

FOUNDED 2013

BY ARTISTS, FOR ARTISTS



ANNUAL REPORT

FISCAL YEAR 2025

An ecosystem founded by artists, for artists — a creative hub for collaboration through empowerment, education, and events.

DURANGO, CO · FOUR CORNERS REGION · CO / AZ / NM / UT

MISSION

iAM MUSIC is an ecosystem **founded by artists for artists**, serving as a creative hub for collaboration through empowerment, education, and events.

01

EMPOWERS, EDUCATES &
CONNECTS UNDERSERVED
YOUTH

02

ELEVATES & SHOWCASES
CAREER-MINDED
MUSICIANS

03

HOSTS EVENTS THAT
STIMULATE THE LOCAL
CREATIVE ECONOMY

VISION

We cultivate driven, self-actualizing artists and leaders who inspire change through positive rhythms and actions. Our collaborative ecosystem sustains a network of organic relationships that sparks the fire in the next generation of musicians — locally, regionally, and globally.

THE HEARTBEAT OF IAM MUSIC



We inspire each musician to discover and explore creative expression, with roots in community and social entrepreneurship. People and cultures around the world use music as a modality for collective healing — we infuse that intention into how we teach and how we share the experience of music.

Our coaches are working artist-entrepreneurs with thousands of hours of real-world experience. Students learn to speak the language of music, work with one another, execute short- and long-term goals, and perform alongside professionals. Coaches and students alike — we are all evolving on the path together.

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There is no limit on what is possible if we get out of our own way and let creativity be the guide. We offer a 'choose your own adventure' immersive method — a mission-driven incubation platform for artist development and networking.

— **ASHLEY EDWARDS, CO-FOUNDER**

FROM A TOUR VAN TO AN ECOSYSTEM

The "iAM" began as **Independent Artist Management** — a by-artists-for-artists cooperative. It has become an affirmation of the organization's deepest goals and principles.

2011

Bassist Jesse Ogle and vocalist/multi-instrumentalist Ashley Edwards found **Independent Artist Management** after years of relentless touring with Hello Dollface — a networking and tour-management co-op for unsigned musicians.

2013

Outreach Programming is free-formed through "passion presentations" at youth correction facilities, alternative-education programs, and project-based schools — the seed of today's accredited band-coaching curriculum.

2015

iAM MUSIC Fest! launches as a benefit festival — recycling funding back into education while bringing world-class independent musicians, artists, and local businesses together in the Southwest.

2017

The **iNDIGO Room** listening space joins the iAM MUSIC studio — an intimate, independent venue hosting Songwriter's Series, jams, workshops, and a Saturday Concert Series.

2020

iAM MUSIC becomes an established **living-wage employer** in Colorado, producing 50+ events each year and hiring 200+ musicians — revenue reinvested into the next generation.

BY THE NUMBERS

500+

YOUTH REACHED THROUGH
OUTREACH PROGRAMS

373

ACTIVE STUDENTS
ENROLLED IN IN-HOUSE
LESSONS

\$531K

TOTAL REVENUE IN FISCAL
YEAR 2025

~5,000

ANNUAL IN-PERSON EVENT
ATTENDANCE

300+

INTERNSHIP HOURS IN
WORKFORCE DEVELOPMENT

~50

INDIGO ROOM SHOWS
PRODUCED EACH YEAR

IAM MUSIC FEST — 2025 DIGITAL REACH

195K+

PEOPLE REACHED

800K+

TOTAL IMPRESSIONS

33K+

SOCIAL ENGAGEMENTS

700%+

IG FOLLOWER GROWTH

MUSIC EDUCATION WITHOUT OBSTACLES

Year-round, zero-obstacle programming across multiple school districts in La Plata County — free instruments, rehearsal space, gear, mentorship, and no cost to the student. Programs prioritize access, equity, and depth of instruction.

<p>ANIMAS HIGH SCHOOL</p> <ul style="list-style-type: none">• 3 classes · 4 days per week, academic year• Osprey Block Intensive — 3-week immersive, 6 hrs of instruction across 15 students• 75%+ of participants have an IEP or 504 plan	<p>BIG PICTURE HIGH SCHOOL</p> <ul style="list-style-type: none">• 2.5 days/week of 1:1 instruction• Weekly 2-hour ensemble class + after-school lessons• 90%+ low-income, at-risk, or underserved
<p>GOAL HIGH SCHOOL</p> <ul style="list-style-type: none">• Two 8-week education blocks, once each semester• Built for alternative education pathways• 3 youth band-coaching classes supporting collaborative performance	<p>LA PLATA YOUTH SERVICES</p> <ul style="list-style-type: none">• 1:1 outreach music instruction• Serving youth in intervention & support programs• Plus ongoing adult music workshops

6
YOUTH BANDS COACHED IN 2025

2*
ADULT WORKSHOPS MONTHLY — MUSIC MIXER & JAZZ IMPROV

ACCESS IS THE MISSION

A majority of students served through outreach are low-income, at-risk, or underserved. Our programming intentionally meets young people where they are.

