



TD NIAGARA JAZZ FESTIVAL

2015 FINAL REPORT

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Executive Summary

- **HISTORY:** The TD Niagara Jazz Festival was launched in August of 2014 and has just completed a successful 2nd year. Juliet Dunn & Peter Shea, founders & producers of the Twilight Jazz Series, spearheaded this new festival which truly complements and fills a void in the Niagara Region's arts + culture scene. 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, wine + culinary events and educational initiatives.
- **ARTISTS + VENUES:** The 2nd annual Festival featured 35 bands and over 160 musicians with the hub in Niagara-on-the-Lake, & other featured stages & events in and around St. Catharines, Niagara Falls, Fonthill and Thorold. Some of the featured venues included: Jackson-Triggs Winery, Stratus Vineyards, The Village, Simcoe Park, NOTL Library, Oast House, St. Catharines Market Square, & 13th St. Winery.
- **RESPONSE:** Close to 6,000 people attended the 2nd annual TD NJF doubling in size from its 1st year. *** See 'testimonials' for feedback.
- **COMMUNITY:** Various FREE festival events included the Village / Etsy Family Stage at the NOTL Market, the Fiesta Stage at Simcoe Park, 'LIVE LEARN JAZZ' educational sessions at the NOTL Library, and 'Dinner Jazz' & Club Series events at various Restaurants & Bars throughout the region.
- **THANKS:** The Festival could not exist without the help from its gracious volunteers. This year's volunteer recognition party will be taking place at Mahtay Café (one of the TD NJF's venue partners) on Dec 3rd, 2015.

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Summary: Facts & Figures

PROGRAMMING	MEDIA & MARKETING	SPONSORSHIPS & FINANCING
4 Days	12,499: Website hits	\$190,000: Total Operating Budget
23 Venues + Stages	30,052: Facebook Reach	\$67,700: Cash Sponsorship
35+ Bands	3,470: YouTube Reach	\$150,000: In-Kind Sponsorship
169 Musicians + Artists	30%: Twitter Engagement Rate	\$63,340: Grant Funding
30 Free public performances	2,440: E-blast	\$48,350: Artist Fees
5 Featured Stages	1,195: Blog views	\$30,000: AV and Production costs
2 Community Outdoor Stages	23 Venue Partners	\$16,850: Festival Contracts
6,000 Estimated Audience		*See attached Marketing report for full details



Featured Artists + Bands

- Michael Kaeshammer
- Ashley St. Pierre Trio
- Barbra Lica Trio
- Robi Botos Trio
- Ori Dagan Trio
- Heilig Manoeuvre
- John Neudorf Trio
- Genvieve Marentette Trio
- Jazz.FM 91 Youth Big Band
- Ashley Kennedy Duo

- Jaymz Bee
- Heather Bambrick
- John Devenish
- Broadway
- Alistair Robertson Quartet
- Warren Stirtzinger Duo
- Dinnie and the Allstars
- Red Light Sessions
- Jim Casson's Dark Orchard
- Gail Davidson Trio

- Shuffle Demons
- Frank's Bus Brass Band
- Vineyard Jazz Group
- Accordion
- Suzanne Ramsay Trio
- Mark Ucci Duo
- BrYan SorENsen Groove Trio
- MGM Trio
- Big Rude Jake
- brYan sorensEn Groove Trio

- Latin Vintage Orchestra
- Niagara String Band
- John Sherwood Swinget
- Tjaderama
- Duo Nuevo
- Khea Emmanuel Quintet
- Vox Violins
- Sarah Jerrom Quartet
- DJ Marinko
- Soul Jam

Partners & Sponsors

SPONSORS AND PARTNERS



1. Fly Us To The Moon - Title Sponsor 2. Dizzy Diamond Sponsor 3. Media Sponsors 4. Miles Above/Grams Steps/All that Jazz/Golden Duke Sponsors 5. It's a Wonderful World Sponsors 6. Body and Soul/Silver Satelites Sponsors 7. A Passion for Jazz/Get Your Ticket Aboard the Jazz Train Sponsors 8. It Don't Mean A Thing If It Ain't Got That Ring Sponsors 9. Club Series/Dinner Jazz Sponsors 10. My "Kind" of Jazz Sponsors





ONTARIO

Yours to discover



Support

SPONSORSHIP

- TD Canada Trust
- Mill St. Brewery
- Performance Lexus
- The Village / Brookfield Residential
- Great Blue Resorts
- Steinway Piano Gallery Toronto
- White Oaks Resort + Spa
- Great Blue Resorts
- Niagara AV Systems
- NOTL Golf Course
- Jazz.FM 91
- Long and McQuade
- Bell Media
- Armstrong Strategy
- Etsy
- Speedpro Imaging
- (See above for full list)

GRANTING BODIES

- Niagara Region (Niagara Investment in Culture)
- Province of Ontario (TEMP – Tourism Event Marketing Program)
- Town of Niagara-on-the-Lake (Discretionary Fund)
- Government of Canada (Canada Summer Job Program)

DINNER JAZZ VENUES

- Casa Mia
- Café on Main
- AG Inspired Cuisine
- Pier 61
- Panini Café
- Cat' Kitchen

MAJOR VENUE PARTNERS

- The Village / Brookfield Residential
- Jackson-Triggs Winery
- Stratus Vineyards
- 13th St. Winery
- Two Sisters Vineyards
- Creekside Winery
- Garsion House
- NOTL Public Library

CLUB SERIES VENUES

- Mahtay Café and Lounge
- Weinkeller
- Doc MacGilligan's
- Oast House Brewery
- Corks Wine Bar + Eatery
- Pow Wow Restaurant

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Community

COMMUNITY STAGES

The Village / Etsy Market Stage was a free stage that included 5 local and Toronto based bands. A free stage for the community paired with various local vendors, partner wineries and breweries. This stage hosted close to 3,000 people on Sunday, July 26th.

