



2021 IMPACT REPORT

JAZARTS CHARLOTTE

Connecting the cultural community and
developing an audience for jazz through
quality education, performance
and musician support



LEADERSHIP



PHOTO BY MELISSA KEY/CBJ

Your generosity during one of our most challenging times helped JazzArts Charlotte to continue serving those who needed it most during the past year.

Although 2021 presented many considerable challenges, your unwavering support allowed JazzArts to lean into its mission, exercise resilience, and do more intentional work driven by our purpose and guided by our community's need in the wake of the pandemic.

Identifying creative ways to educate our students and support our musician community throughout the pandemic with a pivot to digital programs was a significant step in 2021. However, with the conclusion of the year came the hope, and later the ability to safely transition back to the in-person live jazz performances and educational programs that you, our beloved supporters, musicians, and students depend on from JazzArts.

The outpouring of your contributions allowed students to rediscover jazz by returning to our in-person educational programs. Because of you, many talented Carolina musicians were able to perform in live settings once again, for live audiences, in safe and healthy environments for all to enjoy.

Your dedicated time as JazzArts volunteers, generous gifts as donors, and loyal support as audience members provides true enrichment and vibrancy to our growing community. Without you, our 2021 efforts in jazz education, performance, and musician support would have not been possible.

Thank you for being the most important part of what we do.

With gratitude,

Lonnie Davis

It has been my privilege to serve on the JazzArts Charlotte Board of Directors for five years. Although the past few years have been particularly challenging for us all, the JazzArts Charlotte Board remains committed to the mission of JazzArts Charlotte and to our students, musicians, patrons, donors, and community. While 2021 brought many challenges and uncertainties, the trials also brought new opportunities to remain persistent in our mission to educate, present, and support jazz musicians and students.

During 2021 we were able to support creative ways to reach and support our communities – even in times when we could not physically be together. Through online and outdoor performances, new educational programming, and staff development, we have been able to develop additional skills and resources that we will be able to leverage in the years to come.

Because of your overwhelming support, JazzArts Charlotte continues to expand and grow as an organization. I hope you enjoy reflecting on all you have made possible in 2021. I encourage you to share with your friends, family, and colleagues about these high-quality educational programs and professional live performances that bring the community together.

Warm Regards,

Jerri Kallam
FY22 Board Chair



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2021 HIGHLIGHTS

JazzArts Charlotte introduces two new staff members



Deal

Savannah Deal joined the team as our new Administrative Programs Coordinator. Savannah brings talents and skills in Performing Arts Administration and Production Management. Her institutional knowledge of arts organizations is a great asset in helping JazzArts grow and fulfill our mission. Joining as our first full-time Development

Director, Heidi Weatherspoon is dedicated to aligning people's passion with their giving. She enjoys building relationships with people and the community. Heidi brings her wealth of experience with nonprofits and fundraising to JazzArts, with the goal of building upon fundamental fundraising strategies and ensuring sustainability of the organization.



Weatherspoon

JazzArts Charlotte makes Book of Lists

Local nonprofits shared how they adapted during the pandemic in the Charlotte Business Journal's 2021-22 Book of Lists. JazzArts Charlotte is honored to be featured alongside other worthy causes that serve the Charlotte community. In a two-page spread filled with pictures of students and musicians, Lonnie Davis shares, "The pandemic challenged us to consider what is possible in ways to reinvent ourselves and recreate ourselves but still serve our community. We reached out to stakeholders

to learn the challenges of our musician community, student community and jazz audience community and responded with programs that were able to continue" (Williams-Tracy, 2021). This piece is a beautiful testament to why jazz is important and what music means for students, musicians, and the community.

Williams-Tracy, L. (2021, December 23). How JazzArts has kept musicians playing and learning during pandemic. CBJ. <https://www.bizjournals.com/charlotte/news/2021/12/23/book-of-lists-nonprofits-jazzarts.html>



EDUCATION

Most parents reported that just **1** week of camp helped their student overcome concerns of motivation, interest and confidence.



JazzArts Summer Music Camp

It's difficult to play over a zoom call. I've tried to jam with friends, but I didn't know how to get myself out of this funk," shared a JazzArts Summer Camp student. Sadly, this was a common theme JazzArts faculty heard from our students during the pandemic. After over a year of virtual learning, students were eager to play together in-person again.

