



LOCAL GRANT APPLICATION

1. IDENTIFICATION OF APPLICANT:

Organization name:

Victoria Jazz Society

Mailing Address:

977 Alston St, Victoria, BC V9A 3S5

Contact Person:

Darryl Mar

Telephone:

250-388-4423

Email Address:

info@jazzvictoria.ca

2. ORGANIZATION INFORMATION:

Are you registered under the *Societies Act*?

Yes ☒

No ☐

Are you a registered charity?

Yes ☒

No ☐

Society or Charity Registration Number:

S-22079

Did your organization receive a local grant from the Township last year?

Yes ☐

No ☒

Has a final report been submitted?

Yes ☐

No ☐

This collection of personal information is authorized under Section 26(c) of the Freedom of Information and Protection of Privacy Act. The information will be used for processing this application. Questions about the collection or use of this information can be directed to the Township's Corporate Officer at corporate.services@esquimalt.ca, 250-414-7135, or 1229 Esquimalt Road, Esquimalt, BC, V9A 3P1.

ORGANIZATIONAL CAPACITY (20%)

3. Please attach your most recent financial statements.
4. Please outline your administrative and Board/Committee structures. Do staff have the necessary qualifications and experience to lead and execute the program or event? Please provide details.

The Victoria Jazz Society's Governance Framework formally defines the roles and structure of its Board and Management. This framework was adapted from materials from the National Centre for Non-profit Boards. Overall, the Board of Directors is to: be accountable to the public, participate in the development of the VJS, oversee and support the Executive/Artistic Director, ensure administrative continuity, and secure the community's support. The individual roles of the Board's Officers and Chairs are Board President, Vice President, Secretary, Treasurer, and Director. There are finance, membership, sponsorship, and governance committees on the Board. Members of the Board are free from any conflicts of interest and are independent from the VJS staff.

To ensure that the Board is qualified for its responsibilities, candidates are considered based on their experience with finance, fundraising, corporate sponsorship, law, event coordination, and non-profit operations. Once a candidate is vetted and elected to the Board at the Annual General Meeting, appointments are two-year, renewable terms.

Management roles and a staff hierarchy are also defined in the Governance Framework. The Executive/Artistic Director reports to the Board and is responsible for VJS leadership, management, and programming. The Operations Manager reports to the Executive/Artistic Director and supports him in the implementation of management and programming. Other VJS staff report to the Executive Director and/or the Operations Manager.

The VJS staff has a strong base of expertise within the field of arts presentation. The founder of JazzFest and Blues Bash has acted as Executive Producer/Artistic Director for all VJS programming for over 30 years. The most senior staff member is the current Operations Manager, who has been with the VJS for 21 years. The Communications Coordinator is the next most senior staff member with four years at the VJS and the Operations Assistant has been with us for three years. Together, the four core VJS staff has over 65 years of cumulative experience executing the VJS's programming in shows in the largest theatres in Victoria to the smallest impromptu pop-up shows on a sidewalk. Their combined expertise is what allows the society to function professionally and efficiently and is instrumental in mentoring new seasonal staff members. Seasonal staff are usually co-op students from UVic or Camosun College who are hired for the festival season to supplement the core staff. Other staff are contracted for specific duties pertaining to the production of the festivals.

5. What is your organization's history of providing benefit to the residents of Esquimalt?

The Victoria Jazz Society has no recent history of presenting in Esquimalt; however, in the past the VJS utilized Esquimalt High School Theatre for year-round presentations. For instance, the VJS presented the Bill Charlap Trio at the Esquimalt High School Theatre in 2008, and the VJS facilitated a workshop hosted by Bill Charlap at this venue at no charge to students. In addition, our outreach initiative, "Jazz in Schools" (2009-2018), was presented to music students at Esquimalt High School. This combination of workshop and question and answer period was performed at the school by the Leon Nagasaki Quartet. As well, the VJS included Esquimalt High School jazz band students in "Student Performance Day" at the TD Victoria International JazzFest 13 times between 1996 and 2010. For this performance, students were given professional production services on a professional outdoor stage where they performed for an honorarium to maximum capacity audiences.

