



JAZZARTS
CHARLOTTE

IMPACT REPORT

2023-2024

Ravi Coltrane in The JAZZ ROOM
Photo Credit: Andy Majors

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

JAZZARTS CHARLOTTE:

A HARMONIOUS IMPACT



Dear JazzArts Friends and Supporters,

As we conclude another remarkable year at JazzArts Charlotte, I am filled with immense pride and gratitude for the collective achievements we have accomplished together. Our organization's unwavering dedication to nurturing, preserving, and promoting jazz has resonated deeply within our community and beyond.

This past year has been marked by exciting continued growth and community impact. We are thrilled to have expanded the JazzArts Academy with the reintroduction of WeBop and Jazz In Schools, embarked on our first international journey with JazzArts supporters, and expanded our dynamic JazzArts team.

I am particularly proud of our extensive high profile JAZZ ROOM artist lineup over the past two seasons, and the artists' impact on our local and regional student through our free workshops! This invaluable program exemplifies our commitment to accessibility in Jazz Education.

None of this would be possible without the dedicated support of our staff, board members, volunteers, donors, and partners. Your belief in our mission has empowered us to create unforgettable experiences, inspire young musicians, and enrich the cultural fabric of our city.

We are excited to continue building upon our successes and expanding our reach to even greater heights as we move ahead.

Thank you for your continued support for jazz music in the Queen City. Together, we are shaping the future of jazz in Charlotte.

Lonnie Davis
JazzArts President and CEO



As JazzArts Charlotte's Board Chair, I am so pleased to reflect on the remarkable accomplishments we've made over the past year. From continuing to reintroduce pre-pandemic educational programming to building on our established tradition of bringing phenomenal jazz musicians to Charlotte, our achievements have been significant. One accomplishment I'm most proud of is the implementation of a strategic plan that is already starting to yield positive results.

The past years have presented both challenges and opportunities. Through resilience and dedication, we've not only met our growth objectives but also laid a stronger foundation for the future. An emphasis on innovation, sustainability, and connection have been pivotal to guide these efforts. Our strategic plan focuses on four categories: education, leadership, development, and community engagement. Using those lenses, we have enhanced our programming, expanded our outreach, and strengthened our organization and financial position.

Looking ahead, we are confident that our strategic plan will continue to steer us toward greater impact, for our students, audience, musicians, and Charlotte alike. We are committed to building on this momentum, and I am deeply grateful for the unwavering support from our board, staff, partners, donors, and the broader community.

Thank you for being a part of this journey. Together, we are making a lasting difference.

Karen Bernhardt
FY24-FY25 Board Chair

NEW TO JAZZARTS CHARLOTTE



Destinee Charles



David J. Butler

JazzArts Charlotte is pleased to introduce two new team members to our dynamic staff. Destinee Charles, MBA joined us as the Administrative Program Coordinator and David J. Butler joined the team as the Director of Marketing.

Destinee is an administrative and marketing professional that has found her passion in giving back and serving others. A lover of both visual and performing arts, Destinee obtained her BA in Music and Arts Administration and Master of Business Administration at the University of North Carolina at Greensboro. Her previous experience includes working with entrepreneurs to help grow their business and helping high school and collegiate students navigate and reach their professional goals through internships. In addition to working as the Founder and Owner of her clothing brand, Destined for Greatness, Destinee serves as a community ambassador for the National Millennial and Gen Z Community (NMGZ). In this role Destinee contributes to multi-cultural and -generational

conversations with top executives and business owners to help broaden awareness and understanding regarding workplace and product/service expectations created by generation gaps.

David J. Butler is a creative business leader who has provided value across Charlotte's cultural sector for over a decade. With a background in photography, creative strategy, and brand strategy, his primary focus is empowering others to tell their stories that drive brand growth. David holds a BS in Management from Winston-Salem State University. His immediate experience includes working as CEO and Co-Founder of Hue House since 2019. His previous roles at The Whitaker Group, David has spearheaded community and marketing initiatives for major brands, including like Nike and Adidas. In 2021, he was recognized as one of Business Insider's "50 Rising Stars Revolutionizing Advertising" and in 2018 he was named one of Charlotte Magazine's "Charlotteans of the Year."