Smiling faces and excitement filled the

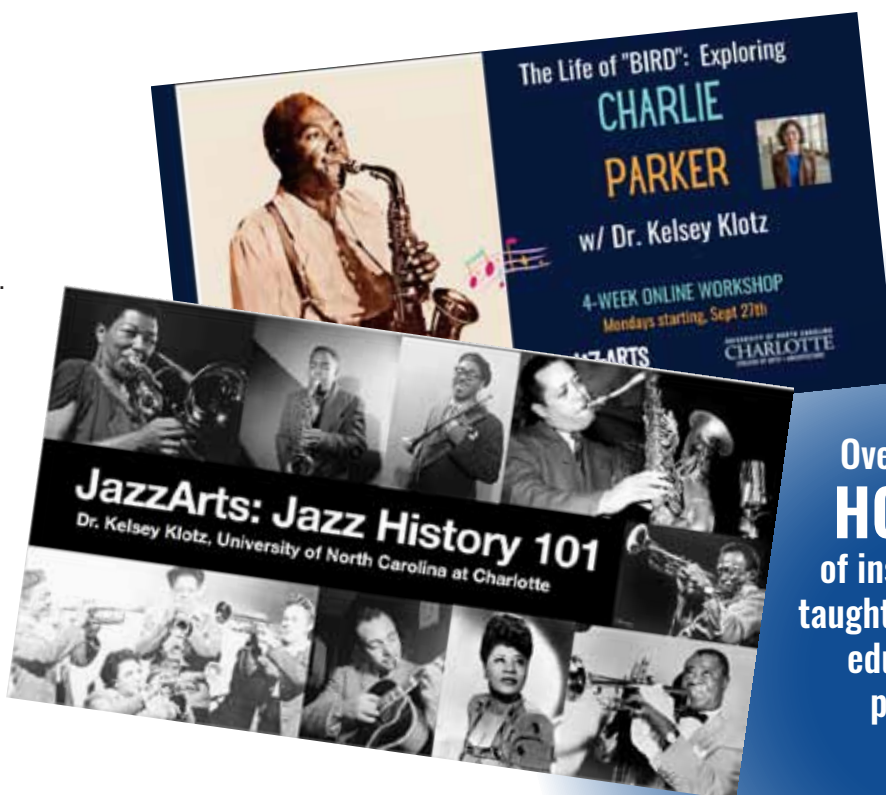
halls at Spirit Square for the 10th Annual JazzArts Summer Music Camp. During the one-week comprehensive music training program, students from all over Charlotte and beyond were immersed in the fun, yet intensive, jazz curriculum. Our students most looked forward to improving their jazz improvisation skills, meeting new friends, and learning from professional jazz instructors.

Two of the most impactful outcomes from 2021 JazzArts camp were that **students' knowledge of jazz history increased by 70 percent and students' confidence levels playing jazz music increased by 91 percent.**

Continued support from JazzArts donors and sponsors created a life changing summer camp experience for 35 local middle and high school students.

Jazz Exploration Adult online programs

JazzArts Charlotte provided a new program during 2020-21 with expansion of the JazzArts Academy programs geared toward adult learners. These programs take a more engaging and participatory look into the world of jazz through history and performance workshops. Jazz Exploration 2021 explored topics including Jazz & Civil Rights, The Life of Dizzy Gillespie, and The Life of Bird – Charlie Parker. JazzArts instrumental workshops focused on highly requested classes including jazz improvisation, along with group guitar, vocals, and drum classes. It's never too late to pick up a musical instrument!



Over **450**
HOURS
of instruction
taught through
educational
programs.

JazzArts Youth Ensembles + Workshop

Our JazzArts All-Star Youth Ensemble had its first in-person live performance of the year on April 30th, part of the community's Jazz Appreciation Day celebration following months of heavy restrictions, and virtual jazz instruction. The long-awaited event was All-Star ensemble drummer and senior, Samuel David's final performance memory with his JazzArts ensemble friends. Samuel shares, "Before JazzArts Youth Ensembles, I didn't play jazz ... JazzArts has really leveled up my musicianship and I get to play alongside some great musicians." In Fall 2021, Samuel enrolled in college as a Music major at East Carolina University.

Each year through JazzArts Academy programs, students grow their musicianship and become more accomplished young artists. Additionally, our educational goal is to help students become global citizens through the development of important life skills. Following a year of Youth Ensembles participation, students shared that they experienced growth in leadership, social skills and teamwork. JazzArts Charlotte is grateful to donors who, like us, believe in the power of music and music education.



“All the instructors do an excellent job of making learning fun and encouraging the kids to reach for the next level in their skills.”

