

EXHIBIT A  
LETTER OF APPLICATION

April 15, 2015

Pier 4 LLC  
Boston Redevelopment Authority  
Re: 100 Pier 4 Civic/Cultural Space



162 Boylston Street  
Boston, MA 02116

Being duly authorized to represent and act on behalf of M. Steinert & Sons and The Steinway Society of Massachusetts and having reviewed and fully understood all of the requirements and information provided, the undersigned hereby submits the attached Application and supporting materials and hereby applies for the opportunity to provide or submit a proposal for the Civic/Cultural Space. (the RFI)

The Owner, the BRA or the Mass DEP are hereby authorized by the Applicant to conduct any inquiries and investigations to verify the statements, documents, and information submitted in connection with this Application, and to seek clarification from references and other third parties regarding any financial and experience issues.

If the Owner, BRA or the Mass DEP have any questions regarding this Application, please contact the following individuals:

Brendan P. Murphy,  
M. Steinert & Sons Vice President  
Steinway Society of Massachusetts, Director  
162 Boylston Street, Boston, MA 02116  
617 426 1900  
[Brendanm@msteinert.com](mailto:Brendanm@msteinert.com)

The undersigned warrants there is no director, officer, partner, employee or spouse of any of the foregoing categories who is a.) an elected official or employee of the City of Boston, Mass DEP or the owner or b.) related to or has any business or family relationship with any elected official of the City of Boston or any employee of Mass DEP or the Owner such that there would be any conflict of interest or appearance of a conflict of interest in the evaluation or consideration of this Application by the Owner, the BRA or the Mass DEP.

The undersigned declares that the statements made and the information provided in the duly completed Application are complete and true and correct in all respects.

Brendan P. Murphy

A handwritten signature in black ink, appearing to be "Brendan P. Murphy". The signature is stylized and written over the printed name.

100 Pier 4 Civic/Cultural Space  
RFI  
Application

## Exhibit B

### Form of Application

#### 1.0 Non-Profit Organization Structure

1.1 Steinway Society of Massachusetts, incorporated in Massachusetts on August 20, 2003

162 Boylston Street, Boston MA 02116

Brendan Murphy, President

617-426-1900 ext 257

617-426-1905

[brendanm@msteinert.com](mailto:brendanm@msteinert.com)

<http://www.steinwaysocietymass.org/>

1.2 See attached for documents

1.3 List of Officers

Brendan Murphy, 7 Pyramid Lane, Scituate MA 02066

781-962-1101

President since 2006

Jerome Murphy, 78 St. Mary's Street, Newton MA 02462

617-964-8054

Treasurer since 2006

No officers or directors receive remuneration for their services to the society.

#### 2.0 Application Evaluation

2.1 Description of proposed Civic/Cultural Space Use:

-Small Recital Hall suitable for solo piano, chamber music, small ensembles and vocal groups with 100-200 person audience capacity and a Steinway Model D concert grand,

-4-5 Studio spaces for lessons/practice space for rent, including Steinway grand pianos in each space

-1 group piano lesson space featuring digital piano lab with 15 lab stations.

-Outdoor space to feature musical performance utilizing a custom, purpose-built solar powered digital piano.

## 2.2 Evaluation Criteria

Performance Space and Piano Lesson Studios (interior space) will attract users at all times of year, regardless of weather. Our proposed use will draw consumers of culture and music, traditionally located in the Back Bay, "Avenue of the Arts" and Symphony area, to the new South Boston Waterfront neighborhood. Our proposed uses will also enhance the experience of the residents of the South Boston Waterfront and adjacent communities.

The outdoor space will be programed similarly to the Brewer Fountain space created by the Friends of The Public Garden. We intend to use a custom purpose-built "all weather" digital piano powered by solar panels. We will program informal performances as well as have the piano open for public use. For public use, we envision a public experience similar to the recent "Play Me I'm Yours" piano project sponsored by the Celebrity Series. The informal concerts will be mostly local students from our partner colleges and conservatories.

The Steinway Society of Massachusetts was founded in 2003 and is backed by its corporate partner, M. Steinert & Sons. M. Steinert has been in business since 1860, representing Steinway & Sons since 1869 and has been in its current location on Boylston Street since 1896. Long-range vision and long-term leadership at both institutions have created success and financial stability.

## 3.0 Financial Viability and Capability

3.1 Steinway Society of Massachusetts currently operates with an average account balance of \$10,000. The Steinway Society of Massachusetts currently relies on its corporate sponsor, M. Steinert & Sons to provide performance space and does not solicit monetary support. If given the opportunity to relocate to the 100 Pier 4 Space, the corporate sponsor would assist financially in build out of the space. If granted the space at 100 Pier 4, the Piano Academy at M. Steinert & Sons would merge into the Steinway Society of Massachusetts.