6. What is your organization's role or niche in the community? What makes it different from other similar organizations?

The TD Victoria International JazzFest (formerly known as JazzFest International) is the longest-running professional music festival on Vancouver Island. This iconic event, the "grandfather" of music festivals serving audiences on Vancouver Island and beyond, has evolved from a four-day festival to a vibrant, 10-day celebration of jazz and its associated genres located in the heart of Victoria. Attracting over 40,000 people every year, TD JazzFest is an integral part of the local, national, and international jazz scene, and the highlight of the VJS's annual presentations. Firstly, the VJS contributes to the development of live jazz on a local level. VJS programs remain at the core of Victoria's music scene. TD JazzFest is the longest running professional music festival and Blues Bash is the longest running blues festival on Vancouver Island. Both festivals have a devoted fan-base; however, due to both festivals' "free-to-the-public" performances in downtown Victoria, these large-scale events attract audiences outside of jazz and blues lovers. With these events, the VJS directly amplifies Vancouver Island's label as a Canadian cultural hot spot, attracting tourists from all over the world, and increasing visibility for hotels, restaurants, and other local businesses in addition to our audiences. As well, an imperative aspect of the VJS's artistic vision is to efficiently provide work and other support to local musicians/bands. All artists are guaranteed a performance fee, whether their concert is delivered "free-to-the-public," virtually, or ticketed. Another incredibly valuable experience made possible by the VJS is hiring local musicians to open for critically acclaimed festival headliners, whenever appropriate. The VJS cultivates lasting bonds with artists/bands across BC. Secondly, the VJS continues with its proven record of community involvement and impact by building relationships with local cultural organizations when it is presenting artists/bands that culturally align with those organizations. Our eclectic programming will continue to appeal to different members of our community, whether through the cultural music we provide to different local communities or through youth-based music for new younger audiences.

7. How is your organization moving towards financial self-sufficiency?

How is your organization moving towards financial self-sufficiency?

The Victoria Jazz Society is committed to fiscal responsibility and continues to prioritize the development of a sustainable financial model. This is to ensure its future viability, especially within a relatively unstable economy because of post-pandemic restrictions and increased cost of living. The VJS's primary financial challenge is developing reliable funding sources. As mentioned, new sponsors and reliable funding sources are sought annually by the VJS for both of its festivals and year-round program.

Ticket revenue is a large percentage (70 – 80%) of earned revenue for the VJS, and each year the society aspires to increase ticket sale revenue. It is the hope of the VJS that with the return to live music in front of live audiences, we will once again be able to count on ticket sales, merchandise sales, and concession sales as a major revenue stream. The VJS will continue to increase attendance at its presentations through marketing and audience development.

Another important funding source for the festivals is corporate sponsorship. The VJS hopes our very dedicated base of long-time sponsors will return for the 2022 festivals and beyond. The VJS is optimistic about its ability to gain new sponsors in 2022 with a more proactive push from the VJS Board Sponsorship Committee.

The VJS does not currently carry a deficit and has an internally restricted Working Capital Reserve Fund. The purpose of the Reserve is to cover potential future operating deficits (shortfalls in corporate funding and/or government funds, lower than anticipated ticket, merchandise, or concession sales) to assist in the long-term financial stability of the Society.

PROGRAM, PROJECT or EVENT DESCRIPTION (25%)

8. Please provide a description of the program, project or event and why a local grant is required. Include details such as:

- who is your target audience?
- what are the key goals and objectives?
- what are the anticipated outcomes?
- a detailed work plan with project timelines

Annually, TD Victoria International JazzFest comprises of ticketed evening performances at theatres, nightclubs, our outdoor stages, and restaurants. As well, the festival has a significant "free to attend" component which allows music lovers from all walks of life and income levels to attend performances on the outdoor stage and at its educational workshop/clinics.