– Parent

JAZZARTS
ACADEMY



The JAZZ ROOM

In September 2021, JazzArts Charlotte was pleased to welcome back its popular monthly concert series, The JAZZ ROOM. A special edition, Trumpet Summit, kicked off the long-awaited return as a stand-alone performance featuring New Orleans-based ensemble, Trumpet Mafia. After 18 months of postponed performances, welcoming back our loyal jazz community for this meaningful weekend of live music at the Stage Door Theater was unforgettable and long overdue. “The

overall vibes provided by the combination of stellar music, wonderful lighting, and friendly community” is what one audience missed about JAZZ ROOM.

Closing out 2021 was the popular JAZZ ROOM Holiday Edition presenting the world-famous Preservation Hall All-Stars Christmas celebration. This especially festive December event was extended for two sold-out evenings, with over 800 local jazz fans in attendance. As expected, the legendary traditional

New Orleans musicians from Preservation Hall made it a celebration that many will never forget.

This special evening benefited JazzArts Academy educational programs and included a silent auction, where JazzArts student ensembles performed during the pre-reception in the Booth Playhouse lobby. Because of your commitment to our mission, the Holiday Edition Silent Auction raised **\$20,000 in support of our student programs!**

Performance meets education

With education being our mission’s primary focus, JazzArts Charlotte works to provide accessible high quality educational opportunities for local students to learn directly from some of the best in the business.

In December, as a part of the JazzArts Charlotte and Preservation Hall Foundation partnership, a FREE jazz master workshop was presented to **20** local music students featuring the world-famous Preservation Hall All-Stars from New Orleans.

The connection between performance and education is a shared mission for both organizations. “Preserva-

tion Hall was established to honor the culture bearers that can trace their family history back to the birth of jazz. We are honored to help them carry on this important American musical tradition to future generations around the world,” says Greg Lucas, Executive Director the Preservation Hall Foundation. This was a rare opportunity for Charlotte students to meet and learn from legendary traditional musicians of Preservation Hall, from the birthplace of jazz.

JazzArts Charlotte will continue to infuse these special accessible educational master classes with today’s jazz icons for local students as a part of future educational programming efforts.



Jazz at Victoria Yards

Summer outdoor series

Since the City of Charlotte's official proclamation in 2013, each year on April 30th, the community celebrates its very own **Jazz Appreciation Day**. In collaboration with Charlotte Center City Partners, JazzArts Charlotte launched its first outdoor summer series, Jazz at Victoria Yards. The inaugural community celebration welcomed over 600 attendees who were all eager to experience and enjoy great outdoor jazz music. Due to the success of the April 30th event, JazzArts continued to present Jazz at Victoria Yard from April to August, highlighting outstanding local and regional talents including Vanessa Ferguson, Jazziendo, Orchestra K'Che', and Mac Arnold & Plate Full o' Blues.

All of the featured artists expressed their overwhelming appreciation to be performing for a live audience again. Pianist and educator, Lovell Bradford, shared his experience performing at Victoria Yards, "[Music] is important for us performers... and [the audience] brought just as much energy as we did." Music connects people, and the event was just what our community needed following months of a live music/performing arts drought due to the pandemic. "Jazz music seems to make life go much smoother, lifts my spirit, and makes me happy" shared an appreciative audience member.

PERFORMANCE



We Insist! Max Roach's Freedom Now Suite

In recognition of its 60th Anniversary, JazzArts Charlotte presented the regional premiere screening of "We Insist! Max Roach's Freedom Now Suite," which was recorded on the Black Lives Matter mural plaza. Featuring over a dozen accomplished musicians and performers, this special broadcast aimed to educate the public on how jazz played a role in the struggle for civil rights and equality. One patron shared, "This is easily one of the most powerful shows [JazzArts Charlotte] has ever put on."

Max Roach, considered an iconic jazz figure in history, released "We Insist!" in 1960 considered an iconic jazz figure messages supporting civil rights and racial justice. This large production performance recording was free to the public, with over 1,750 online views.



YOUR IMPACT



More than **100** musicians supported through performances and teaching opportunities.

MUSICIAN SUPPORT

Keeping Musicians Working

Musicians are vital to every aspect of our programs and mission. JazzArts' advanced efforts to keep musicians working through the pandemic continued to remain a priority throughout 2021. With your help, over **100 local and regional musicians** were supported. Hear how your support changed their lives.

“With practicing at home and not really playing outside, I had some cabin fever. I’m happy to be out of the house and playing in front of people. Getting that reciprocation of creative energy back from crowds is definitely what I’ve been missing.”