CULTURAL JOURNEY TO CUBA

JazzArts Charlotte and a group of supporters embarked on the organization's first unforgettable cultural journey to Cuba. Immersed in Cuba's thriving arts scene, rich history, and renowned music, travelers experienced the resourcefulness and resilience of the Cuban people. The trip wasn't simply sightseeing - it was about forging genuine connections. Travelers participated in the 39th Annual Havana Jazz Festival (Jazz Plaza), explored other Cuban towns, and interacted with locals through culture, organic farming, and historical sites. Cuba offers an immersive experience in Afro-Cuban jazz, which has deeply influenced jazz music worldwide. JazzArts Charlotte's mission starts by "... connect the cultural community," and our recent trip to Cuba exemplified this perfectly.



Photo Credit: Jeff Cravotta Photography

RELAUNCHING

EDUCATIONAL PROGRAMS



In spring of 2024, JazzArts relaunched two educational programs that were paused due to the pandemic: WeBop and Jazz in Schools. Generous support from donors and partners allowed JazzArts to reestablish these programs, reach more students, and provide preschoolers access to jazz education.

Thank you!

The JazzArts Academy had over 400 students registered for education programs!

WeBop is an early childhood education program for preschool students and their parents/caregivers. Participants were guided through Jazz at Lincoln Center's award-winning curriculum which emphasizes children's natural ability to improvise, as students explore their creativity through fun, interactive classes. Over the course of this interactive eight-week term, parents and caregivers, along with their children, explored the core concepts of jazz including swing, the blues, improvisation, and other jazz fundamentals. Together, they developed their imagination, creativity, and musicality while swinging to nursery rhymes, singing the blues away, scatting like Ella, improvising like Coltrane, and of course jamming with a live jazz band!



JAZZ IN SCHOOLS

Jazz in Schools is an education and community engagement program designed to reach students from kindergarten through high school. JazzArts provides age-appropriate assembly programs which are tailored for elementary, middle, or high school students with no music background required. These exciting and informative performance presentations include audience participation and a question-and-answer session for students and teachers!

Through a partnership with Charlotte-Mecklenburg Schools E3 Program, "Jazz: The American Journey" was presented at five (5) CMS schools, reaching over 700 students.



NUESTRO TIEMPO LATIN JAZZ YOUTH ENSEMBLE

Entering its second year, Nuestro Tiempo Latin Jazz Youth Ensemble continues to build awareness and momentum within the Latino community of Charlotte. This program would not be possible without the support of Arts and Science Council and Albemarle Foundation empowering this program to remain free of charge for students. **Forty-one students participated in Nuestro Tiempo Latin Jazz Youth Ensemble this year!**

Nuestro Tiempo Latin Jazz Youth Ensemble students play classic Latin Jazz orchestra repertoire and learn fundamentals such as clave rhythms, improvisational theory, and Latin jazz history. This year, we welcomed our new director and arranger, Iliana Rose. Born in Miami and raised by Cuban parents and grandparents she is steeped in Cuban rhythms and culture. After years of classical and jazz training, she graduated from the prestigious



University of Miami as well as the National Piano Guild with performance degrees. She moved to Los Angeles and formed her band, "The Iliana Rose Cuban Jazz Band" and worked with some of the finest musicians in the industry.

You may have seen her leading the ensemble at the JazzArts Academy Fall Concert, where students brought in the holiday spirit with a swinging and festive performance. Joining the performance were dancers from Rumbao Latin Dance Company which elevated the music and left audience members dancing in their seats.





JAZZARTS YOUTH ENSEMBLES + WORKSHOPS

JazzArts Youth Ensembles + Workshops is an applied program offered to students who want to continue improving their individual skills within the context of a small jazz ensemble. **107 individual student experiences in Youth Ensembles + Workshops this year!** Students have had the opportunity to perform publicly on numerous occasions, including a community performance at Aldersgate Senior Living Community to bring live jazz to its residents. These opportunities build confidence, provide creative expression, and give students a chance to interact with the community.

