

# WILDER FRETS: CLASSICAL GUITAR IN THE WILDERNESS

## Comprehensive Business Plan (2025–2030)

### I. Executive Summary

**Wilder Frets: Classical Guitar in the Wilderness**, founded in 2025 by Oregonian classical guitarist and Artistic Director **Tye Austin, M.M.**, is a fiscally sponsored project of **Fractured Atlas**, a 501(c)(3) arts nonprofit. Wilder Frets reimagines the concert experience by presenting elite classical guitar performances in breathtaking wilderness landscapes across the Pacific Northwest.

Through **50+ annual outdoor concerts**, free masterclasses, youth education initiatives, sustainable production practices, and cross-disciplinary collaborations, Wilder Frets transforms natural landscapes into open-air concert stages—where audiences not only hear music, but rediscover their relationship to the natural world.

Our mission is rooted in three pillars:

1. **Artistic Excellence** — Uniting elite musicianship with immersive wilderness environments.
2. **Ecological Stewardship** — Modeling sustainable, low-impact performance practices.
3. **Accessibility & Education** — Offering free or subsidized programming to underserved communities, including youth, single parents, SNAP recipients, and at-risk populations.

Wilder Frets is raising **\$1,000,000** to fund its inaugural 2026 season and maintain a high-caliber annual touring concert model between June–October each year.

### II. Mission Statement

Wilder Frets creates a transformative dialogue between **music, community, and the environment** by presenting classical guitar in outdoor settings where nature and culture co-mingle. Our mission is to create a living dialogue between music, community, and the environment — one that nourishes both the wildness of the human spirit and our collective responsibility to preserve the wilderness landscapes that inspire us.

### III. Vision Statement

Our vision is to transform the Pacific Northwest into a grand open-air concert hall. We bring world-class classical guitar performances into breathtaking wilderness landscapes — forests,

deserts, mountains, caves, and coastlines — creating a new concert model where listening becomes a form of stewardship.

We envision a world in which:

- Listening to music in nature deepens environmental awareness
- Artistic experiences are accessible to all, regardless of socioeconomic status
- New music is inspired by the landscapes that shaped generations of artists
- Communities come together in shared outdoor experiences that heal, teach, and uplift

In the long term, Wilder Frets will expand throughout the American West and develop partnerships with national parks, tribal organizations, conservation groups, and global arts institutions.

## **IV. Problems We Solve**

Wilder Frets responds to several cultural, educational, and environmental challenges that traditional arts institutions often overlook.

### **For Audiences**

Access to world-class classical music is often limited to major cities, while many people seek cultural experiences that feel restorative, immersive, and connected to nature. Wilder Frets brings elite performances directly into wilderness landscapes, offering an intimate alternative to conventional concert environments.

### **For Artists**

Wilder Frets is committed to compensating artists at a level that reflects their training, experience, artistic achievements, and the significant time and financial investment required to sustain a career in music. Our wilderness-based performance model creates new revenue pathways and reduces reliance on traditional venues or industry gatekeepers, ensuring artists can continue earning a stable income on their own terms, even in the face of future government shutdowns, public health restrictions, or venue disruptions.

### **For Students and Emerging Artists**

Many schools and rural communities lack music education, instruments, and opportunities to study with professional artists. Our free masterclasses, youth lessons, and artist residencies remove financial and geographic barriers, fostering creativity and ecological awareness.

### **For Donors and Supporters**

Philanthropic partners increasingly seek innovative, sustainable, and community-anchored arts models. Wilder Frets offers a resilient, low-overhead structure that advances equity, environmental stewardship, and measurable cultural impact.

## **For Communities and Partner Organizations**

Parks, schools, tribes, and rural towns often need cultural programming that supports education, tourism, and environmental engagement. Wilder Frets strengthens these ecosystems by drawing visitors, building local partnerships, and deepening public connection to the natural world.

## **For the Broader Public**

In an era of digital saturation and social fragmentation, many people feel disconnected from both culture and nature. Our programs offer grounding, healing experiences that cultivate presence, belonging, and a renewed sense of relationship with the land.

## **V. Organizational Overview**

### **Founding & Legal Structure**

Wilder Frets is a fiscally sponsored project of **Fractured Atlas**, enabling tax-deductible donations, compliance, and nonprofit infrastructure while maintaining artistic and operational autonomy.

### **Leadership**

#### **Tye Austin, M.M. — Founder & Artistic Director**

A classical guitar virtuoso, composer, educator, and outdoorsman, Tye Austin leads the artistic, educational, and ecological direction of the organization.