For this project, TD JazzFest would like to expand its festival in 2022 to include Bullen Park (Field) in Esquimalt as an outdoor venue for both "free to attend" daytime performances and ticketed evening performances. The dates for these performances will be Friday, July 1, Saturday, July 2 and Sunday, July 3, 2022. These "free to attend" performances on July 1 - 3 will begin at noon and end at 8pm on July 1 and 5pm on July 2 and 3. Ticketed evening performances will take place on Saturday and Sunday, July 2 and 3 with gates opening at 6pm on each night and performances beginning at 8:30pm and ending at 10pm on those two nights. Optionally, we would like to present ticketed performances on Sunday, June 26 and Thursday, June 30. This option would be contingent on the need for an outdoor stage to accommodate appropriate acts being available on these two evenings.

Bullen Park will make a perfect location for our outdoor festival site for both "free to attend" and tickets performances. This festival site will include a covered stage for performances, various tents for festival and artist merchandise, a restricted area within the festival site to accommodate a beverage garden, an activity area for children which could include an "Instrument Petting Zoo" as well as face painting and other family activities, if possible, a front of house tent, and a limited number of food vendors. The VJS would like to hold the "free to attend" performances in Bullen Park as it would broaden the footprint of our festival. The direct introduction of the festival into the township of Esquimalt will draw new audiences of all ages for the music we present.

In addition, the flat, grassy field of Bullen Park will become a more attractive venue and conducive to drawing a larger audience, in comparison to our previous city-situated outdoor venue. Bullen Park appeals to the general public as a more family friendly location, more comfortable, and more accessible. We believe that this venue will draw a larger, more diverse crowd due to this accessibility (ie: less busy than downtown Victoria, more parking options). Finally, with the ability to host larger audiences, this site would support higher profile artists as we would be able to offset higher artist fees.

As with all our VJS presentations, the on-stage sound and lights will be provided by local professionals for both local and touring artists performing at Bullen Park.

Esquimalt and its residents would benefit from hosting the outdoor site of the TD Victoria International JazzFest in 2022 for the following ways:

The festival would increase the quality of life for Esquimalt residents by bringing a wide variety of music to festival attendees. Music genres presented on the Bullen stage would include jazz, blues, roots, funk, R&B, and world music.

The VJS plans to enlist in the help of Esquimalt High School Students to volunteer at the Bullen Park location for TD JazzFest. This could include a VJS representative visiting the school and explaining the process of signing up to be a volunteer and answering any questions. This helps the high school students of Esquimalt fulfill their graduation volunteer requirements while providing a fun way for them to give back to the community. Over a three-day period (July 1, 2, and 3), 71% of the music will be presented "free to attend" therefore making the music financially accessible to all wishing to attend. JazzFest prides itself on being inclusive and welcomes all ages (where applicable), races, ethnicities, and genders to our festival. TD JazzFest programs BIPOC and LGBTQ+ artists whenever possible to foster a more inclusive atmosphere and to appeal to the widest range of audiences.

The presentation of TD JazzFest in Bullen Park will draw both Greater Victoria audiences as well as tourists to Esquimalt, which will in turn support the economic development of surrounding businesses, increasing the vibrancy of the town and Bullen Park.

TIMELINE

- November 29, 2021 – TD JazzFest application due to Township of Esquimalt
- December 6, 2021 – Esquimalt council meets to discuss JazzFest application
- December 7, 2021 – Victoria Jazz Society is notified regarding application status
- January 31, 2022 – Esquimalt to forward logo for inclusion in TD JazzFest promotional materials
- March 1, 2022 – Programming of TD JazzFest is finalized
- April 1, 2022 – Tickets for TD JazzFest on sale to public
- May 15, 2022 – Victoria Jazz Society to forward finalized site plan and detailed production schedule to Esquimalt
- *Wednesday, June 29 – Building of site begins; infrastructure arrives on site
- *Thursday, June 30 – Sound and lights in; testing of sound system
- Friday, July 1 - Site opens to public at 11:30am
 - o "Free to attend" programming from 12pm – 8pm
 - o Site closes to public by 8:30pm
- Saturday, July 2 – site opens to public at 11:30am
 - o "Free to attend" programming from 12pm – 5pm
 - o Site closes to public by 5:15pm
 - o Site opens for ticketed performances at 8pm
 - o Ticketed evening performance from 8:30 – 10pm (3 bands)
 - o Site closes to public by 10:30pm
- Sunday, July 3, 2022 – site opens to public at 11:30am
 - o "Free to attend" programming from 12pm – 5pm
 - o Site closes to public by 5:15pm
 - o Site opens for ticketed performances at 8pm
 - o Ticketed evening performance from 8:30 – 10pm (3 bands)
 - o Site closes to public by 10:30pm
- Monday, July 4 – Site tear down; all infrastructure out of park

