



JAZZ YYC

Calgary's Jazz Collective

Impact Report:

September 1, 2019 - August 31, 2020

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Table of Contents

Message from the President.....	6
Summary.....	8
1 Overview	9
1.1 Introduction.....	9
1.2 Reporting period and the pandemic	9
1.3 Programming	10
1.4 Participation.....	10
1.5 Diversity and Youth	11
1.5.1 Audience diversity	12
1.5.2 Achievement of program objectives	13
2 Festivals.....	15
2.1 Canadian Jazz Festival (November 2019)	15
2.1.1 Community partners and venues	16
2.2 UN International Jazz Days (April -May 2020)	17
2.2.1 Key achievements.....	17
2.2.2 Community partners.....	18
2.3 JazzYYC Summer Festival 2020 – postponed	19
3 Shows.....	20
3.1 Illuminate.....	20
3.1.1 Jazz Reach	20
3.1.2 Jazz YYC Gala	20
3.1.3 Community Partners.....	20
3.2 Lolita’s	20
3.3 Kawa.....	21
4 Education, Outreach and Youth	21
4.1 Jazz YYC Youth Lab Band	21
4.2 Auditions.....	21
4.3 Highlights.....	21
4.4 Keith Smith Memorial Scholarship.....	22
4.5 Richard Cowie Scholarship	22

5	Engagement, Inclusion, Communications.....	23
5.1	Membership	23
5.2	Volunteers	23
5.3	Community Partnerships.....	23
5.4	Promotion and Media	24
5.4.1	Communications	24
5.4.2	Social media reach.....	24
6	Conclusion	26
7	Thank You.....	27



Message from the President

It would be an understatement to suggest anyone could anticipate how challenging the 2019-20 season would be - not only for JazzYYC but for all non-profit arts organizations, and indeed the world.

This was certainly the most difficult year JazzYYC has ever had to navigate. There were many unknowns, as timelines and restrictions evolved on an almost weekly basis. While the year was hard on everyone, it disproportionately impacted our community of artists, patrons, venues and partners. JazzYYC consistently endeavoured to keep people safe and I was so proud of our team's efforts to research and follow all guidelines and restrictions to a very high standard. JazzYYC also worked hard to keep up engagement and programming in this new era of remote communication, distancing and online streaming.

The pandemic lockdowns started about a week after our strategic retreat at which

our board of directors, staff and key volunteers had set up a great plan of live performances for the coming year. It was disheartening to shift our focus so dramatically, but I was inspired by the creative new programming our team put together for the 2020 International Jazz Days Festival (Apr 30 - May 27). With dedicated support from our key sponsors and donors, we created a 28 day festival with a live virtual presentation every evening in partnership with Jazz Home Delivery. Along with the development of a robust and innovative series of educational videos, we now have over 110,000 views on our YouTube channel from that festival alone.

I want to thank all our audience members, volunteers, donors and sponsors for supporting our adapted programming and helping JazzYYC to pivot and learn through very difficult times for everyone. I am so proud of our staff and board of directors for their vision and ingenuity which resulted in many new programs and initiatives. The impact on the jazz community was significant and gave hope and support to many artists, partners and venues. While we continue to adapt and anticipate ongoing challenges as we plan upcoming festivals and programming, JazzYYC is leading change and growth with several initiatives that developed during the pandemic. I am particularly proud of the new national online collaborative jazz series called the COJAZZ Festival which brought

together 16 jazz societies from across Canada in November 2020, and the Canadian National Jazz Orchestra which will premiere in April 2022.

I am very excited about the direction of JazzYYC as it continues to serve and nourish our growing and vibrant jazz community in Calgary and beyond. Stay safe, and I look forward to seeing you soon at a JazzYYC presentation soon!

Gerry Hebert

President - JazzYYC

Calgary's Jazz Collaborative

SUMMARY

JazzYYC is pleased to present this Impact Report for the 2019-2020 programming year. It has been an unexpected journey through challenging times. In 2019 and early 2020 it was business as usual, with a successful sixth annual Canadian Jazz Festival, followed by our second annual Gala fundraiser. Then came the onset of the global pandemic, disrupting lives and livelihoods around the world. Impacts on arts organization like ours included mandatory shutdowns of gatherings, venue closures, and declining revenues – not to mention the loss of the in person experience of live music. The situation was dire for musicians who rely on performing for their income.

