

Arts & Culture Focus Group Finalist: MusicLandria

Project Title: Music in their Hearts, Instruments in their Hands

MusicLandria launched in 2014 as a music instrument library where anyone can check out instruments as one would check out books in a traditional library. MusicLandria has served over 20,000 people and lent over 28,000 musical instruments.

MusicLandria's programs benefit low-income families, seniors, at-risk youth, youth experiencing homelessness, foster youth, BIPOC and LGBTQ+ communities with an emphasis on underserved communities. Roughly 40% of users are people of color. Over 30% have a household annual income of less than \$25,000. Participants include aspiring musicians trying out their very first instrument to local bands, parents, youth and local schools.

The Music Instrument Locker provides free access to musical instruments and equipment through a "Take What You Need, Leave What You Can" model. Rather than price tags, users are encouraged to give what they can. For some, this means leaving equipment they no longer need. For others, this means financial donations, volunteering time, or offering expertise. This year, MusicLandria has re-homed over 300 instruments and served over 150 people.

The Musician's MakerSpace provides free on-site access to top-of-the-line music equipment and offers mentorship, paid residencies, practice space, audio and video recording services and an all-ages music venue. Through this program, local musicians have recorded over 2,000 songs and produced nearly 600 music videos and over 15,000 people have been hosted through concerts, festivals, meetups and club meetings.

Impact100's grant would allow MusicLandria to secure a permanent space and increase weekly service hours by 50%, public and corporate support by 20%, and instrument donations by 30%. Funding will also allow MusicLandria to acquire a more diverse range of instruments and reach more individuals in need. Larger space means expansion of the free Music Instrument Locker and Musician's MakerSpace and supports MusicLandria's mission to empower individuals to explore their musical passions, regardless of financial barriers.