## Excellence in the Arts : Entry # 251

**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

**Enter your Report Code**

801536-Roberts2020

**Organization Name**

The 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**

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$25,000.00

**What is the organization's mission/vision statement?**

The mission of the Greater Hartford Festival of Jazz is to promote, produce and manage a world-class festival that enlivens the cultural and economic vitality of Greater Hartford.

The Greater Hartford Festival of Jazz initiative is to enhance the lives of those in the community; individual residents, musicians, and business owners.

**Provide a brief history of your organization and its activities.**

The Greater Hartford Festival of Jazz is a non-profit organization originally conceived by Paul Brown, a noted Hartford jazz bassist and music educator. For 28 years, Paul had produced the Monday Night Jazz Concerts in Bushnell Park, drawing thousands of music lovers to Hartford's Bushnell Park for picnics and world-class entertainment. That first Greater Hartford Festival of Jazz, in July of 1991, was dedicated to the 25th anniversary of those wonderful summers.

Paul gathered some friends to help plan that first festival, but ultimately turned the Festival over to a Board of Directors comprised of volunteers from the Central Connecticut area, who continued to fulfill his dream of a world-class jazz event in Hartford, while he concentrated on his professional career and the Monday Night Jazz Concerts. Now in its 32nd year, this free-of-charge Festival is supported by small and medium-sized, and large charitable gifts and donations from foundations, businesses, and corporations as well as the City of Hartford, The Greater Hartford Arts Council, and State of Connecticut grants. The Festival is also generously supported by contributions from individual jazz lovers throughout the region.

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

The Greater Hartford Festival of Jazz serves diversity not only in music but in our following. These numbers are taken from our website and social media data. Our demographic consists of approximately 40% Black or African American, 30% White, 15% Latino, and 15% Other Race. Ethnicity averages 15% Latino and 85% Non-Hispanic/Latino. Age Group approximates 5% Infants and Toddlers, 5% Children, 5% Adolescents, 65% Adults, and 20% Seniors.

**Describe your organization's governance.**

The Greater Hartford Festival of Jazz is a Connecticut-based 501(c)(3) with a Board of 12 Directors, committee members, as well as an extraordinary team of volunteers. The Board of Directors and committee members meet once a month. Additional meetings are 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.

**Describe the diversity of your board.**

The Greater Hartford Festival of Jazz is committed to diversity and accessibility. The festival's small team of volunteers achieves diversity and cultural fairness in its board, partnerships, grant-making and programs. The festival seeks to be a supporter and model for arts organizations in the region, particularly in board make-up. The board is made up of Black, White, and Latino.

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

We are all 100% invested in the organization. All Board members pay dues to the organization.

**Project Name**

## Excellence in the Arts : Entry # 251

The 32nd Greater Hartford Festival of Jazz "Jazz Vibrations"

**Is this project related to the Visual Arts?**

No

**Project Description**

This year's theme is Jazz Vibrations.  For the 2023 Greater Hartford Festival of Jazz, we are combining the talented musicians of the greater Hartford area through high school jazz band performances that kick off our program. We will be blending Latin Jazz, Smooth Jazz, and Traditional Jazz with a touch of R&B throughout the weekend. Our headliners are Friday, Tony Succar who is a Peruvian-American percussionist, and Eddie Palmieri who is known as one of the finest pianists of the past 60 years. Saturday, Maysa with 32 years in the business. Sunday, The Blackbyrds will deliver a touch of R&B and jazz-funk fusion. The closer for the event is Take 6 which is a 10x Grammy-winning vocal group that has admirably and adeptly crossed most musical genres, from straight-ahead Jazz to Pop to adult R&B, doo-wop to blues.

**Total estimated project budget**

$438,961.00

**Project start/opening**

07/13/2023

**Project end/closing**

07/16/2023

**Project venue**

Bushnell Park Downtown Hartford

**Project town**

Hartford

**Admission fees, attendance, and activity details**

The Great Hartford Festival of Jazz is free to the public. Last year Jazzfest hosted over 100,000 audience members of all ages, ethnicities, and races. We hope to equal or surpass that number in 2023. In 2023 GHFJ has a total of 13 groups performing over the four days and also has a dance troop that will perform throughout the weekend.

