



3 DAYS OF JAZZ MUSIC,  
WINE AND FOOD IN THE  
HEART OF NIAGARA-ON-THE-LAKE.

AUGUST 22<sup>ND</sup>, 23<sup>RD</sup>, & 24<sup>TH</sup>



# NIAGARA JAZZ FESTIVAL

2014 FINAL REPORT

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## Executive Summary

- **HISTORY:** The Niagara Jazz Festival, presented by TD, took place on August 22 – 24, 2014. Juliet Dunn & Peter Shea, founders & producers of the Twilight Jazz Series, spearheaded this new cutting edge event. The multi-day festival is dedicated to celebrating the art form of jazz by showcasing the finest Canadian and internationally renowned jazz musicians by way of performances and educational initiatives.
- **ARTISTS + VENUES:** The Festival featured 20 bands and over 70 musicians in picturesque Niagara-on-the-Lake, ON. Events occurred at seven venues along Niagara Stone Road: Jackson-Triggs Winery, Stratus Vineyards, The Village, NOTL Library, Garrison House, Oast House Brewery and The Old Winery.
- **RESPONSE:** Close to 3,000 people attended the first annual Niagara Jazz Festival. *“I have attended Toronto, Montreal, Monterrey and I enjoyed NOTL the most. The selection of artists was outstanding, there was not a single bad act. The festival was true to showcasing great jazz and the venues were perfect. Hats off to Juliet Dunn and her team for being able to put this together within a short time and with limited resources. I hope the festival will receive the support from the city, because it is truly deserving and jazz lovers can have an opportunity to visit beautiful NOTL and enjoy great jazz at the same time.”* **AJ**
- More comments + NJF feedback here: [www.niagarajazzfestival.com](http://www.niagarajazzfestival.com)
- **COMMUNITY:** Festival site included Farmer’s Market the Village Outdoor Stage, Wineries & Vineyards, Library, Restaurants, Brewery.
- **THANKS:** A volunteer recognition party took place on Sunday, August 24<sup>th</sup> at Corks Restaurant and Bar in NOTL, ON.

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## Summary: Facts & Figures

### PROGRAMMING

3 Days  
 7 Venues  
 Over 20 Bands  
 Over 70 Musicians  
 15 Free public performances  
 5 Featured Stages  
 1 Community Outdoor Stage  
 2,800 Estimated Audience

### MEDIA & MARKETING

10,000: Website hits  
 6,136: Facebook Reach  
 474: YouTube Reach  
 20%: Twitter Engagement Rate  
 1,800: E-blast  
 500: Blog views  
 \*See attached Marketing report for full details

### SPONSORSHIPS & FINANCING

\$80,000: Total Operating Budget  
 \$190,000: In-Kind Sponsorship  
 7: Artists Sponsors  
 7: Stage Sponsors (Venues)  
 \$19,975 : Artist fees  
 \$21,000: AV and Production costs  
 \$16,850: Festival Contracts



# Community

## COMMUNITY STAGE

The Village Outdoor Free Stage included 6 local and Toronto based bands with local DJ Marinko spinning during the breaks. A free stage for the community paired with various local vendors, wineries and breweries.

## VENUE PARTNERS

- The Village / Brookfield Residential
- Jackson-Triggs Winery / Stratus Vineyards
- Oast House Brewery / Garrsion House
- NOTL Public Library / Old Winery

## VENDORS

- Niagara Culinary Tours
- The Bow Tie Guys
- The Yellow Pear Food Truck
- Rodney's Oyster House (via YPear)
- Gourmet Taco Cart
- Il Gelato di Carlotta
- Dawson's Hot Sauce
- Tapestry Beadwork
- Singing Canary Hemp Seeds

## VOLUNTEERS

- 25 volunteers assisted with various promotional events leading up to the festival week end
- 80 volunteers came out to promote the Niagara Jazz Festival operating 4-hour shifts over the 3 days.
- The 20 person planning committee was comprised of over 20 working professionals who donated their work and time for the inaugural year due to their strong belief in the project.