However, with the help of our donors and supporters, we were able to adapt and pivot to a different model for presenting jazz. Live presentations for International Jazz Days and the Summer Festival had to be cancelled, but digital presentations online were quickly adopted and reached a large audience. These provided a platform for paid musicians to present educational podcasts and some great performances. A new set of online skills was cultivated within the organization. The JazzYYC Youth Lab Band was able to carry on through the lockdown through virtual rehearsals.

Looking to the future, we have many options for bringing jazz to the public. Where possible, rehearsals and live performances can be held with public health and safety as a priority. Online delivery has become an alternative way to reach broader audiences. Collaboration with other arts organizations is even more vital to connect with jazz lovers. We have learned how powerful social media and other communication channels can be for keeping jazz top of mind for our followers. Overall, 2019-2020 has been a highly challenging experience. But with our community and donors supporting us, JazzYYC's agility and creativity has enabled us to survive and continue to be an important voice within the arts in Calgary and Canada.

1 OVERVIEW

1.1 INTRODUCTION

Vision: To serve and nourish the growing and vibrant jazz community in Calgary and beyond.

Mission: A sustainable society creating and facilitating accessible, memorable jazz experiences.

JazzYYC promotes and nurtures a growing and vibrant jazz community in Calgary. We create and facilitate accessible, memorable jazz experiences for diverse audiences across the city. As a registered charitable organization with the object of jazz education, JazzYYC seeks to engage the public, youth and artists to build awareness and appreciation of jazz by:

- Presenting high-quality shows featuring the best of Calgary and touring artists
- Promoting community awareness and facilitating community involvement and attendance
- Nurturing the next generation of jazz artists and audiences.

JazzYYC continues to meet our vision to create a vibrant, year-round jazz scene while maintaining a sustainable organization. We consistently look to how we can make a positive impact on our local and national community of artists, patrons and students. Our programming for the 2019-2020 season reaffirmed that our priority is to support and elevate Albertan and emerging artists. This has been achieved by creating innovative presentation formats while addressing the constraints of a global pandemic. In a year without precedent, JazzYYC has adapted to the significant limitations on live performance opportunities. We reached new audiences while maintaining our focus on our community.

1.2 REPORTING PERIOD AND THE PANDEMIC

This impact report covers the fiscal year for the organization, September 1, 2019 to August 31, 2020. As such it includes a period of what we think of as “normal times” (September 2019 – March 2020) as well as the pandemic era, which was declared in mid-March, 2020 and continued into 2021. The impacts of the pandemic on the arts, and on JazzYYC have been significant. Live performances, large and small, had to be canceled. Venues were ordered closed during lockdown periods. Indoor gatherings, including rehearsals, were curtailed or prohibited. Schools were closed and reopened several times. Virtual meetings and music lessons by video conferencing platforms became the norm. Many performers lost their primary source of income.

This disruption has been felt by arts organizations and venues across the world. Primarily, live performances have given way to digital presentations, which may be pre-recorded or streamed live. The potential audience for these online presentations is much broader. However, artists and arts organizations of all sizes are competing to reach those potential vast audiences. And while JazzYYC had success in reaching a large online audience, it is not easy to generate revenue from digital presentations. Our focus and the outcomes we report on have thus shifted in several ways. In this report the type of reporting metrics will vary, depending on whether events occurred prior to or during the pandemic conditions.

1.3 PROGRAMMING

JazzYYC's programming for the reporting period includes the following:

1. **Illuminate** – two events including Jazz Reach and the JazzYYC Gala.
2. The **JazzYYC Canadian Jazz Festival** - November 2019
3. The **UN International Jazz Day festival** – April 2020
4. The **JazzYYC Summer Festival**, scheduled for June 2020 was postponed and did not take place. However, a smaller late summer Jazz Walk rounded out the year's programming.
5. Education and Outreach:
 - a. The **JazzYYC Youth Lab Band** program – ran on the usual schedule through fall and winter, until rehearsals were cancelled in March 2020. The band had a few performances before the provincial lockdown was put in place.
 - b. The **Keith Smith Memorial Scholarship for Emerging Artists** – established in 2016, JazzYYC granted this annual award in 2020.
 - c. The **Richard Cowie Scholarship** – offered annually by JazzYYC and the Calgary Musicians Association to a performing musician to be used to further the recipient's studies in jazz.

1.4 PARTICIPATION

The Canadian Jazz Festival in November is a weekend festival with a mix of ticketed and free events. It runs over the course of three days and includes a Jazz Walk. Total attendance for the outreach programs in November 2019 was 1,999.

