

Excellence in the Arts : Entry # 166

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 August 1, 2023?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

Roberts2020

Organization Name

Greater Hartford Festival of Jazz, Inc.

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/>

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Amount requested this application

\$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.

GHFJ initiative is to enhance the lives of those in the community; individual residents, musicians, business owners by working within our budget to provide opportunity and exposure to produce, manage and promote a world-class jazz festival rooted in keeping America's truest art form Jazz alive.

Provide a brief history of your organization and its activities.

Since 1991, the Greater Hartford Festival of Jazz has been the summer staple for many musicians, jazz enthusiasts, families, and tourists for over 30 years. The Late Paul Brown: an inspirational visionary, well-noted bassist, and music educator who produced the Monday Night Jazz Series in Bushnell Park. After 25 years of success, The Greater Hartford Festival of Jazz was born in the historic Bushnell Park. This annual event has provided a platform for artists; local and world-renowned musicians to share their talent over the course of three days to a mass audience. This exposure not only provides FREE entertainment for the community but has inspired youth to embark on the arts. The atmosphere this festival has generated is one of social peace for Hartford which was all cultivated by the simple vision to preserve and spread America's greatest art form, Jazz. GHFJ has created a cultural experience within the community.

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, 20% Seniors.

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 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.

GHFJ board is 50% male and 50% women, 98% black, 1% Hispanic, and 1% White.

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

GHFJ 10 Board members all make a personal financial contribution to our organization.

Project Name

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The 31st Greater Hartford Festival of Jazz "Jazzy Rhythms"

Is this project related to the Visual Arts?

No

Project Description

For the 2022 annual event, as we continue to be mindful of the current pandemic, we hope to provide three days' worth of live jazz in Hartford's Bushnell Park during the 3rd weekend in July (15th-17th). We are grateful to have had the support to offer this free to the public event for the past 30 years. We want to continue to provide the cultural experience of quality music and unity so many of us are yearning for. Music unites and we want to continue to give our audience hope that there is still something to look forward to. Last year, despite it being the record amount of rain we received, it was beautiful to see the dedication of our attendees. Each day despite the rain people showed up. That is our commitment as well. We are a rain or shine event and we have proven our dedication to providing a quality cultural experience despite the odds since the beginning of this pandemic. "We Make It Happen" remains to be true especially with the support of our donors.

Total estimated project budget

\$438,961.00

Project start/opening

07/15/2022

Project end/closing

07/17/2022

Project venue

Bushnell Park Downtown Hartford

Project town

Hartford

Admission fees, attendance, and activity details

There is no cost to our attendees to listen to live music making it possible for those who may not be able to afford ticket prices at other venues, thus giving people the capability to bring family members and friends to a quality cultural event for free. Great Music, Video screens, Food, Arts and Crafts, and Health and Human Services.

How do you intend to promote/market this project?

We will continue to use local TV/ Radio and our social media platform to market the save the date and highlight the schedule once it has been secured to begin engagement and excitement. This year we plan to make some significant changes to our website which can also support traction to promote the event but bring awareness to all parties involved; sponsors, artists, 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?

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The Roberts support will be special part of GHFJ as we bring Chicago Grammy-Winning guitarist Isaiah Sharkey, Brian Simpson Contemporary jazz pianist and composer/Jakeim Joyner Contemporary saxophonist, author, and music producer/Steve Oliver Smooth Jazz guitarist, songwriter, and producer, and their bands on Saturday in Downtown Hartford Bushnell Park for a "Jazzy Rhythms" performance.

How will Roberts support be recognized?

It is always an honor Roberts Foundation in our VIP section, also highlight the foundation on our t-shirts, print media as well as digital marketing and verbal mentions on stage during the 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 30 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 in the audience. The acts selected from our curated list is 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 one of Hartford's finest graphic designers every year.

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

Our goal is to continue to be adaptable to the current pandemic and 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, our festival provides opportunities for small businesses and provides jobs to workers of larger companies established. This event truly is selfless.

It is our civic duty to continue to enforce the importance of protecting yourself so you can protect your neighbor so we will continue to encourage being vaccinated, wearing a face mask, and social distancing. Based on the safety climate come July we will continue to live stream for those who choose not to be in the park as we've done in the past. Then for those who choose to join us in person, we will provide PPE as needed.

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, 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 30 years of service truly speaks volumes to our commitment, and we strive to maintain it for years to come.

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Cover letter

- [2022-GHFJ-Executive-Letter.pdf](#)

Board list

- [The-Greater-Hartford-Festival-of-Jazz-Board-List-2022.pdf](#)

IRS 501(c)3 determination letter

- [GHFJ-501-c3-Letter.pdf](#)

Financial statement

- [GHFJ-2021-Final-Signed-Tax-Return.pdf](#)

Last year operational budget

- [Actual-vs-Budget-as-of-10-25-21.pdf](#)

Current year operational budget

- [GHFJ-Current-Year-Operational-Budget-2022.pdf](#)

Balance sheet

- [GHFJ-Balance-Sheet-12-31-21-2021-only.pdf](#)

Project budget

- [GHFJ-Project-Budget- -Status-of-Grants-2022.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](#)

Grant Report

- [Greater-Hartford-Festival-of-Jazz-Grantee-Reporting-Form-.pdf](#)

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Other materials?

- [2022-Theme-Save-Date.pdf](#)
- [2022-GHFJ-Potential-Line-Up.pdf](#)
- [2022-GHFJ-Artist-Bios.pdf](#)

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