One highlight from the year was the JazzArts All-Star Youth Ensemble's visit to the Jazz Education Network (JEN) Conference in New Orleans after being selected to perform at

the prestigious international conference. In addition to being honored as featured conference performers, the group was able to tour New Orleans and learn about the history of the city and its jazz origins from JazzArts Charlotte President and CEO (and JEN Board President), Lonnie Davis. Some of the experiences included visiting Congo Square, New Orleans Jazz Museum, VueOrleans, and a historical bus tour. After a day and a half of sight-seeing, the group immersed themselves in jazz performances, presentations, and lectures for four straight days at the JEN Conference. We are so proud of our students who were selected to perform, and it was a life changing experience for all involved!

JAZZARTS SUMMER MUSIC CAMP

JazzArts Summer Music Camp is a week-long immersive program where students learn jazz history, improvisation, and performance all while gaining self-confidence and creativity. **This summer 63 students participated in our summer music camp!**

Each day, our students were guided by some of the best jazz performers and educators in the region. Additionally, they were joined by Charlotte-native, trumpeter Ashlin Parker, and special guest camp clinician, saxophonist Marcus Strickland. When asking students what their favorite part of camp was, we heard "jam sessions," "theory classes," "learning from the guest instructor." However, the ultimate favorite was meeting like-minded peers and building friendships. One parent shared, *"even within two days of finishing camp, our son has been invited to meet up with and play with (new) friends he made."*

Experiences like Summer Music Camp shape a student for a lifetime. To close out the week, students performed in a final concert open to the public, where many students performed jazz for the very first time! We are grateful to our sponsors, donors, and UNC Charlotte for helping to make our summer music camp a huge success.



NEW MERIT-BASED SCHOLARSHIP AWARD

JazzArts was proud to introduce a merit-based scholarship opportunity for JazzArts Academy students, in addition to current financial support scholarships. Winners received a scholarship that will cover fall and spring semester of Youth Ensembles + Workshops and Summer Music Camp for the upcoming 2024-2025 academic year.

Many students applied through an initial video audition submission, and the judges identified six student finalists. These students led a professional ensemble in the live final round performance, free and open to the public, with immediate feedback and critique from the adjudicators. Each student shined brightly as they showcased their talents. In the end, three students emerged to receive the year-long scholarship opportunity.

Congratulations to all our finalist and to our scholarship winners Yusuf, Jameson, and Luke. It was a privilege for JazzArts to be able to offer this opportunity to our young, dedicated musicians. Scholarships like this are only possible because of the generous investments our donors make in support of our students.





JAZZ ROOM ARTISTS

Education is at the foundation of all JazzArts Charlotte programming. When you support the JAZZ ROOM, you are also supporting jazz music education.



Over 200 students across the Charlotte region registered for our FREE jazz workshops!

MENTOR YOUNG MUSICIANS

The JAZZ ROOM monthly concert series introduces many new and returning world-renowned artists to the city of Charlotte. While the community benefits from the enrichment of high-quality live jazz, our students also gain rare opportunities to learn from today's jazz legends.

To deepen the interaction of our national jazz performing artists with the local music community, JazzArts

Charlotte welcomes student musicians from the Charlotte area and beyond to learn from JAZZ ROOM featured musicians. This year, we were proud to offer our students opportunities to learn from iconic artists like Joshua Redman, Emmet Cohen, Peter Martin and Adam Maness, Sherrie Maricle, Warren Wolf, and Preservation Hall Jazz Band!

These unique opportunities introduce local students to world-class jazz performers, providing local and regional youth with exclusive and invaluable access to learn from the greats. The experience of interacting with some of the best jazz musicians in the world is a distinctive opportunity that the JazzArts Academy provides to students in the Charlotte region and beyond!



THE JAZZ ROOM

JazzArts Charlotte is dedicated to preserving the rich heritage of jazz while also promoting the advancement of this great American artform. The JAZZ ROOM features live music from today's top artists while creating an immersive educational experience for audiences of all ages and backgrounds.