In previous years International JazzDays in April has been the single largest outreach event in terms of number of performances and musician participation. In 2020, this trend grew significantly, as the event pivoted from a three-day event to a month-long event in a video streaming format. The number of presentations rose to 48 from the previous year's 29. The total audience exceeded 100,000, vastly eclipsing the previous year's attendance of 1,980. The audience figure is based on the number of views for the digital presentations, which remain available to watch on our YouTube channel. The event created 132 musician spots, of whom 60% were local and 90% were Canadian artists.

Unfortunately, we could not present the Summer Festival in June 2020 due to the pandemic. The festival was postponed until the following year. With the permission of key funders, JazzYYC was able to re-direct resources earmarked for the Summer Festival to the International Jazz Days digital offerings. With 2019-20 budget resources, JazzYYC was able to offer a late summer Jazz Walk on September 6, with some live performances in various venues in Inglewood, in compliance with Alberta public health rules.

The JazzYYC Youth Lab Band held weekly rehearsals from September 2019 through mid-March 2020. At that point rehearsals were halted because of the pandemic lockdown. One Lab Band jam was held at the Ironwood over the course of the year. Because of the curtailment of activities, the audience numbers for the Lab Band are much lower than they would be in a normal year.

Taking the five streams of programming together (Illuminate, Canadian Festival, International Jazz Days, Summer Jazz Walk, and Youth Lab Band) 310 artists were hired, of which 12% were youth or emerging artists (under age 21).

Figure 1: Audience and Artist Participation

Program 2019-20	Audience	Artists		
	Total	Adult	Youth	Total
Illuminate (Jazz Reach + Gala)	335	42	16	58
Canadian Jazz Festival (Nov. 2019)	3,457	131	1	132
International Jazz Days (April 2020)				
Workshops	9,146	21	0	21
Livestreams	101,668	57	0	57
Sub total, IJD:	110,814	78	0	78
Late Summer Jazz Walk (Sept. 2020)	605	22	1	23
Youth Lab Band	75	1	18	19
Total:	115,286	274	36	310

1.5 DIVERSITY AND YOUTH

JazzYYC does not monitor demographic indicators at our events. We have obtained some data in this vein by survey. In October 2017, JazzYYC implemented an on-line survey to gather community input for strategic planning. Of 118 total respondents to the survey, 70% were over 55 years of age and 68% were male. This gender ratio is likely skewed by the tendency of an older audience segment to be following JazzYYC emails and newsletters and their willingness to complete a survey. Analysis of JazzYYC's Facebook statistics may provide a better indicator of the age and gender of JazzYYC followers. Of the 2,500+ followers of JazzYYC on Facebook, 49% identify as women, 47% as men and 4% did not identify with either. 13 to 14% of the followers are 24 years or younger, 25% are 25-34 years old, 23% are 35 to 44, 17% are 44 to 54 years old and 16% are 55 years or older. These statistics would seem to be a better fit to the actual age groups and gender ratio at our free outreach events. While we don't have more current data, we are developing some engagement strategies to help update this information.



Quincy Troupe, Canadian Jazz Festival 2019 (Photo credit: Dean Mullin)

1.5.1 Audience diversity

The JazzYYC online strategic planning survey included a question related to diversity. The percentage of survey participants identifying with specific groups is provided in Figure 2.

Figure 2: Survey responses, “Do you identify with any of the following communities?”

Answer Choices	Responses	Responses (actual)
Indigenous Canadians	2%	2
Visible minorities	6%	6
Immigrant	11%	10
Disabled	3%	3
LGBTQ	2%	2
Not applicable/Prefer not to answer	83%	77
Total Respondents:		93

While this is what our audience survey showed in the 2017 survey, Calgary’s demographics on the whole present a somewhat more diverse population. See the following table in Figure 3.

Figure 3: Calgary population characteristics

Characteristic	Percentage of Calgarians
Indigenous Canadians	3%
Visible minorities	36%
Immigrant	27%
Disabled	10% (estimated)
LGBTQ	3.5% to 10% (estimated)

Sources: Statistics Canada, 2016; Government of Alberta, 2016; City of Calgary 2011, 2012

Having this demographic information for the city gives us a target to work towards to make JazzYYC look more like Calgary. A focus on outreach and communications may enable us to attract a more diverse audience.

1.5.2 Achievement of program objectives

JazzYYC's outreach programming, especially during International Jazz Day, promotes equity. We attempt to be inclusive in our offerings, involving all ages of performers and equal opportunities for male and female jazz artists. We strive to make the music accessible to all Calgarians by placing shows in all parts of the city and in public spaces. In 2020 the constraints on offering live, in-person performances required a re-think of how to provide programming in as many accessible ways as possible.