Financials of the Piano Academy:

~110 Piano Students of all ages and abilities bringing in ~\$196,000 annually. After paying teachers and other operating expenses the Piano Academy has net revenue of approximately ~\$45,000

Opportunities for additional revenue from the space:

Group Piano Lessons ~\$40,000-\$80,000 annually

Studio/Practice Space Rental Income ~ \$15,000 - \$25,000 annually

Revenue Generating Concerts ~ \$75,000

3.2 The Steinway Society would solicit monetary support from its corporate sponsor, M. Steinert & Sons to assist in build-out of the space. The corporate sponsor would also provide the instruments (approximately 4-5 Steinway Grand Pianos, 1 custom-built hybrid electric piano, 15 Digital pianos for Group Piano Lessons). It would be necessary to have a Lessee Improvement Allowance in addition to corporate sponsorships and income revenue to make the space usable for our proposal.

### 3.3 Two Years Unaudited Financials

-Unaudited financials for Steinert Piano Academy and Steinway Society of Massachusetts are attached

## 4.0 Organization Programming and Service Delivery

4.1 The Steinway Society of Massachusetts is a not-for-profit organization committed to encouraging young piano students and young emerging artists, as well as fostering an appreciation of piano music among the general public. The Society provides opportunities for pianists and other musicians to meet and perform in order to further their art.

The highlight of the Society's year is our annual Piano Competition, held every spring. This high profile event is an eagerly anticipated showcase for young pianists from Massachusetts, Rhode Island, New Hampshire and Maine. The event draws applications from over 100 young pianists between Grade 3 and Grade 12, annually.

In addition to the annual Piano Competition, the Society sponsors free and paid performances by local and international pianists and musicians throughout the year at Steinert Hall at M. Steinert & Sons at 162 Boylston Street, Boston MA. The Society provides performance opportunities to the winners of the Piano Competition at various venues around the region including Symphony Hall and WGBH's Fraser Performance Studio.

The 100 Pier 4 Civic/Cultural space presents a wonderful opportunity for the Steinway Society to expand its programming and community engagement and further enhance its mission to promote music and music education.

If given the opportunity to properly build-out and program the Civic/Cultural Space at 100 Pier 4 the Society would expand programming in the following ways:

-Merge the Steinert Piano Academy with the Steinway Society and relocate the piano lesson/studios to the Civic/Cultural Space. The Steinert Piano Academy teaches private piano lessons and group piano classes on a weekly basis with a goal to reach

150+ students, both children and adults, beginners and advanced. Lesson fees would help pay for lease/rent and build-out.

-Create a group piano studio with 15 units to teach group piano lessons. This is a great opportunity for adult beginners to learn piano, socialize and have fun. It is the latest trend in Recreational Music Making, gaining popularity nationwide among active adults seeking to enhance their musical palates.

-When not being used for lessons, Piano Studios would be rented at an hourly rate for high quality practice space for visiting artists and area students and residents. High quality practice space is very much in demand in Boston. Rental fees would help pay for lease/rent and build-out.

-Program performances and recitals of local and international musicians. Most performances would be free and open to the public. Some would require paid tickets in order to offset artist fees and/or lease/rent of the space.

-Provide space for private piano studio recitals. Currently there are 100 +/- individual piano studio/student recitals at Steinert Hall. The participating piano teachers and studios come from all over New England, primarily Greater-Boston.

The Steinway Society of Massachusetts has active partnerships with the Boston Chamber Music Society, Boston Conservatory, New England Conservatory, Boston Symphony Orchestra and many other local schools, colleges, universities and organizations. To date, the Boston Chamber Music Society and the Boston Conservatory have been approached to co-program the recital space and are interested in providing programming for up to 10 performances per year. We anticipate further collaboration from other institutions as the space becomes available.

We envision:

100-150 individual piano students

15-30 group piano students (growing annually)

100 student recitals (aged from 5 years old – adult)

15-30 High Level Professional performances annually, including internationally known artists as well as programming from local institutions such as the Boston Chamber Music Society and the Boston Conservatory. Drawing an audience from all over New England.

## **5.0 Contribution to the Community**

5.1 Our vision for the Civic/Cultural space at 100 Pier 4 is to create a vibrant active hub of music-making. It will be a facility that can be utilized by all ages and backgrounds and will attract users from all over the city and region. It will be a cultural jewel in the new South Boston Waterfront.

There will be educational opportunities for young and old. We will offer individual and group piano lessons, master-classes and pre-concert talks by high-level artists. We will offer high-level concert programming and provide a performance space for the area's emerging young artists to connect with new audiences. The space will draw performers and audiences from all over New England given our partnerships with organizations, colleges, universities and conservatories across the region. There is a need for small, high quality, performance spaces in Boston and this space will fill that need.

The outdoor area will easily meld with the Harborwalk and open spaces in the neighborhood; yet provide an experience that is unique to 100 Pier 4. The custom, purpose built outdoor piano will provide the public opportunity to make music, and enjoy music. The outdoor piano will also function as a beacon pointing casual visitors to the outstanding cultural space on the second floor.

6.1 This is not a joint application with any other organizations, but we are expecting our current active partnerships to continue and grow with the new space. We are currently actively partnered with Boston Conservatory, the Boston Chamber Music Society, WGBH, Boston Symphony among others.

The space, as described in this application, would also lend itself to partnership with certain gallery or visual art users. We are open to this type of collaboration.