### **Advisory Roles (Proposed)**

- Arts Education Specialist
- Eco-Acoustician
- Indigenous Cultural Liaison
- Outdoor Event Production Manager
- Sound Engineer
- Nonprofit Development Strategist
- Community Representative

### **Strategic Partnerships**

Wilder Frets collaborates with:

- State parks & national parks

- Conservation nonprofits
- Public schools & rural education districts
- Tribal organizations
- Outdoor recreation groups
- Universities & conservatories
- Tourism & cultural heritage organizations

## **VI. Programs & Services**

Wilder Frets operates through three major program areas:

### **1. Wilderness Concert Series (51 Concerts per Year)**

The heart of Wilder Frets is its annual concert season (June–October), featuring 51 open-air performances across Oregon, Washington, and California.

#### **Defining features:**

- World-class classical guitar performances by Artistic Director **Tye Austin**, with guest artists
- Ecology-centered programming: naturalists introduce the local ecosystem, history, or cultural narratives
- Performances situated in striking wilderness areas such as coastal cliffs, ancient forests, caves, and alpine lakes
- Sustainable production: solar-powered generators, non-invasive staging, Leave No Trace principles
- Wireless, open-ear listening devices offering pristine sound without disturbing wildlife
- Tiered ticketing:
  - **\$50 general admission**
  - **Free for** SNAP recipients, single parents, foster families, orphans, at-risk youth, and low-income households

#### **Examples of 2026 locations:**

- Redwoods National Park (CA)
- Crater Lake National Park (OR)
- Smith Rock State Park (OR)
- Olympic National Park (WA)
- Ecola State Park (OR)
- Oregon Caves (OR)

## 2. Masterclasses & Artist Residencies

Before each concert, Wilder Frets offers **free 90 minute masterclasses** for local youth, adults, and aspiring musicians.

Masterclasses integrate:

- Classical guitar technique & repertoire
- Listening practices informed by natural surroundings
- Mentorship and professional development
- Cultural and ecological knowledge-sharing

Wilder Frets also supports **annual artist and composer residencies** in collaboration with ecologists, poets, scientists, or Indigenous teachers. These residencies result in new compositions inspired by specific landscapes.

## 3. Community Access & Youth Music Education

Wilder Frets believes everyone deserves access to music and nature. Our **Free Frets Initiative** provides:

- Free guitars, strings, books
- Weekly lessons (virtual and in-person)
- Summer camps combining music and outdoor learning
- Guided hikes, “listening walks,” and nature journaling
- Community concerts featuring youth performers

We partner with youth-serving organizations, tribes, refugee resettlement agencies, and rural schools to reach children who traditionally lack access to classical music.

## **VII. Innovation: The Wilder Sound & Wilder Media**

### **Eco-Conscious Sound Design**

Audience members wear **open-ear wireless headsets** that offer:

- Studio-quality audio & concert hall-quality acoustics
- Unobstructed listening to the natural environment
- Zero disturbance to wildlife
- Accessibility for people with hearing sensitivities

### **Wilder Media**

To expand global reach and preserve the magic of outdoor music, Wilder Frets produces:

- Live-streamed concerts
- Album recordings
- Cinematic music videos
- Short documentaries about music, ecology, and culture

This content fuels long-term digital engagement and donor storytelling.

## **VIII. Market Analysis**

### **Audience Segments**

- Classical music enthusiasts
- Outdoor recreation lovers
- Families seeking cultural experiences
- Eco-conscious travelers
- At-risk youth & underserved communities
- Donors, philanthropists & arts patrons
- Musicians & students

- Cultural tourists

## Market Trends

- Rapid growth in **experiential outdoor events**
- Rising interest in **wellness, nature-based therapy, and eco-arts**
- Increased demand for **hybrid streaming + live performances**
- Expanding recognition of **arts education inequities**

Wilder Frets occupies a unique position at the intersection of outdoor experiences, cultural education, ecological advocacy, and classical guitar music.

## IX. Operational Plan

### Annual Timeline

- **Jan–Mar:** Fundraising, partnership building, hiring, permitting
- **Apr–May:** Site scouting, equipment prep, marketing launch
- **Jun–Oct:** Concert tour + masterclasses (50 concerts)
- **Nov–Dec:** Media production, reporting, strategic planning

### Staffing

- Artistic Director
- Production Manager
- Tour Manager
- Audio/Video crew
- Marketing & social media team
- Development coordinator
- Administrative support
- Seasonal volunteers, naturalists, and local partners

### Sustainability Standards

- Leave No Trace compliance
- Biodegradable materials
- Solar and battery-powered equipment
- Minimal staging footprint
- Collaboration with environmental educators

## **X. Ticket Revenue Model**

**Ticket Price: \$50**

**Attendance Estimate per Concert: 250–500**

**Revenue range for 50 concerts:**

- **Low estimate (250 attendees):**  $250 \times \$50 \times 50 = \$625,000$
- **High estimate (500 attendees):**  $500 \times \$50 \times 50 = \$1,250,000$

*Note:* Free tickets for underserved groups do not impact the availability of paid tickets due to outdoor capacity flexibility.