**How do you intend to promote/market this project?**

We will continue to use a dynamic blend of public relations and our social media platforms to market the schedule once it has been secured to stimulate engagement and excitement. This year we plan to make some significant changes to our website which can also support traction to promote the event and bring awareness to all parties involved: sponsors, artists, and vendors by providing user-friendly access for attendees interested in gaining more information on how to get involved or support.

**How is your organization going to use Roberts funding?**

The Roberts funding would be used to bring in two-time Latin Grammy winner Tony Succar who is a Peruvian-American percussionist, composer, arranger, bandleader, and producer. Also to help toward a portion of the sound, video, and backline

for the performance.

**How will Roberts support be recognized?**

It is always an honor Roberts Foundation in our VIP section, also highlighting the foundation on our t-shirts, print media as well as digital marketing and verbal mentions on stage during our 3-day event. Highlighting the artist(s) your organization has funded does not go unrecognized.

**What is your organization's definition of artistic excellence?**

The Greater Hartford Festival of Jazz has produced, managed, and promoted a world-class festival for 31 years.

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 share their work, live on stage. This form of expression on stage can be felt by the audience. The acts selected from our curated list are a set that generates a sense of unity through energy and sound. The selections are with the intention to flow harmoniously outside or indoors, simply pleasing to the mind, body, and spirit. This musical diversity is an art within itself. GHFJ is a cultural experience.

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

The Greater Hartford Festival of Jazz has a way of creating a sense of community and peace throughout the park from the music to the grounds to the way in which people feel so comfortable around each other. All the members of our team and the production vendors we have hired from sound and service are from the Greater Hartford area. Our marketing material itself is art. We curate a unique theme that is custom designed by Hartford's finest graphic designers each year.

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

"Music brings us pleasure and releases our suffering. It can calm us down and pump us up. It helps us manage pain, run faster, sleep better, and be more productive." Alex Doman

Our goal is to continue to bring positivity, hope, and unity into the lives of our audience by providing quality sound which can help reduce the current stress and anxiety that so many are facing. So many brick-and-mortar locations shut down, and our festival provides opportunities for small businesses and provides jobs to workers of larger companies established. This event truly is selfless.

Greater Hartford Festival of Jazz has over its history proven to be proactive in efforts to embrace differences of culture, ethnicity, race, religion, international origin, sexual orientation, physical abilities, socio-economic status, age, and gender. The proof is in the massively diverse crowd that gathers together year after year one with another to enjoy America's truest art form Jazz and more.

**How will this project be evaluated?**

The Greater Hartford Festival of Jazz aims to provide a virtual musical experience for the City of Hartford residents and beyond. We hope to obtain quality analytics that can calculate how many followers we tuned in for the experience on all platforms, Facebook, YouTube, Instagram, and or our website. Our viewers can provide commentary and reviews on the quality of sound and visuals we produce through social media platforms, Facebook, and YouTube. Our artists can provide testimonials on their experience and hospitality received. The financial supporters communicate through donations and grants knowing that the experience was enjoyed enough to want to continue to support and enjoy more quality jazz. Our 31 years of service truly speak volumes to our commitment, and we strive to maintain it for years to come.

**Cover letter**

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- 2023-GHFJ-Executive-Letter.pdf

**Board list**

- Greater-Hartford-Festival-of-Jazz-Board-List-2023.pdf

**IRS 501(c)3 determination letter**

- GHFJ-501-c3-Letter.pdf

**Financial statement**

- GHFJ-2022-990.pdf

**Last year operational budget**

- GHFJ-PL-as-of-9-30-22.pdf

**Current year operational budget**

- GHFJ-Budget-2023.pdf

**Balance sheet**

- GHFJ-Balance-Sheet-Dec-31-2022.pdf

**Project budget**

- GHFJ-Project-Budget-2023.pdf

**Does your organization produce an annual report?**

No

**Has your organization adopted a strategic plan?**

Yes

**Strategic plan**

- 2023-The-Greater-Hartford-Festival-of-Jazz-Strategic-Plan.pdf

**Other materials?**

- 2023-JazzFest-Line-Up.pdf
- Tony-Succar.pdf

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

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Yes

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

Yes