

Excellence in the Arts : Entry # 22

Is your organization a 501(c)3 nonprofit?

Yes

According to your 501(c)3 letter, in what town is your official office located?

Hartford

Where will your project be performed or exhibited?

Hartford

Will this activity occur after February 1, 2023?

Yes

Are you a recent grantee?

Yes

Organization Name

Greater Hartford Festival of Jazz

Organization's IRS Tax ID #

061358376

Principal Contact Name

Charles Christie

Title

President

Email

cchristie@hartfordjazz.org

Phone

(860) 490-2199

Address

P O Box 230760
Hartford, Connecticut 06123-0760
United States
[Map It](#)

Website

<https://www.hartfordjazz.org/>

Amount requested this application

\$25,000.00

What is the organization's mission/vision statement?

Excellence in the Arts : Entry # 22

GHFJ mission is to produce a world-class jazz festival that enlivens the cultural and economic vitality of Greater Hartford. Give continued support and exposure to America's only true art form, Bring together the region's diverse racial, ethnic and cultural groups, Expose young talent to an audience of thousands, and Continue to contribute to the revitalization of Downtown Hartford and the Greater Hartford Region.

Provide a brief history of your organization and its activities.

The organization is currently preparing for the 29th Annual Greater Hartford Festival of Jazz. The 2020 Greater Hartford Festival of Jazz will take place in Bushnell Park the weekend of July 17-19, 2020. Our theme is "Jazz Meets Blues". It will feature thrilling, top-notch live jazz and blues performances in a festive atmosphere including a marketplace where attendees can visit food trucks, arts and crafts, and health and human services, vendors. The group predicts approximately 70,000 people will gather in downtown Hartford to experience the sounds of 'Blues', 'Smooth and Contemporary', 'Latin', 'Straight Ahead' Jazz during the three-day celebration.

Describe the demographics of your audience/people served by your activities.

The Greater Hartford Festival of Jazz has grown to be the largest free jazz event in New England. The Festival serves as a space for connection and community where people can come together around a shared love of music. Beyond that, it is important for the cultural vitality of the city to have free, outdoor events for people of all ages, ethnicities and socioeconomic backgrounds to enjoy together.

Describe your organization's governance.

The Greater Hartford Festival of Jazz is a Connecticut based 501(c)(3) with a Board of Directors, committee members, as well as an extraordinary team of volunteers. The Board and committee members meet monthly with additional meetings being called in support of fundraising, and marketing campaigns. Our Board of Directors and committee members have an exemplary record of 90% attendance at regular meetings.

What percentage of your board makes personal financial contributions to your organization?

We are a board of 11 members 5 males and 6 females, with 80% African American or 10% Latino/Hispanic, 10% White. We serve people of all ages, of all genders, ethnicities and socioeconomic backgrounds. We bring people together with music and the festival atmosphere in one accord.

Project Name

The 29th Greater Hartford Festival of Jazz "Jazz meets Blues"

Project Description

The Greater Hartford Festival of Jazz is a FREE three-day-and-night festival presented on the third weekend of July in Bushnell Park. During our three- day festival, we present at least 75 professional artists and at least 12 groups which the entire family can enjoy no matter what their economic situation. The purpose and primary intent of the Greater Hartford Festival of Jazz is to produce and deliver a world-class jazz festival that enlivens the cultural and economic vitality of Greater Hartford.

Project start/opening

07/17/2020

Excellence in the Arts : Entry # 22

Project end/closing

07/19/2020

Project venue

Bushnell Park

Project town

Hartford

Admission fees, attendance, and activity details

Now in its 29th year, the Greater Hartford Festival of Jazz is a Hartford tradition serving upwards of 70,000 people completely free of charge. This three-day celebration presents 12 performances which includes a diverse list of world-class artists that always aims to present a balance of national, international, mainstream, traditional, cutting-edge contemporary, and classic Jazz.

How do you intend to promote/market this project?

Due to a limited marketing budget, the Greater Hartford Festival of Jazz works hard to secure free advertising opportunities and in-kind media trade to promote the event. This includes Hartford Courant Media Group, Hartford News, CBS, and Channel 8. Year-round digital engagement includes the Greater Hartford Festival of Jazz's website with approximately 30,000 annual visitors, a Facebook page with over 5,369 fans, and nearly 1,238 followers on Instagram.

How is your organization going to use Roberts funding?

