

**From:** [Lora McIntosh](#)  
**To:** [Council](#)  
**Cc:** [Steve Knoke](#)  
**Subject:** Letter for Mayor and Council, March 20, 2023  
**Date:** March-14-23 3:33:01 PM  
**Attachments:** [Letter for Mayor & Council.pdf](#)

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Hello

As per my conversation with Steve Knoke (cc'd here), I am attaching a letter requesting a revision to the funding awarded the Victoria Jazz Society for the TD Victoria International JazzFest in Bullen Park. Please advise if it is possible to add this to the Council Meeting on Monday, March 20, 2023 as it is extremely time-sensitive.

Sincerely

Lora





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March 13, 2023

Mayor and Council  
Township of Esquimalt  
1229 Esquimalt Road  
Victoria, BC V9A 3P1

Dear Mayor and Council

We thank the Mayor and Council for their continuing support of the TD Victoria International JazzFest in 2023, however, upon notification of our grant award for the 2023 TD Victoria International JazzFest (which is planned to be held at Bullen Park from June 29 – July 2), it was apparent that an unintentional mistake had been made in the Victoria Jazz Society's application for this year's festival and we have been advised by Esquimalt staff to write this letter to council to request an amendment to our application for funding.

Unfortunately, as this was our first year completing this application, when asked to *"attach your program or event budget. This should include all revenue classified as either secured or speculative"*, we were unaware that we should also be including the required in-kind amount in our budget as this was not stated. While this omission was in our budget, in our narrative, our needs were expressed in the following way:

*"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?"*

Even with Township of Esquimalt funding in 2022, the Victoria Jazz Society faced post-pandemic sky-rocketing operational costs to execute the Bullen Park TD JazzFest series which included site security costs, artist fees, technical wages, production infrastructure costs, health/safety expenses, event insurance, advertising, and promotional materials. This, combined with the inclement weather on July 3, resulted in a significant financial loss from beverage and ticket sales for the VJS for the Bullen Park series in 2022. With the significant increase in operational expenses projected to continue in 2023, it is imperative that the VJS receive status quo funding from the Township of Esquimalt for next year's festival. If the VJS receives less than its full request, the impact 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. Without the entire funding available, another scenario may be that programming will have to be reduced at the site in 2023."

With this in mind, we ask the Mayor and Council to approve in-kind funding status quo to our 2022 grant amount, which was \$19,978.00 in addition to the generous cash grant of \$15,000, for a total grant of \$34,978. With the financial loss faced in 2022, and production costs for our outdoor site expected to continue to rise in 2023, in addition to the fact that we have already confirmed high-profile artists for the Bullen Park series, it is imperative that we receive this status quo funding to produce JazzFest at Bullen Park in Esquimalt.

Sincerely,

Darryl Mar  
Executive/Artistic Director  
Victoria Jazz Society