– Devin Fuller, drummer

“It’s amazing to be back doing what I love ... performing live onstage.”

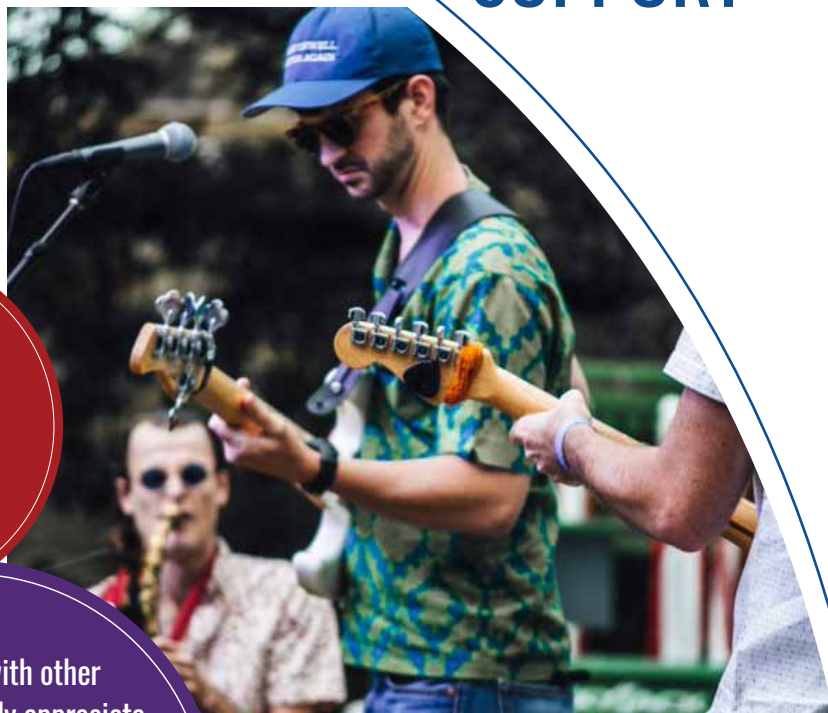
– Vanessa Ferguson, vocalist and pianist

“It’s still important for people to see musicians on stage making music in the moment. [It’s about] the energy the band emits translating into the audience and then being reflected back to the band.”

– Al Strong, trumpeter

“Speaking with other musicians, we really appreciate the gigs that we now have. I didn’t realize what we had until it was gone. I guess that’s human nature, but it feels really really good every time I get on stage now.”

– Sean Higgins, pianist



Virtual Programs

JazzArts developed new ways to keep the music playing while supporting musicians during the critical time of the pandemic through monthly and bi-weekly digital online programs, which we tagged, *Keep Jazz A-Live-Streaming* programs.

One of the primary programs, *Conversation with Curtis*, continued to keep us connected, featuring local, regional, and national musicians. *Conversations with Curtis* host and JAZZ ROOM emcee, Curtis Davenport, dug deep into conversations surrounding jazz history, music, and the artists' passions, providing an intimate connection between the

audience and musicians.

Another online program launched during the pandemic is *THE SET*, a digital live music series with a modern approach to jazz music. Host of *THE SET*, Braxton Bateman, is one of our very own JazzArts Academy student alums. In 2021, a broad variety of talent has been streamed directly into your living room featured on *THE SET*, including groups such as the Kobie Watkins Group, Menastree, and Quintin Talley & the Soul Providers.

In a year where musicians struggled, JazzArts provided the opportunity to keep musicians working safely.



FINANCIALS

Over **3,500** volunteer hours served.

Did You Know?

Most of the pictures featured in this Impact Report were taken by a volunteer. Thank you to Daniel Costen, Andy Majors, Tyrus Ortega, Devin Patel, Nation Schweitzer, and Carter Wade Photography for giving of your time and skills to JazzArts..



INDIVIDUAL CONTRIBUTIONS	17%
CORPORATE GIVING & SPONSORSHIPS	4%
IN-KIND GOODS & SERVICES	10%
GRANTS	51%
FUNDRAISING EVENTS	3%
EARNED REVENUE	15%



JAZZARTS ACADEMY	13%
PERFORMANCES & MUSICIAN SUPPORT	31%
GENERAL & ADMINISTRATIVE	41%
FUNDRAISING & DEVELOPMENT	15%

The figures shown represent the 2021 calendar year revenue and expenses.
Important note: Percentages of expenses do not reflect a typical year, due to some programs not being in full operations for a portion of 2021. JazzArts Charlotte’s annual budget operates on a fiscal year, July 1-June 30. The organization’s current FY22 budget is \$828,865. With the transition back to in-person programs, it is paramount to report 2021 in its entirety.