The Fiesta Stage at Simcoe Park in NOTL was a new initiative for the TD NJF and was made possible in part by the generous support of the Niagara Region and the Town of Niagara-on-the-Lake. Free swing and latin music, and free dance lessons were offered for attendees accompanied by food, wine, beer and artisans. This stage hosted over 1,400 people on Sat, July 24th.

SELECTED VENDORS + ARTISANS

- Bolete
- The Yellow Pear Food Truck
- Willow Cakes + Pastries
- Guilty Burger
- Avella’s Wood Fired Oven
- Il Gelato di Carlota
- The Bow Tie Guys
- byLiane
- Don Juan Hats
- Giftologie
- Bella Buddha Beads

(***See Etsy + NJF websites for full list)

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 3 days.
- Due to their strong belief in the project, the planning committee of 15 working professionals, donated their time during the inaugural year and were paid a small honorarium for their services for the 2nd annual festival.
- Over the past 2 years, the Executive Director + the Artistic Director have volunteered over 3,000 hours of their time to the TD NJF.
- Without the dedication and hard work of all of the above parties the TD NJF would not be possible..



Production Team

Juliet Dunn

Executive Director / Co-Creator
julietdunn.ca

ARMSTRONG STRATEGY
Media & Publicity
armstrongstrategy.com

Chris Thompson
(Niagara AV Systems)
Audio / Visual

Madeleine Casucci
Summer Job Student

Joe Robertson

Chairman of the Board

BRAIN FARM
Creative Team
thebrainfarm.ca

Barbara Worthy
Grants + Production Assistant
Worthy Projects

Nancy Kennedy
Venue Liaison

Peter Shea

Artistic Director / Co-Creator
petersheamusic.com

Duncan Hopkins
Artistic Advisor
duncanhopkins.com

Erica Walters
Volunteer Coordinator

Rebecca Rooney
Guest Services

Maria Mavridis

Sponsorship + Fund Development
www.corksniagara.com

Mandi Gould
Director of Operations & Logistics
mandigould.com

Melissa Cahill
Admin Assistant / Artist Liaison

Jacqueline Pearson
Admin Assistant



Testimonials

"There are few jazz festivals in this country that stand out from the other. Usually because of the people and the venues / surroundings. The Niagara Jazz Festival is one of them. I had a fantastic time performing and getting to know the people from the festival. Thanks to everyone there for treating me and my band so well." **Michael Kaeshammer**

"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." **Amala J**

"What I thought was great about the Festival, apart from the excellent quality of the music, was that the audience was really mixed in terms of age and backgrounds. It is the first event that I have attended in this area where the average age of attendees was not 60+ (not that there is anything wrong with 60+! I myself am in that category, but it is nice to see a really diverse audience). Loved the cool vibe, as did my 23-year-old son." **Anonymous**

"Favourite was the learning about how Jazz is constructed. I appreciate it so much more now. Also, the junior Jazz band from Toronto was awesome." **Virginia C**

"Loved Simcoe Park - seeing people dancing and children getting into it. Vendors, food, scenery - it was perfect! Seeing this park get used for this seemed like this is what it was made for. Music, joy, friends and family gathering." **Anonymous** "I really liked the variety of musicians playing - from young high school groups to exceptional artists like John Sherwood." **Jane G**

"Jazz has always been a big part of my life as you know, and I feel so lucky to know you and Peter and to experience the magnificent transformation you've brought to our region." **Ron C**

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Letter From the Executive Director

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

What an honour to have brought the 2nd annual TD Niagara Jazz Festival to Niagara. We had another wonderful season with amazing performances by both local and touring jazz ensembles, and the weather was divine! We could not have done it without the hard work and dedication of our team and volunteers and for that we are truly grateful.

With two years under our belt the TD NJF will now evolve using the knowledge we have gained thus far. We have received tremendous faith and support from many partners in the community and beyond, who see the value in our vision. We have and will continue to deliver on our commitments, and fulfill our obligations to these wonderful partners and sponsors. Our objective with the TD Niagara Jazz Festival is to sustain and expand the festival throughout the Niagara Region. To reach that goal we will:

1. Continue our partnership with TD (our title sponsor) for the multi-year commitment.
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. ** Our success depends upon further and existing funding in order to sustain the festival. **
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 develop more targeted benefits for our partners.
 - To reach a broader audience with more targeted media.

We're looking forward to our 3rd Season with the TD NJF and are thrilled to have you on board. Thank you for believing in our vision and looking 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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