase young talent from SFCM as well as music students throughout Northern California. We will initiate our own talent development program to train new classical announcers and programmers.

Developing New Audiences

The need to continually develop audiences for KDFC programming is embedded in our mission to make classical music available to all. We will be able to amplify visibility for our arts partners throughout the Bay Area. We plan to convene regular discussions with these groups and others around new ways to collectively develop future audiences for the classical arts.

Building the Digital Future

We live in a changing world. Digital technology is driving expectations from our audience to access classical music through new platforms beyond radio. To meet audience needs, KDFC must continually upgrade our technology that will enable the station's on-air programming to stream through a range of devices powered by a variety of operating systems.

We will invite tech creatives and arts leaders to "skunk works" sessions in our new facility where we brainstorm the digital strategies that will best serve an emerging audience. We plan to develop new digital-only products beyond the FM signals to reach new audiences and dive deeper into programming content that is best suited to the internet rather than to broadcast.

A New Location, A New Home

Moving to our new home will require resources beyond what our annual budget and successful membership program can provide. We are therefore embarking on a building fund campaign to create our new space for KDFC, for our community and for the future.

KDFC Building Fund Naming Opportunities

KDFC Broadcast Center	\$5 million
Main Broadcast Studio	\$2.5 million
Studio #2 (<i>Production</i>)	\$1 million
Studio #3 and #4 (<i>Voice-over</i>)	\$500,000 each
Reception Area	\$250,000
Conference Space	\$250,000
Office of the President	\$150,000
Office Spaces (5)	\$100,000 each







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