*Please note: if the VJS opts to program a ticketed performance the evening of Sunday, June 26 and Thursday, June 30, the VJS will need to begin load-in on Friday, June 24, to finish on Saturday, June 25. The stage, tents and some fencing will be left in place until Thursday, June 30 when the site will open again to the public.

9. How will your organization measure whether the program or event was a success?

The success of our outdoor site in Bullen Park will be measured by audience attendance at "free to attend" events and by ticket sales for ticketed evening events. As well, TD JazzFest creates an annual survey for the festival which provides the Victoria Jazz Society with valuable statistics from a large sample pool. Usually, the VJS receives approximately 700 completed surveys each TD JazzFest. The VJS would be open to making a Bullen Park-specific survey and welcome any questions that the Township of Esquimalt would like to add for their own information, thus collaborating on a restructuring of the survey for this venue.

10. What is the minimum level of funding required for the program, project or event to occur? What would be the impacts if you received less than your full request?

As Bullen Park would be a new venue for JazzFest in 2022, it is imperative that the majority of the funding requested from the Township of Esquimalt is received for next year's festival. If the VJS receives less than its full request, the impacts would be that all artists presented would need to be lower profile acts due to less funds available to put towards artist fees, thus risking a decrease in audience interest and therefore attendance.

BUDGETARY DETAILS (25%)

11. Please attach your program or event budget. This should include all revenue classified as either secured or speculative. Ensure that expenditures do not exceed revenues.

12. Are there any special issues affecting expenses or revenue in the projected year? If yes, please explain.

A special issue that may affect expenses or revenues in the projected year is the ongoing COVID-19 pandemic and its associated regulations which have continued to affect the VJS's ability to present live music to live audiences since 2020. It is hoped that with the regulations being minimized, we will be able to move forward in the future with regular programming in 2022 and beyond. The pandemic and its many variants do, however, remain an unknown factor for the foreseeable future.

13. Please describe any attempts made to secure funding from other sources. Provide details about funding that has been secured from other municipalities or levels of government.

The Victoria Jazz Society will allocate a designated percentage of the title sponsorship from TD to this project, as well as percentages of the following government-funded grants:
Canadian Heritage – Arts Presentation Fund: Applied for multi-year funding for 2021/2022-2024/2025 (have received funding since 2002)
BC Arts Council Operating Assistance: Applied for 2022-2023 (have received funding since 2002)
CRD Multi-Year Operating Program: Applied for 2022-2024 (have received funding since 2002)
Creative BC – Live Music Presentation – Applying for by December 15 (New)

14. What are the plans to cover any potential revenue shortfall?

The Victoria Jazz Society has no deficit, to date. The VJS created a Working Capital Reserve Fund from existing unrestricted operating surplus to be used to cover potential future revenue shortfalls.

15. If your request is higher than previous years, please provide an explanation.

n/a

16. Are any funds being used to provide grants to other individuals or organizations?

No

COMMUNITY IMPACTS AND INVOLVEMENT (30%)

17. How many people participate in or take advantage of the program, project or event for which you are seeking funding? How many of those people are Township residents?

Annual attendance at JazzFest is 40,000+. According to our last survey taken at JazzFest in 2019, 81% of attendees were from the Greater Victoria region, including the Township of Esquimalt.