We continue to develop youth programs and the inclusion of emerging artists in our programming. We involve as many communities as possible to nurture understanding and a common interest in the jazz art form and to build the broadest possible awareness across Calgary.

In the case of International Jazz Day, the connection to UNESCO's global event provided not only Calgarians but global citizens with the opportunity to contribute to and participate in something "bigger than ourselves." The growing awareness of and enthusiasm in Calgary for Jazz Days over the years has raised its profile, and many people look forward to this annual event. Figure 4 summarizes the objectives of the program and achievements for the 2020 International Jazz Day Festival.

Figure 4: Achievement of International Jazz Day Program Objectives (2020)

Objective	Achievement
Raise the awareness and profile of jazz in Calgary both as an art form and, as a Jazz Day objective, as an instrument for dialogue and social change.	The global audience for the online festival was over 110,000. This was achieved through 49 International Jazz Days outreach events.
To promote and profile the excellent quality and wide variety of jazz artists that reside in Calgary and pursue their art here.	60% of the artists performing for our International Jazz Days festival were Calgary-based.
Promote music education, and jazz education in particular, as an important strategy to engage youth and develop their full creative and human potential	The online educational podcasts were a new stream of programming, providing accessible jazz education segments to a broad audience. JazzYYC Youth Lab Band work continued when permitted.

Objective	Achievement
Expanding the potential audience for jazz in Calgary through outreach activities	The online festival resulted in exponential growth in the size of our audience reach.
Expand and strengthen our partnerships with other arts and community groups in Calgary.	Partnerships remained stable in number despite the shutdown of venues. We were able to offer support through our newsletter by promoting curbside and takeout service at venue partners.
JazzYYC Youth Lab provides a unique development experience to emerging Calgary jazz artists through expert instruction and participation in an advanced jazz ensemble.	While the Youth Lab Band was not able to perform during International Jazz Day, the band was in preparation for performances until required to shut down.
JazzYYC provides performance opportunities to emerging artists, primarily youth, through performance opportunities.	Youth Lab Band performances were on hold for this programming year.
Students provided access to high quality jazz performances.	The podcasts and performances of the online festival provided exposure for students to high quality artists.



JazzWalk - Top Cat Swing Dancers at Central Library (photo credit: Dean Mullin)

2 FESTIVALS

2.1 CANADIAN JAZZ FESTIVAL (NOVEMBER 2019)

The JazzYYC Canadian Jazz Festival in November focuses on established and emerging Canadian artists living in Calgary, Canada and abroad. It offers an education and outreach program, anchored by our signature Inglewood Jazz Walk. This activity engages local partners by placing jazz in shops, galleries and other unconventional venues along Music Mile in Inglewood. In 2019 the Jazz Walk was extended throughout the City by using six locations of the Calgary Public Library. During the 6th edition of the Canadian Jazz Festival (November 6-10, 2019), Canadian Heritage sponsorship made the following outreach activities possible:

- Workshops: Tevet Sela and John Roney at the Calgary Jewish Centre; a JazzLab workshop at the Radio Lounge; and Landline at the King Eddy
- Jam with the Redline Trio at Kawa
- JazzWalk with free public performances at unconventional venues, including the Calgary Public Library and seven different brewpubs in Inglewood.



JazzWalk - Al Muirhead Big Band at the Calgary Central Library (photo credit: Dean Mullin)

2.1.1 Community partners and venues

Calgary Public Library
Calgary Jewish Centre
Cold Garden Beverage
Dandy Brewing Company
Devonian Gardens
Engineered Air Theatre, Arts Commons
High Line Brewing
Ironwood
KAWA
King Eddy
Lolita's
Ol' Beautiful Brewing
Radio Lounge
Revival Brewcade
TD Canada Trust.



Canadian Jazz Festival at the King Eddy (Photo credit: Dean Mullin)

2.2 UN INTERNATIONAL JAZZ DAYS (APRIL -MAY 2020)

In 2020, International Jazz Days (IJD) was our signature event. With live shows shut down in response to Covid-19, JazzYYC moved IJD entirely online. We immediately developed a plan and secured funding for a 28-day virtual festival.