The musicians featured in the JAZZ ROOM not only perform the highest caliber of live music heard today, but they also represent diverse musical approaches that foster a deeper appreciation for the genre. It has been a thrilling 12 months of performances, with the following artists featured:

- Vibraphonist/multi-instrumentalist Warren Wolf.
- Pianists Peter Martin and Adam Maness.
- Jazz at Lincoln Center Orchestra bass virtuoso Carlos Henriquez.
- Legendary saxophonist Joshua Redman.
- Trumpeter Bria Skonberg.

- World-renowned trombonist Wycliffe Gordon.
- Guitarist Rez Abbasi.
- Women in Jazz, featuring drummer Sherrie Maricle and Five Play.
- The Emmet Cohen Trio.
- Grammy-nominated vocalist Cyrille Aimée.
- Critically acclaimed saxophonist Ravi Coltrane.

JazzArts is proud to curate diverse artists, representing variety in jazz genres and culture, with an array of featured artists that are moving the artform forward, while offering affordable ticket pricing that encourages access for the community.



REVENUE AND EXPENSES



INDIVIDUAL CONTRIBUTIONS	10%
CORPORATE GIVING & SPONSORSHIPS	9%
IN-KIND GOODS & SERVICES	5%
GRANTS	32%
FUNDRAISING EVENTS	2%
EARNED REVENUE	34%



JAZZARTS ACADEMY	19%
PERFORMANCES & MUSICIAN SUPPORT	38%
GENERAL & ADMINISTRATIVE	28%
DEVELOPMENT	15%

JazzArts Charlotte's annual budget operates on a fiscal year, July 1-June 30.

JAZZARTS CHARLOTTE RECEIVES WOMEN'S IMPACT FUND AWARD

We are thrilled to announce that JazzArts Charlotte received a generous general operating grant of \$21,000 from Women's Impact Fund for the upcoming 2025-2026 fiscal year. This funding is a crucial contribution that will bolster our efforts and sustain our operations. Unlike restricted funds, which are designated for specific projects, this flexible funding allows us to address our most pressing needs and respond swiftly to unforeseen challenges. It ensures that we can maintain our core programs, invest in staff development, and improve our infrastructure, ultimately enhancing our capacity to fulfill our mission. Thank you to all the members of Women's Impact Fund for your generosity!



Thank you to all our volunteers that have given 550+ hours of their time and talent to JazzArts Charlotte this year.

Special thanks to Daniel Coston, Jeff Cravotta, and Andy Majors for providing the beautiful images in this report.



THANK YOU!

We are overwhelmed with gratitude for the generosity of our supporters and sponsors. Without you none of this would be possible. Thank you for being a part of the JazzArts family!



Sustainers (\$10,000 & above)

Karen Bernhardt & Marc Tiegel
Oscar & Heide Groomes

Benefactors (\$5,000 – \$9,999)

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Anil & Miriam Patel
Nancy Nyberg & Bruce Thomas
Peg & George Povinelli
Lou & Sarah Ramos
Barbara & Allan Williams

Arrangers (\$1,000 – \$2,499)

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Bob & Angela Baron
Hana Biru
Ronnie Bryant
Krisha Chachra & Derek Klinedinst
Stephen Duniec
Joycelyn & Tyron Eason
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Composers (\$500 – \$999)

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Susan Carr
Katherine & Alan Catu
Chip Celley
James Shaw
Jeff Cravotta & Ayisha McMillan Cravotta
Donna DeCesare
Miriam Dixon
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Mark Walker
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Paul Wetenhall & Kathy Pearce
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Jerome Williams
Sandra & Robert Wolf
Nancy & Michael Yaffee

Soloists (\$250 – \$499)

Gillian Albinski & Douglas Young
Dave Arone & Shirley Xu
Tracy & David Bengtson
Dr. Vivian Campbell & Robert Jones
Margaret Cleveland
Sabine Detzel
Robin & Paul Domeier
Kortni Duff
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*Includes individual contributions received
July 1, 2023 through June 30, 2024.*



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www.thejazzarts.org

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



WANT MORE INFORMATION?

If you would like more information about JazzArts Charlotte and our programs, please visit
www.TheJazzArts.org or contact the Development Office at development@thejazzarts.org or 704.503.9565.