**AUGUST 22-24, 2014**

**3 DAYS OF JAZZ MUSIC, WINE AND FOOD IN THE HEART OF NIAGARA-ON-THE-LAKE.**

Headliners include Heather Bambrick, Barbra Lica, John Sherwood, John Neudorf, Chase Sanborn, Mark Kieswetter, Alistair Robertson, Randy Stirtzinger and many more...

## Featured Artists

### FEATURED ARTISTS

- Heather Bambrick
- John Sherwood
- Barbra Lica
- BROWNMEN ELECTRYC TRIO
- John Neudorf
- Don Naduriak – XAVIER JAZZ
- Graham Lear Trio
- Griffith Hiltz Trio

### FEATURED ARTISTS

- Jaymz Bee
- Alistair Robertson Quartet
- Randy Stirtzinger
- Warren Stirtzinger Duo
- Dixie Demons Quartet
- Blue Note Tribute Quintet
- Rob McBride Trio

### FEATURED ARTISTS

- Duo Nuevo
- Frank's Bus Brass Band
- Vneyard Jazz Trio
- Loose Change Quintet
- Jay Reed Duo
- MGM Trio
- Ashley St. Pierre Quartet

### FEATURED ARTISTS

- Mark Kieswetter
- Brian Dickinson
- George Kozub
- Chase Sanborn
- Brian O'Kane
- Mike Daley Duo

# Partners & Sponsors



NIAGARA *this* WEEK



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Residential



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REAL ESTATE



armstrong



ODON  
WAGNER  
GALLERY



NEW YORK  
Small Business



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## Production Team

**Juliet Dunn**

Executive Director / Producer  
[julietdunn.ca](http://julietdunn.ca)

**ARMSTRONG STRATEGY**

Media & Publicity  
[armstrongstrategy.com](http://armstrongstrategy.com)

**Joe Robertson**

Chairman of the Board

**BRAIN FARM**

Creative Team  
[thebrainfarm.ca](http://thebrainfarm.ca)

**Barbara Worthy**

Production and Programming  
Assistant

**Duncan Hopkins**

Artistic Director  
[duncanhopkins.com](http://duncanhopkins.com)

**Shauna Arnott**

Marketing & New Media / Sponsorship  
[mobievents.ca](http://mobievents.ca)

**Fund Development**

Maria Mavridis  
[www.corksniagara.com](http://www.corksniagara.com)

**Peter Shea**

Assistant Artistic Director / Co-Creator  
[petersheamusic.com](http://petersheamusic.com)

**Mandi Gould**

Director of Operations & Logistics  
[mandigould.com](http://mandigould.com)

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# Letter From The Producer

Dear Team, Board Members, Partners, Artists, Vendors and Volunteers,

The 2014 Niagara Jazz festival was a huge success in its inaugural year and I would like to send out a sincere thank you to everyone who believed in the dream and helped to make it come true!. The Niagara Jazz Festival will continue to deliver huge social and cultural benefits to hundreds of thousands of good people in the Niagara region as it grows and grows, and that is very exciting indeed.

The project began as Peter Shea's and my vision and one by one we have built a team of passionate people who know and love the art of jazz, community and the Niagara Region. Over this past year we have relied upon the faith and support of many partners, who saw value in our vision and ran with it while we set up shop. As the festival has grown over this past year, we have delivered on our commitments, fulfilled our obligations and learned tremendous valuable lessons along the way. The task at hand is to maintain our momentum as we pursue the festival's incredible potential. Our objective with the Niagara Jazz Festival is to expand and grow the festival throughout the Niagara Region. In order to do that we would like to:

1. Partner with a presenting sponsor for a multi-year commitment.
  - Our success depends upon finding sustainable funding to pay for our team's good work.
2. Partner with more local and regional sponsors.
3. Obtain government funding by way of grant opportunities.
4. Produce fundraisers to raise funds for future festivals.
5. Partner with more venues to add more special events, to our programming.
6. Maintain the interest of local media and the public.
7. Further develop our social media prowess.
  - To reach a broader audience with more targeted media.
  - To develop more targeted benefits for our partners.

The future looks very good. I look forward to continuing to work with you all as we contribute to the growth of jazz and the arts in our beautiful Niagara Region!

Thank you all,  
Juliet Dunn, Executive Director / Producer  
Niagara Jazz Festival

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