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February 2019

Dear Friends of Mabel,

It All Depends On You ...

DeSylva, Brown, and Henderson gave us that standard song decades ago, but its sentiments ring out ever more emphatically today. There is much to herald about our forthcoming projects, including the fact that 2019 marks the **30th** Annual New York Cabaret Convention. Along with such good news, however, there are realities to be faced. The last time The Mabel Mercer Foundation raised its convention ticket prices was 2005; since then, production costs for the event have increased by 20%. Our daily operating expenses continue to rise, as well. Yet—without inflating charges to our audiences—we've continued to present four full evenings of music each autumn. We've expanded our outreach and satellite performances throughout the rest of the year, served as the primary headquarters of cabaret information and consultation for vocalists, musicians, and researchers; and seeing to the ongoing promotion of preserving and advancing the greatest melodies and lyrics of the past century plus.

The MMF has ceaselessly performed such services since 1985, and it's only once a year that we appeal for contributions to ensure our health and stability. Certainly, it's due to your generosity that our roster of activities has annually increased. In 2019, we look forward to such exciting productions as **All The Things You Are: Celebrating Jerome Kern** at Carnegie Recital Hall, the second annual edition of the **Adela & Larry Elow American Songbook High School Competition**, our ongoing participation in the **Cayman Arts Festival** and the **Lynn University** (Boca Raton) cabaret series, as well as an increased number of **master classes** and **student outreach** to teach the in-depth song interpretation exemplified by our namesake. Also, we're pleased to announce the revival of **free concerts** (March 18th & September 16th) at The National Arts Club, as envisioned by our founder Donald Smith. Visit mabelmercer.org and subscribe to our weekly e-blast **Spotlight** for details on this and all upcoming activities.

October 28, 29, 30 & 31, 2019 mark our 30th anniversary convention celebration, honoring legendary singers and songwriters and showcasing both new and classic entertainers. We **and** the audiences love our "home" at Jazz at Lincoln Center, but we don't want to pass along their escalating costs to our customers. Facts to note: Are you aware that when you purchase your convention tickets directly from our office, the MMF absorbs the \$3.50 facility fee charged by the venue? And did you know that if you order the tickets online or by phone, you pay that \$3.50, plus an additional \$7.00? In recent years, we have successfully implemented the sale of last-minute "rush tickets" for students and Manhattan Association of Cabaret members; we've also placed seats with the Theatre Development Fund. We want to continue to build our audiences in such a manner—via accessibility—and not by raising ticket prices.

We are grateful and proud that The Mabel Mercer Foundation exists on reasonably solid ground **at the moment**. This achievement occurs in direct relation to your belief and contributions, and your financial support is essential to our future; **please let us hear from you**. Each of you makes it possible for careers to change, for young singers to be discovered, and for the Great Popular Songbook to endure and flourish.

Indeed, **It All Depends On You!**

KT Sullivan

Artistic Director

Rick Meadows

Managing Director

Charles S. Bullock

Chairman, Board of Trustees