The TD JazzYYC International Jazz Days Festival in partnership with Jazz Home Delivery ran from April 30 to May 27. It was the first major festival in Canada to come out with large scale online programming. The festival offered daily live shows and on-demand educational podcasts. We presented 29 live streams averaging 45 minutes, and 20 educational videos. Streaming was delivered over multiple platforms: three Facebook pages, two YouTube channels and the JazzYYC website.

Shows were streamed at 7 pm each evening in the style of an evening chat show. Host Tim Tamashiro engaged in lively conversation with each of two featured artists who presented musical performances from their own homes. The caliber of artists was significant and included 17 Juno nominated or Juno winning musicians, a Polaris Prize finalist, and Grammy award winner Kurt Elling. The group of artists was also diverse – ranging in age from 14 to 84 with female artists making up 50% of the group.

This event led us to assemble a digital presentation team covering a number of skill sets. These included moderating, livestream programming, educational programming, technical production and social media promotion. We gained valuable organizational knowledge of the technology, production and marketing of online streaming that we can utilize and build on for future digital and online presentations. For a large number of the artists involved, it was their first time online and many thanked us for guiding them in the process and setting them up to do more online work in the future.

During the presentation of the IJD, several Canadian jazz festivals contacted JazzYYC for advice on how to produce online presentations. Information was freely shared, and technical advice was provided. These discussions revealed the need for a collaborative approach to building digital capacity for jazz festivals. From this collaboration, the cross-Canada online CoJazz Festival was born. The first CoJazz Festival was presented in November 2020. As a result, the 15 participating festivals hope to develop a national digital strategy in 2021. This will support the capacity to deliver blended (live and online) festivals in 2021 and into the future.

2.2.1 Key achievements

Programming for the online IJD festival focused on presenting primarily Canadian artists (99% were Canadian). There was representation from multiple regions including Quebec, Ontario, Saskatchewan, BC and across Alberta. In total, we were able to feature and pay 84 artists, 58 of whom were either from Calgary or residing in Calgary. Other highlights include:

- To date: 110,000+ views of the festival online
- Increase of subscribers to our YouTube channel from 28 to 316
- Supported community and businesses through our social media

The online festival created some significant traffic on our website and social media. Some of the key metrics are noted in Figure 5 below.

Figure 5: Digital traffic for International Jazz Days

Data for:	April-May 2020
Jazz YYC Website	
Visits	9,559
Page Views	19,882
Users	6,396
Facebook	
Engaged Users	6,307
Total Reach	74,191
Total Impressions	363,089
Twitter	
Followers	2,166
Impressions	42,300

The successful use of digital platforms for marketing and delivering performances means these methods of reaching our audiences will only become more important in the future. JazzYYC will be able to capitalize on this success in future marketing and outreach activities.

2.2.2 Community partners

The online International Jazz Days festival did not include in-person performances and we were unable to present a JazzWalk in Inglewood. Nonetheless we showcased Inglewood venues during the festival in May and throughout the summer and fall in our marketing and newsletters. We also helped venues to complete government subsidy applications and supported fundraising activities for them.

Community Partners in the International Jazz Days Virtual Festival social media campaign included:

- Alvin's Jazz Club
- Café Koi
- Chairman's
- Cold Garden
- Cornerstone Music Café
- Decidedly Jazz Danceworks
- Gravity Espresso & Wine Bar
- Inglewood Business Improvement Association
- Mikey's on 12th
- National Music Centre.

Additional community support was received from Long & McQuade (discount on equipment rentals), marketing support from the Inglewood Business Improvement Association, and production support from the City of Calgary.

2.3 JAZZYYC SUMMER FESTIVAL 2020 – POSTPONED

As noted earlier, the major Summer Festival planned for 2020 was postponed. Many of the artists who were in place for the June 2020 event have expressed interest in participating in a 2021 Summer Festival. It is anticipated the 2021 version will be presented using a mix of live and digital performances.

As pandemic restrictions were loosened in the summer months, we were able to offer a late summer JazzWalk in Inglewood over the Labour Day Weekend (September 6, 2020). This was a series of eight free shows at a variety of non-traditional venues. All together, 23 musicians were hired (all Canadian) and 605 members of the public were able to enjoy some live music – a rarity in 2020.

The late summer JazzWalk was hosted at the following venues in Inglewood:

- Aylmer Nelson Cannabis
- Blues Can
- Café Rosso
- Deane House
- Gopher Park
- Gravity Espresso and Wine Bar
- Plant
- Revival Brewcade.

