

## **2024 CJH/DDB Funding Request**

### **Brief Summary / Project Description**

This request seeks Downtown Development Board Funding to support 1) the Clearwater Jazz Holiday music festival's 45th Anniversary Celebration October 17-20, 2024 (\$50,000) and 2) the CJH Presents Holiday Experience December 7, 2024 in Station Square Park (\$6,000).

### **Clearwater Jazz Holiday music festival's 45th Anniversary Celebration October 17-20, 2024 (\$50,000)**

Back to Our Roots!

In 2024, Clearwater Jazz Holiday celebrates 45 years by returning to its roots in a beautifully renovated Coachman Park October 17th-20th. The 45<sup>th</sup> Clearwater Jazz Holiday will present four days of exciting, diverse concerts on the large green adjacent to The Sound and other areas in Coachman Park. The 2024 experience will also feature several free areas for the community to enjoy. Free, late afternoon, smaller concerts will create a festive atmosphere downtown prior to the main artists taking the stage in the evenings on the Green.

Coachman Park Comes Alive

The community is treated to two free performance areas throughout Coachman Park in the late afternoons with staggered concert times prior to the headlining artists taking the main stage on the Green.

#### Free Areas

Plaza Stage and Pier Party Stages

- The Upper and Lower Plaza is transformed into an inviting multi-level entertainment area with a stage situated in the Lower Plaza.
- CJH's Pier Party takes over the Promenade Pier and extends from the west side of the Green into Clearwater Harbor Marina, overlooking the beautiful waterfront and Memorial Causeway Bridge.
- These free stages will feature a combination of local and non-local performers as well as young musicians.
- Performances on these stages will take place in the late afternoons prior to the evening concerts on the Green.

## Beer Garden

- The CJH Beer Garden is situated in the northeast corner of the Green and extends into a free lawn area on the Green open to the general public.
- This free lawn area extends along the east side of the Green adjacent to the reserved seating area, into the pathways throughout Coachman Gardens, and down to the south side of the Green.
- CJH plans to position various sponsor/vendor tents and other activations at various locations in this free lawn area on the Green as well in the Upper Plaza and Lower Plaza areas.

## CJH Sunset Bluff

- The CJH Sunset Bluff is a free lawn area that encompasses the graded lawn overlooking the Green.
- Accessible from the Clearwater main library parking lot, attendees can enjoy first-come, first served lawn seating with their own blankets and lawn chairs.

## Paid Admission Area

The Green contains the festival's paid admission areas and will feature:

- Large main stage.
- Approximately 2,600 reserved seats
- VIP Hospitality Area
  - The VIP Hospitality Area is situated along the west side of the Green (similar design to the 2023 format).
  - VIP patrons will be able to enjoy the concerts from this hospitality experience with direct views of the stage from the right along the waterfront and featuring a catered meal, private bar, VIP Restrooms, and first-come, first-served lounge and table seating.
  - A section of the reserved seating area will also be designated as first-come, first served seating for VIP patrons.
  - High Note members and Corporate Partners will also have an option to upgrade their memberships to include stage-front, reserved seating so that they may secure their own assigned reserved seats subject to availability.

# Tentative Schedule

<b><u>FREE</u></b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
<b>Start Time</b>	4:00PM	4:00PM	3:00PM	3:00PM
<b>Plaza Stage</b>	4:30PM-6:00PM	4:30PM-5:30PM  6:00PM-7:00PM	3:45PM-4:45PM  5:15PM-6:45PM	3:15PM-4:15PM  4:45PM-6:00PM
<b>Pier Party Stage</b>	4:30PM-6:00PM	4:30PM-5:30PM  6:00PM-7:00PM	3:15PM-4:15PM  4:45PM-5:45PM  6:15PM-7:00PM	3:30PM-4:30PM  5:00PM-6:00PM
<b><u>GREEN</u></b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
<b>Gates Open TBD</b>	5:30PM	6:00PM	6:00PM	6:00PM
<b>Lead-in or Co-Headliner</b>	6:30-8:00PM	7:30-9:00PM	7:15-8:45PM	6:30-8:00PM
<b>Headliner</b>	8:30-10:00PM	9:30-11:00PM	9:15-10:45pm	8:30-10:00PM
			<b><u>POSSIBLE FIREWORKS TBD</u></b>	

## Funding Request

Clearwater Jazz Holiday Foundation is requesting \$50,000 to support and enhance the free Coachman Park component of the 2024 45th Anniversary CJH Celebration. These funds will support artist fees and services, sound & lighting, site services, marketing, city fees, and operating expenses per the proposed budget.

## Impact to Downtown

- **Marketing Value!** Clearwater Jazz Holiday comprehensive year-round, marketing campaigns will highlight the downtown district by showcasing this free component to the 45<sup>th</sup> Anniversary Celebration.
- **Visitors!** Clearwater Jazz Holiday has a proven record of attracting visitors to downtown Clearwater with its family friendly, dynamic lineups and diverse audiences. Not only will the free areas draw visitors to downtown earlier in the day, but the positioning of free stages will create a vibrant free flow festival energy.
- **Benefit to Downtown Merchants!** Increased visitors downtown and earlier in the day means more exposure to downtown merchants prior to the CJH nighttime concerts.
- **Diversity and Accessibility!** Clearwater Jazz Holiday's diverse festival programming has historically translated to a diverse, multicultural audience of all ages and backgrounds. We are committed to expand our world-class programming across the free stages. Adding this free component will also guarantee accessibility to attendees including those from economically underserved populations and from the other communities we serve throughout the year.