Melody Sponsor • Specific sponsorship recognition of two National Recording Artist • Digital Display 3 Ads per day • 12 VIP/Sponsor/Artist Tent badges per day • Company logo on the Festival's television advertisements, poster, postcard, t-shirt • 1/2 page ad in Festival booklet • Festival Facebook page and website • Official Program Guide Handout • Multiple acknowledgments during announcements from the Festival Stage

What is your organization's definition of artistic excellence?

The Greater Hartford Festival of Jazz strives to promote, produce, and manage a world-class festival. Our programming continues to bring in audiences of thousands and has a reputation of prominence amongst recurring attendees. The vitality of Hartford's economy improves through the return of our vendors for almost 30 years. The Hartford community is proud of this event and uses it as an esteemed gathering place for important events like class and family reunions.

During the Festival's lifetime, music and music history have been written on our stage. The Greater Hartford Festival of Jazz creates a platform for upcoming and seasoned artists to produce and share their work, live onstage. The acts are selected, and a curated list is set that generates a sense of unity while featuring a diverse group of performances. The weekend is thoughtfully crafted and operated to elevate the Festival's level of professionalism and excellence.

How does this project align with that definition, and how does it advance your mission?

The Greater Hartford Festival of Jazz continues to provide a world-class musical experience for the City of Hartford by producing an event with the highest quality sound and service it can provide. We see the power of this event through artist, sponsors, and audience experience collected from reviews on website, Facebook, Instagram, amount of donations collected on-site by way of walk thru collections and text to donate. GHFJ strives to maintain its reputation of excellence among

Excellence in the Arts : Entry # 22

musicians by providing professional and hospitable experiences for all participants. The evidence is in our ability to attract top talent plus our 200 plus inquires for our 12 to 13 spots each year.

This festival continues to attract local and regional business to the event plus we create excellent opportunities for our downtown businesses. We are staying true to our mission: to promote, produce, and manage a world-class festival that enlivens the cultural and economic vitality of Greater Hartford.

How will your audience and the community benefit from this project?

The Greater Hartford Festival of Jazz has grown to be the largest free jazz event in New England. Previous festivals have welcomed and served approximately 70,000 people from the New England area and across the country. The Festival serves as a space for connection and community where people can come together around a shared love of music. Beyond that, it is important for the cultural vitality of the city to have free, outdoor events for people of all ages, ethnicities and socioeconomic backgrounds to enjoy together. First-rate concerts can have many financial barriers including the ticket price, transportation, parking, et cetera. The Greater Hartford Festival of Jazz eliminates the ticket price from the equation providing an affordable arts experience to those who may not have otherwise been able to participate.

How will this project be evaluated?

A questionnaire survey will allow us to get an insight on the individual experience, In-depth interviews we gather information on how a GHFJ goer sees the event and how we can possibly improve on the event and festival goer's experience. Feedback from the website, Facebook, Instagram, Observation. We can evaluate and glean from festival goer in real-time and beyond the experience. As an organizer we evaluate ourselves and the feedback that we receive then make changes as needed to improve the overall event experience.

Cover letter

- [2020-Greater-Hartford-Festival-of-Jazz-Cover-Letter.pdf](#)

Board list

- [The-Greater-Hartford-Festival-of-Jazz-Board-List.pdf](#)

IRS 501(c)3 determination letter

- [The-Greater-Hartford-Festival-of-Jazz-501-c-3-Letter.pdf](#)

Financial statement

- [GHFJ-2019-990-FINAL.pdf](#)

Last year operational budget

- [2019-GHFJ-Profit-Loss-Statement-1.pdf](#)

Current year operational budget

- [GHFJ-Projected-Budget-2020.pdf](#)

Excellence in the Arts : Entry # 22

Balance sheet

- [GHFJ-Balance-Sheet-as-of-9-30-2019.pdf](#)

Project budget

- [Projected- Sources-of-Income.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

Yes

Strategic plan

- [The-Greater-Hartford-Festival-of-Jazz-Strategic-Plan.pdf](#)

Other materials?

- [Meet-the-Artist-Matt-Marshak.pdf](#)
- [Meet-the-Artist-Eric-Roberson.pdf](#)
- [Meet-the-Artist-Eric-Darius.pdf](#)
- [2019-GHFJ-Profit-Loss-Statement-11.pdf](#)

Project financially successful as managed to maintain spending within budget while still providing powerful performances for the community we serve despite the absence of a major sponsor and unforeseen weather conditions.

Have you contacted the Executive Director by email or phone to discuss this proposal?

Yes

Is your cover letter signed by your senior executive? on your letterhead? with your official office address?

Yes