## **XI. Itemized Annual Budget (51-Show Season)**

### **1. Artist & Educator Compensation**

- **Artistic Director performances: \$150,000**
- **Masterclass instructors: \$15,000**
- **Additional musicians: \$15,000**  
**Subtotal: \$180,000**

**2. Celebrity Guest Artists: \$60,000**

**3. Commissioned Works: \$35,000**

**4. Youth Education Program: \$35,000**

**5. Eco-Responsible Production: \$20,000**

**6. Portable Stage, Lights, Solar Equipment: \$80,000**



- 7. Wireless Headphones & Sound Gear: \$85,000
- 8. Audio/Video Production Crew: \$140,000
- 9. Marketing, Advertising & Publicity: \$70,000
- 10. Social Media Management Team: \$30,000
- 11. Partnerships & Cultural Collaborations: \$10,000
- 12. Tour Van & Travel: \$60,000
- 13. Licenses, Permits, Insurance, Operational Fees: \$50,000
- 14. Artistic Director’s Salary: \$85,000

## XII. Annual Budget Summary

Category	Total
All Program, Production & Operations Costs	\$940,000

**Total Funding Goal: \$1,000,000**

(Provides a 6% contingency buffer.)

## XIII. Fundraising Strategy

### Revenue Streams

- Individual donors
- Major gifts & patron circles
- Corporate sponsorships
- Government grants (NEA, state arts councils)
- Foundation grants
- Ticket sales
- Media licensing

- Branded merchandise
- Educational program underwriting

## **Donor Giving Levels**

- **\$1-\$99** – Friend of Wild Frets - Tax-deductible contribution
- **\$100-\$499** – Visionary Supporter - Friend of Wilder Frets benefits, plus: Recognition on website donor page | Name listed in digital concert programs
- **\$500-\$999** – Community Sponsor - All Visionary Supporter benefits, plus: Recognition at one concert event | Invitation to an open rehearsal | Supports free masterclasses and youth access programs
- **\$1,000-\$4,999** – Concert Underwriter - All Community Sponsor benefits, plus: Naming recognition for one wilderness concert (“Concert underwritten by...”)| Logo or name included on event signage and livestream credits | Exclusive behind-the-scenes video message from the Artistic Director
- **\$5,000-\$9,999** – Season Partner - All Concert Underwriter benefits, plus: Recognition at three concerts throughout the season | Invitation for two guests to a private outdoor donor gathering | Sponsor highlight in social media promotions
- **\$10,000-\$24,999** – Wilderness Steward - All Season Partner benefits, plus: Premier acknowledgment at five concerts | Opportunity to dedicate a masterclass or youth event | Early access to media releases, recordings, and documentary footage | Logo placement on all season materials
- **\$25,000+** – Founding Benefactor - All Wilderness Steward benefits, plus: Prominent recognition across the entire concert season | Custom stewardship package tailored to your philanthropic goals | Private concert experience for up to 20 guests in a wilderness location (where permitted) | Recognition in all press releases, media features, and digital campaigns, and concerts.

## **XIV. Impact Assessment**

### **Cultural Impact**

- Reimagines the classical guitar concert as an outdoor communal experience
- Creates immersive encounters with art & nature

### **Educational Impact**

- Hundreds of hours of free instruction annually

- Access for underserved communities
- Development of youth creativity, confidence, and ecological awareness

## **Environmental Impact**

- Concert-goers form deeper emotional connections to natural landscapes
- Promotes conservation partnerships and stewardship

## **Economic Impact**

- Supports local tourism & small businesses
- Creates jobs for artists, educators, and production teams

## **XV. Long-Term Vision (2027–2030)**

- Expand tour to Idaho, Montana, Wyoming, Colorado, Utah, Arizona, New Mexico, Nevada, North/South Dakota, Hawaii, New York, and New England
- Expand tour to Canada, Europe and Asia
- Expand tour to South America, Australia, and Indonesia during their summer season
- Develop a permanent “Wilder Frets Festival”
- Establish national park artist residencies
- Launch a full documentary series and album catalog
- Create a dedicated 501(c)(3) nonprofit entity
- Build an endowment for long-term sustainability
- Train emerging artists in eco-conscious performance and music business practices

## **XVI. Conclusion**

Wilder Frets is more than a concert series—it's a movement to restore our relationship with nature through the power of music. Every performance, every masterclass, and every moment of inspiration strengthens the bond between people and the land.

By investing in Wilder Frets, supporters help build a legacy where:

- music and wilderness coexist in harmony

- youth gain access to transformative arts education
- wilderness conservation and the cultural arts strengthen one another

Together, we can ensure that the sound of the classical guitar continues to echo through forests, deserts, and mountain ranges—carrying hope, beauty, and belonging into the next generation.