National Funding

The Doris Duke Charitable Foundation (DDCF) awarded JazzArts Charlotte \$250,000 through a two-year grant supporting operations and programming through December 2022. JazzArts was grateful to receive the DDCF funding, especially during a time of great need. The DDCF’s generosity has allowed JazzArts to continue its work in education, performance, and musician support through new and continuing programs. We are honored that DDCF recognizes the value of JazzArts Charlotte’s work and our dedication to creating a vibrant cultural community in the Queen City.



Special Thanks

Thank you to all of our amazing, dedicated volunteers and interns for serving with your time and invaluable skills. You play a vital role to help keep the music playing in our community.

We thank you!

With Appreciation

SUPPORTERS

Although there is not space to list every gift received, we are grateful for each donor's generosity and everyone who makes JazzArts Charlotte's vision possible.

Sustainers (\$10,000 & above)

David Goodstein
Oscar and Heide Groomes

Benefactors (\$5,000 – \$9,999)

The Scott & Tracy Tozier Fund

Maestros (\$2,500 – \$4,999)

Marie Denning
Lorine & Ray Edwards
Peter & Mary Kelly Family Fund
Linda May & James Juhl
Dr. Robert Petty & Carol A. Hitselberger

Arrangers (\$1,000 – \$2,499)

Howard Adams & Carol McPhee
Paul Brooks
Pamela Burton
William & Jan Cook
Steve Duniec
Gene & Bernadette Flavors
Michael & Angela Friedland
Doug & Diane Hartjes
Jerri Kallam
Sean & Elizabeth Kalooky
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Nancy Nyberg
Anil & Miriam Patel
Kevin & Charlene Patterson
George & Margaret Povinelli
Katie Ramseur
Frank & Lindsay Schall
Wayne & Vaneta Smiley
Scott & Gail Syfert

Composers (\$500 – \$999)

Bob Baron
Virginia Benson & Bruce Cardos
Jeb & Anita Blackwell
Thomas Cambern
Dr. Vivian Campbell & Robert Jones
Susan Carr
Tim Christman
Jennifer & John Church
Stephen & Jennifer Coss
Elizabeth & Christopher Daly
Donna DeCesare

Miriam Dixon
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Madhu Engineer
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JC & Pam McKenzie
Paul & Natalie Murphy
Susan Patterson & George Tyree
Thomas & Rita Robinson
Joseph Smith
Krista Terrell
Cassandra Triggs-Tucker
Ann & Don Turrell
Aaron & Rebecca Valenstein
Leo & Tammy Ward
Bruce Wiley

Soloists (\$250 – \$499)

Mark Abrams & Iris Prandi
Paul Arena
Lynn Avampato
Pavan & Lori Bharteey
Barbara Birge
Robert & Deborah Bove
Armen Boyajian
Dia & Ralph Browning
Richard & Jodi Chase
Peter de Klerk

CJ & Danielle DeBow
David & Marilyn Furman
Tom Gabbard
Martin & Francene Greene
Dean & Kim Gross
John & Mary Hayes
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Angelica Srivoraphan
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Janet & David Vazquez
Paul Wetenhall
Robert & Meg Whalen
Barbara & Allan Williams
Karen York

Includes individual contributions received July 1, 2020 through June 30, 2021

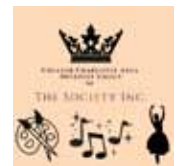




VAPA Center
Attn: JazzArts Charlotte
700 N. Tryon St.
Charlotte, NC
28202

@theJazzArts
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www.TheJazzArts.org

Thank you to our funders, donors, and partners who make fulfilling our mission possible. Your support of jazz education, performance and musician support makes a difference in the lives of people every day.



JazzArts Moved!

With the closing of Spirit Square, JazzArts Charlotte moved to a new location in the fall. JazzArts is proud to be one of the eleven founding arts organizations who advocated to Mecklenburg County for a new creative space. These efforts resulted in a shared space for arts organizations and independent artists. The building once named Hal Marshall, is now home to roughly 60 independent artists and arts organizations under the new name Visual and Performing Arts Center (VAPA). To schedule a tour of the space, please call 704.503.9565.



Need to get in touch?

Contact the Development Office at development@thejazzarts.org or **704.503.9565**