3 SHOWS

3.1 ILLUMINATE

The Illuminate series was shortened to only two events (Jazz Reach and JazzYYC Gala) because of the pandemic. Still, each of these events presented multiple performers. The programming showcased unique pairings or groups spanning generations and styles. These two events demonstrated our commitment to inclusion and innovation. With involvement of indigenous artists, women-led groups and youth and emerging artists, Illuminate offered a rich variety of artistic experiences and reflected the diversity of our community.

3.1.1 Jazz Reach

Jazz Reach was a new innovation for our organization. JazzYYC put together a unique offering where four Calgary musical artists were paired with a jazz musician or duo. The teams were able to work on new material, including new compositions and jazz standards. The focus was on collaboration and exploration of new musical avenues, each with a twist of jazz. The four pairings included R&B sensations Sergeant X Comrade with jazz pianist Egor Ukoloff; rising country star Mariya Stokes with jazz and soul singer Kate Melvina; pop icon Danny Vacon of the Dudes with trumpet player Andre Wickenheiser; and a group of indigenous singers and drummers known as White Rock joined by jazz musicians Jason Valleau and Steve Fletcher. The performances were recorded and can be viewed on the JazzYYC YouTube channel.

3.1.2 Jazz YYC Gala

The second JazzYYC Gala was held in February, 2020. This event brought 175 paying guests to an evening of dinner, dancing to live music and a fundraising auction. Three groups were presented including the Jazz YYC Youth Lab Band, the University of Alberta Jazz Trio and the Tim Tamashiro Big Band. These performances build the audience's appreciation of the lifetime commitment to learning that is the foundation of every professional jazz musician. The event netted over \$7,000, making a significant contribution to our financial situation. As it turned out, the Gala was the last major opportunity for in-person networking and music enjoyment amongst the jazz community for some time to come.

3.1.3 Community Partners

Presenting partners for Illuminate included Studio Bell: Home of the National Music Centre, and the Calgary Petroleum Club.

3.2 LOLITA'S

JazzYYC has co-presented regular Friday night jazz performance in cooperation with Lolita's Lounge in Inglewood for a number of years. During the 2019-2020 fiscal year, there were 24 such performances. These garnered a total audience of 1047 patrons.

3.3 KAWA

JazzYYC co-presents a free Saturday afternoon jam in conjunction with Kawa Café in the Beltline. In the 2019-2020 period there were 26 jams from September to March (when lockdown provisions came into effect). Total audience was 2087 for these performances. Education, Outreach and Youth

3.4 JAZZ YYC YOUTH LAB BAND

The JazzYYC Youth Lab Band nurtures the next generation of artists with professional instruction, mentoring and performance opportunities from September through June. Comprised of local youth aged 14 to 20, the JazzYYC Youth Lab builds on the strength of the Calgary music and educational community through expert instruction and participation in an advanced jazz ensemble. The Youth Lab Band is led by a Musical Director who is an established jazz musician and educator.

Ordinarily, Lab Band members benefit from the following development opportunities:

- Weekly rehearsals from September to June
- Public performances
- Participation in the annual “Youth in Jazz” program with the Calgary Association for the Development of Music Education (CADME)
- Participation in JazzYYC festivals and events.

In 2020, rehearsals and performances were curtailed due to the pandemic.

3.5 AUDITIONS

Selection for the Youth Lab Band is by audition. The auditions are adjudicated by a panel of professional jazz musicians (Musical Director plus external members). To ensure that the JazzYYC Youth Lab Band program complements, rather than competes with, regular High School band programs, applicants must be enrolled in the music program in the school they attend, if one exists.

3.6 HIGHLIGHTS

The Youth Lab Band had 18 weekly rehearsals in the period September to mid-March, at which point in-person rehearsals had to be shut down because of pandemic-related public health rules. To adapt to these new circumstances the group was able to participate in a few virtual rehearsals and a season-end outdoor rehearsal and gathering when public health rules were eased. The band participated in one Young Lions jam at the Ironwood (March) and performed at the JazzYYC Gala in February. A total of 18 young people participated in the Youth Lab Band (with three female and 15 male musicians). Although performing opportunities were fewer than in previous years, the student musicians had the benefit of professional instruction throughout the year and had a valuable learning experience.

3.7 KEITH SMITH MEMORIAL SCHOLARSHIP

This scholarship was awarded to Joseph Machat, a high school trumpet player who participated in the JazzYYC Lab Band for two years, and also played in several high school ensembles. He began undergraduate studies in jazz at McGill University in fall, 2020.