18. What environmental and sustainability initiatives will form part of the planning and execution of your program or event?

Green Event Initiatives:
Based on our last festival in 2019, TD JazzFest managed to implement the following "green" initiatives. Similar initiatives will be in place for our 2022 festival outdoor sites, including Bullen Park.

Recycling Initiative
Compost
• In 2019 there was 900 kg of organic material collected from the Centennial Square outdoor site.
Weight of recyclable materials collected:
• There were 350 kg of recyclable materials collected from the Centennial Square outdoor site.
• All cups used in our beer garden were recyclable and were picked up by reFUSE.
• In 2019 the TD Victoria International JazzFest partnered again with reFUSE, a local organics recycling company, to supply compost stations at Centennial Square site to reduce the amount of waste going into the local landfill. We were supplied with 4 x 140L organic totes and 50' x 35' x 50' clear plastic bags for soft plastics. This partnership has been successful and will be repeated for 2022.
• In addition, there were 137 lbs of recyclable materials collected from the VJS office between April and July 2019.

Green Team
• For the 2019 festival, the festival continued with a large crew in their "green team." The green team is a group of volunteers who are responsible for picking up and disposing of litter at TD JazzFest outdoor venues, and sorting the waste into...

19. How many volunteer staff do you utilize and what are the total volunteer hours?

Approximately 250 volunteers are utilized annually to present the TD Victoria International JazzFest. Across the ten-day festival, our volunteers put in an accumulated 3,750 hours, and many volunteers choose to do more than their required three shifts. The majority of these volunteers help at our outdoor sites. We anticipate that by establishing Bullen Park, we would welcome Esquimalt residents to volunteer and become involved in our festival.

20. Could the program, project or event occur without volunteer support? Why or why not?

With only four core staff and one or two seasonal employees for the festival season, the VJS would not be able to produce JazzFest each year. Our volunteers are the heart and soul of our festival!

21. Please describe any significant established partnerships with other community groups

The VJS has built relationships with local cultural organizations when it is presenting artists/bands that culturally align with those organizations, such as the local Indigenous, Latin, Greek, African, Caribbean, French, Italian, Japanese and Jewish organizations. This encourages links between the cultural communities represented by the organizations and the artists being presented.

The VJS is also longstanding member of numerous local organizations, including Greater Victoria Chamber of Commerce and Tourism Victoria, and it is a founding member of Jazz Festivals Canada. These partnerships reaffirm ties between the arts and business communities and open doors for national and international artists to perform in Victoria.

22. PUBLIC ACKNOWLEDGEMENT:

All recipients of Township of Esquimalt local grants are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the grant?

Invitations to Township of Esquimalt selected Esquimalt Council members and staff to Festival Opening Night Reception in June 2022
 Acknowledgment of the Township of Esquimalt as well as logo placement as a Contributor in all applicable festival marketing materials for JazzFest (jazz festival program guide/brochure, website, posters)
 Opportunity to use festival wordmark in your promotions, subject to VJS and TD approval
 Twitter and Facebook sponsor "shout outs"
 Township of Esquimalt logo on 2 sponsor banners
 Opportunity to display the Township of Esquimalt banner in Bullen Park
 On-stage acknowledgment of Esquimalt at Bullen Park by emcee before applicable show (s) in the afternoons and evenings
 Opportunity to display products, run contests, and conduct surveys at applicable venue(s)

DECLARATION:

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws.
- The organization will publicly acknowledge the local grant awarded by the Township.
- The organization is in good standing with either: (i) the Province of BC as a registered Society or (ii) the Canada Revenue Agency as a registered Charity.
- The grant application meets all the eligibility requirements of the Township's Local Grant Policy.

The information in this application will be reviewed and assessed by the Local Grant Committee to determine potential grant allocations. The Committee will evaluate all applications based on: Organizational Capacity, Program/Event Description, Budgetary Details, and Community Impacts and Involvement.


 Signature

Executive/Artistic Director
 Position

Darryl Mar
 Name (please print)

November 24, 2021
 Date