**CJH Presents Holiday Experience  
December 7, 2024  
Station Square Park (\$6,000)**

**Funding Request**

Clearwater Jazz Holiday Foundation is requesting \$6,000 to support and enhance the CJH Presents Holiday Experience December 7, 2024 in Station Square Park. These funds will support artist fees and services, sound & lighting, restrooms, equipment, tables, setup, marketing, city fees, insurance, and security per the proposed budget.

- As part of this 2024 DDB Partnering Plan, Clearwater Jazz Holiday Foundation proposes to again produce a Holiday Experience concert in Station Square Park as part of our continuing CJH Presents Music Series.
- Similar to our past partnering plans, the concert is a ticketed event with tickets pre-sold by Clearwater Jazz Holiday and proceeds benefiting Clearwater Jazz Holiday Foundation.
- We keep ticket pricing very affordable for this event, and we also provide comp tickets to CJH Education & Outreach Partners such as the neighborhood family centers and other organizations we serve with our outreach programs.

**Impact to Downtown**

- **Marketing Value!** Clearwater Jazz Holiday advertises its CJH Presents events year-round, so this Station Square Park concert will be promoted all year highlighting downtown as part of the popular series.
- **Visitors!** Clearwater Jazz Holiday has a proven record of attracting visitors to downtown Clearwater with its Holiday Experience concert. The concert is anticipated to attract 300 attendees.
- **Benefit to Downtown Merchants!** History has shown that many CJH Presents concert attendees grab dinner with downtown merchants prior to the shows or alternatively eat at the concerts. CJH has had good success working with downtown restaurants, providing them with opportunities to sell food to concert attendees at no cost to the merchants.
- **Performance Opportunities and Community Cultural Development!** Supporting CJH Presents is to support performing artists and community cultural development by creating opportunities for visitors to experience diverse, quality, live music. Now a regular part of CJH programming, these events have provided stages to approximately 108 bands over 63 events at 9 different venues, and attract diverse audiences.

## **DDB Funding Request Form Addendum**

### **How does this request help attract businesses, residents, and/or visitors to Live, Work, and Play in downtown?**

The free component to the 45th Anniversary Celebration will complement Clearwater's signature event by highlighting the downtown district, increasing visitors, benefitting downtown merchants, and keeping cultural activities accessible. In addition to bringing visitors, DDB and the downtown district will have substantial marketing exposure as part of Clearwater Jazz Holiday's comprehensive marketing campaign. This 2024 Partnering Plan is designed in furtherance of the DDB's workplan goal of increasing awareness of downtown as a fun destination for Clearwater residents, employees, and visitors.

Additionally, the CJH Presents Music Series Holiday Experience in Station Square Park will also continue highlighting downtown Clearwater, attracting visitors, and providing opportunities for downtown food partners.

### **A Note About Diversity**

Clearwater Jazz Holiday is a signature Clearwater tradition that brings our entire community together. Clearwater Jazz Holiday Foundation supports a culture of equality, diversity, and inclusivity. We are an organization with a tradition of music at its core. Music is important now more than ever. Music brings many benefits. It comforts, heals, bridges, and inspires. Music opens our imaginations, increases cultural understanding, educates about traditions, and has the power to create that one-of-a-kind unique shared experience.

Jazz in particular is a truly American art form and is the major cultural contribution America has given to the world. Throughout its history, Jazz has represented the spirit of freedom and equality. Our practices, the experiences we create, and our community outreach continue to foster a culture of love, inclusion, access, education, and a celebration of diversity.

While Clearwater Jazz Holiday Foundation is best known for the 44-year music festival, the organization also delivers year-round education and outreach programming in the form of in-person and virtual music appreciation and instructional programs, online educational resources, learning experiences, and performance opportunities. Clearwater Jazz Holiday Foundation has evolved to be a key contributor to community cultural development, impacting lives of people of all ages and backgrounds. These activities are outlined at:

[www.clearwaterjazz.com/education](http://www.clearwaterjazz.com/education) and <https://www.clearwaterjazz.com/quick.html> - which contain several informative pictures and videos highlighting the various initiatives and their impact.

Among the more popular initiatives are CJH's History of Jazz Outreach, My Journey with Jazz, Young Lions Jazz Master Sessions, and Give Them a Stage programs. We have also recently created several virtual/online initiatives that complement these traditional in-person programs. In these ways, Clearwater Jazz Holiday and the annual outreach initiatives commit to accessibility for everyone including persons with disabilities, older adults, culturally and economically underserved populations and minorities. Those who benefit include schools, neighborhood family centers and other organizations, music students and Jazz programs.

Moreover, the diverse festival programming has historically translated to a diverse, multicultural audience of all ages and backgrounds. We are committed to expand our world-class programming across the free stages at the festival this year. The free component will also guarantee accessibility to attendees including those from economically underserved populations and from the other communities we serve throughout the year.

Thank you for your consideration of this request and for supporting the 45-year CJH tradition of Music, Education & Outreach!