→ ALTERNATIVE EDUCATION SETTINGS

→ STUDENTS WITH LEARNING DIFFERENCES

→ YOUTH WITH LIMITED ACCESS TO ARTS EDUCATION

WORKFORCE DEVELOPMENT & INTERNSHIPS

300+

Hours of internship support delivered in 2025 — across music education, live production & event operations, and arts administration. We plan to provide 300+ internship hours again in 2026.

THE PILLARS OF IAM MUSIC

Our curriculum moves each artist along a continuum — from supportive, directive fundamentals toward creative independence and soul.

MORE SUPPORTIVE / DIRECTIVE

MORE CREATIVE

TECHNIQUE & WORK-ETHIC

Technical building blocks · muscle memory · proper terms & exercises · a strong sense of time.

MENTORSHIP & SUPPORT

Positive reinforcement · role-models & mentors · trust & social complexity · building strength.

COLLABORATION & NETWORK

Co-creative skills · testing strengths in a band · building a network for trust & collaboration.

PERFORMANCE & PROFESSIONALISM

Stage & performance skills · expressing confidence · building character · applying the whole package.

CREATIVE VOICE

Originality & new music · arrangement & composition · defining an artistic message & voice.

VISION, LEADERSHIP & SOUL

Career path & internships · leading a project · creating opportunity for others · passion / soul-factor.

EMPOWERMENT

EDUCATION

EVENTS

WHERE THE SCENE GATHERS

Roughly 5,000 people gather in person across iAM MUSIC events each year — and our flagship Fest reaches hundreds of thousands more online.

586K

PAID IMPRESSIONS AT \$4.27 CPM

9,500+

LINK CLICKS DURING CAMPAIGN

YEAR-ROUND PROGRAMMING VOLUME

- ~50 iNDIGO Room shows per year
- 10–15 student performances
- 2 dedicated student showcases
- 2–4 AHS student concerts
- ~2,250 annual concert attendees



A DIVERSIFIED, MISSION-ALIGNED MODEL

\$530,950

TOTAL REVENUE, FY2025

EARNED PROGRAM REVENUE — 68%

CONTRIBUTED SUPPORT — 30%



EARNED PROGRAM REVENUE

Lessons & Outreach	\$241,128
Events, Festivals & Sponsorships	\$122,100

CONTRIBUTED SUPPORT

Grants	\$89,480
Individual Donations	\$58,425
Corporate Contributions	\$9,042

WHERE IT GOES — PROGRAM INVESTMENT

Employee wages & payroll · teaching artists & production staff · instruments, gear & instructional supplies · live music production & community events · facilities & utilities for year-round programming. **More than two-thirds of revenue is earned through mission-driven activity** — not reliance on a single source.

WORKING ARTISTS, ALL THE WAY UP

A living-wage employer in Colorado — our coaches are working artist-entrepreneurs, and revenue is reinvested in the next generation. iAM MUSIC hires 200+ musicians from across the U.S. each year.

DIRECTORS & STAFF

Julianne Marqua — Director / Admin
Jesse Ogle — Director / Admin
Sam Kelly — Marketing / Admin
Shainna Allen — Teacher / Admin
Blessing Chimanga — Intl. Ambassador
Ratidzo Mayenzanise — Intl. Ambassador
Cameron Wright · Cord Drake · Cyle Talley
Gabe Neymark · Jacob Nalle · Jason Lemon
Kiev Simonfy · Maria Joy — Teachers
Clarke Reid · Dana Stahl — Outreach Teachers
Joshua Hoffman · Talia Scharing — Event Support
Mike Ryan — Volunteer Staff

CONTRACTOR SUPPORT

Go Nuts — Marketing
RUNN TEAM — Marketing
Black Spy — Marketing
Music Masters — Live Sound
Kerry Siggins — Songwriting Festival Productions

200+

MUSICIANS HIRED EACH YEAR

BOARD OF DIRECTORS

<p>PRESIDENT Ashley Edwards Musician</p>	<p>SECRETARY Tara Kiene President, Community Connections</p>	<p>TREASURER Kelsey Parks Digital Marketing Manager</p>
<p>MEMBER Shannon Smith Entrepreneur</p>	<p>MEMBER Gretchen Dubit FLC Staff Member</p>	<p>MEMBER John Dugas Financial Advisor</p>

OUTLOOK 2026

Most operations stay the course — with one major investment. The **San Juan Songwriters Festival** aims to grow its budget by **\$225,000**, the largest single change at iAM MUSIC for 2026.

2026 FUNDRAISING CALENDAR

SPRING FASHION SHOW April	IAM MUSIC FEST May	SAN JUAN SONGWRITERS FEST September	MAHOGANY FUNDRAISER November	SILENT AUCTION December
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THEME — STUDENTS

EMPOWERMENT

THEME — STAFF

COMMUNICATION ·
CONSISTENCY · COST-OF-
LIVING ASSESSMENT



WATCH THE MUSIC **GROW**

There is no limit on what is possible when creativity is the guide. Join us — as a student, an artist, a patron, or a partner — and help spark the fire in the next generation of musicians.

DONATE

SPONSOR

VOLUNTEER

ATTEND



Durango, CO & the Four Corners

CO · AZ · NM · UT

iammusic.us