



Community Building Fund Helps Keep Music Alive in Niagara

It's VIRTUALLY Possible!

St. Catharines, ON, Niagara Region – In 2021, the **TD Niagara Jazz Festival** received a \$30,300 grant from the Government of Ontario's Community Building Fund – Operating stream. This funding, delivered by the Ontario Trillium Foundation (OTF), supported staffing and operating costs to help the organization respond to the pandemic. With OTF's support, the festival transformed operations to meet public health requirements; maintained viability to deliver experiences and programs in the short and medium term; adapted to new ways of working; and met the changing needs of program and service delivery;

"Performing arts, artists and festivals are the lifeblood of our Niagara Communities," said St. Catharines MPP Jennie Stevens. "The TD Niagara Jazz Festival does an incredible job making sure tourism and tourism dollars continue to flow to Niagara and into our main streets. It is clear that support for the festival is supporting not only our City but our entire Province's arts sector."

With this funding, the festival held hybrid events which aligned with the health and safety regulations set forth by the Ontario Government. A selection of in-person, socially-distanced events were also filmed and broadcast to an at-home audience. Additionally, the funding provided support for marketing assistance and day-to-day office operations.

"We are so thankful to have received this support from the Ontario Trillium Foundation," said Juliet Dunn, Festival Executive Director / Artistic Producer and Co-creator. "This grant has allowed helped us keep music alive during an uncertain time in our history. To be able to continue to produce and present events to a small audience and an in-person audience has been a true pleasure."

The TD Niagara Jazz Festival is an exciting Not-for-Profit jazz festival dedicated to celebrating the art form of jazz and world music throughout the year in the Niagara Region and beyond with a focus on the summer festival events. The festival inspires, educates and develops jazz audiences for generations to come, combining live jazz with an immersive Niagara experience – food, wine, culture and natural wonders. For more information about the festival and the upcoming events please visit the website at: niagarajazzfestival.com.

The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada's leading granting foundations. Last year, nearly \$112M was invested into 1,384 community projects and partnerships to build healthy and vibrant communities and strengthen the impact of Ontario's non-profit sector. In 2020/21, OTF supported Ontario's economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Visit otf.ca to learn more.

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