3.8 RICHARD COWIE SCHOLARSHIP

Joseph Machat was also the recipient of this scholarship, awarded by JazzYYC and the Calgary Musicians Association.



Ellen Doty at the King Eddy
(photo credit: Dean Mullin)

4 ENGAGEMENT, INCLUSION, COMMUNICATIONS

4.1 MEMBERSHIP

JazzYYC seeks to add to its membership base throughout the year through marketing at events and weekly newsletters. In 2019-2020 our membership numbers averaged 200 over the year.

4.2 VOLUNTEERS

The volunteer roster for the organization included 188 volunteers in the 2019-20 year. In addition to 16 board members, volunteers were involved in a number of hands-on roles to support the Canadian Jazz Festival and late summer JazzWalk. There were many other volunteer opportunities throughout the year related to administration and committee work.

A survey of volunteers was conducted after the Canadian Jazz Festival in November 2019. Respondent volunteers reported their enjoyment level at 8.6 out of 10, and 89% indicated they were willing to return. Levels of satisfaction were also high with the type of volunteer activities available (94%) and feeling appreciated (89%). The new online sign-up and communication service, Sign-up Genius, was well received and has helped greatly with organizing volunteers and their participation.

A new volunteer orientation program was completed in 2020. The program includes an online volunteer orientation video and a Volunteer Handbook including statements on privacy, volunteer statement of rights, volunteer code of conduct and a complaint/resolution procedure. Volunteers and managers are required to complete the orientation, which will ensure our volunteer relations are consistent and respectful for all. The program provides a baseline understanding of the organization and will let volunteers know how important their contributions are to our success.

Volunteer appreciation is always important for JazzYYC. A volunteer appreciation event was held in October 2019. Future recognition activities may include a mix of virtual and in-person events, when public gatherings can resume.

4.3 COMMUNITY PARTNERSHIPS

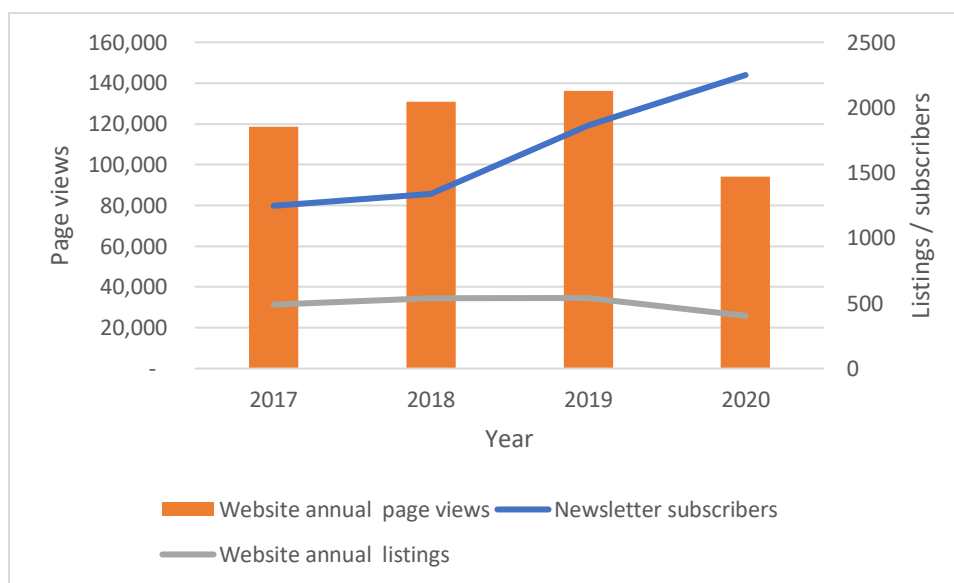
The valuable contributions of our community partners are essential for JazzYYC to carry out its mandate. Partners include the many different venues that host music as well as music schools, other festivals and series, and media partners. The number of community partnerships dipped slightly, from 65 to 62 between the 2018-19 season and the 2019-20 season. This was primarily due to a drop in the number of venues as far fewer in-person performances were produced. However, we did add a great number of new partnerships with jazz festivals from other cities in Canada. JazzYYC provided advice and support to these partners on digital presentations through the International Jazz Days experience. We have since gone on to secure funding and collaborate with multiple festivals to produce a national online jazz event: COJazz, the Canadian Online Jazz Festival. This has laid the groundwork for future cross-country collaborations.

4.4 PROMOTION AND MEDIA

4.4.1 Communications

A full range of communications channels are used to promote awareness of JazzYYC and events. These include the JazzYYC website, a subscription e-mail newsletter, and a number of social media platforms. On the website, annual event listings were down slightly in 2020 because of the lack of live performance opportunities. Accordingly, annual page views for the website also declined. Nonetheless, newsletter subscribers continued on an increasing trend. The number of YouTube channel subscribers also increased. This suggests that strong interest in following the jazz scene has continued despite the pandemic. Some of the key metrics are shown in Figure 6.

Figure 6: Communication metrics

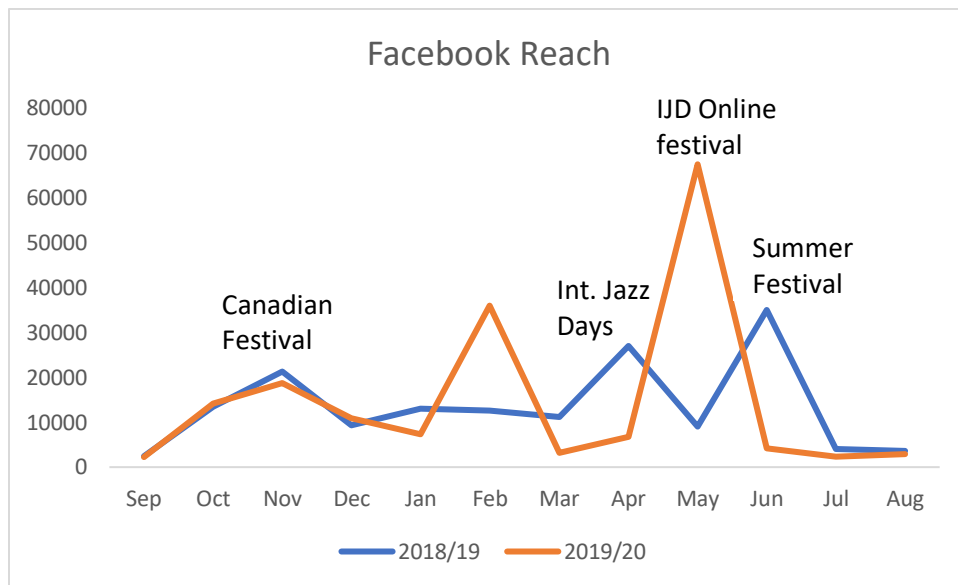


4.4.2 Social media reach

Social media has become a key component of our ability to reach our audience and market events. Our main social media applications are Facebook and Twitter, along with YouTube as a presentation platform.

“Reach” is a metric which represents the number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads and social information from people who interact with your Page. Facebook reach statistics for the past two years are shown in Figure 7.

Figure 7: Facebook reach, years ending in 2019 and 2020



This graph illustrates that Facebook has been a valuable tool in reaching an audience for our programming, whether events have been live or digital offerings.

Media partners for the year included radio stations CKUA and CJSW, who profiled the International Jazz Days festival as well as other events in their jazz programming.

5 CONCLUSION

As an organization, JazzYYC faced many challenges in the 2019-2020 season. While the first part of the season saw success in our traditional programming, the remainder of the year became an exercise in adaptation. Lockdowns, venue closures and frequent changes to public health rules created ongoing uncertainty. The successful response to these challenges is evidence of the resiliency of the organization as well as of the community. Artists and audiences were willing to participate in a new way of presenting and experiencing jazz. We were able to expand beyond local attendance to reach a global audience. We experienced a steep learning curve as we migrated to digital performances, but it appears that this the experience will be foundational to a new paradigm for the arts sector. JazzYYC will benefit from this experience. We are well positioned to make digital offerings, including collaboration with other arts organizations, a key component of future programming. Most importantly, we were able to continue to engage with our audience and provide performing opportunities for jazz artists throughout this unprecedented global experience.



Lab Band in performance, International Jazz Day, April 30, 2017 (photo credit: Dean Mullin)



6 THANK YOU

JazzYYC would like to acknowledge and thank the sponsors and donors who support the work of developing and presenting jazz in Calgary. We truly appreciate their contributions.

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Without Papers Pizza

We also extend our gratitude to the staff, artists, volunteers and members who contribute to JazzYYC every day. And of course, we thank the people in our audience who continue to support jazz and the arts in Calgary.

To find out more about JazzYYC's organization, Board of Directors, programs and events, please visit our website: jazzyyc.com. We hope you will consider getting involved as a volunteer, member, donor or audience member in the offerings of JazzYYC.