

**CONVENTION AND VISITOR'S BUREAU TOURISM
DEVELOPMENT SPONSORSHIP AGREEMENT**

THIS AGREEMENT between the City of Columbia, Missouri, a municipal corporation (hereinafter "City") and "WE ALWAYS SWING," Inc., a Nonprofit Corporation organized in the State of Missouri (hereinafter "Grant Recipient") is entered into on the date of the last signatory noted below (the "Effective Date"). City and Grant Recipient are each individually referred to herein as a "Party" and collectively as the "Parties."

WHEREAS, Grant Recipient has submitted its application for event funding to the Columbia Convention and Visitors Bureau ("CVB"); and

WHEREAS, the event proposed by Grant Recipient (the "Event") together with the Tourism Fund funding request is more fully set forth in Exhibit A attached hereto and incorporated herein by reference; and

WHEREAS, the use of tourism funds proposed by Grant Recipient will further the planning and promotion of a tourist event which will have a substantial potential to generate overnight visitations.

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. City agrees to provide tourism funding to Grant Recipient in the amount of Ten Thousand Dollars (\$ 10,000.00) in exchange for Grant Recipient conducting the Event and providing the services set forth in Exhibit A. Grant Recipient agrees that it is responsible for all funds made available to Grant Recipient by this Agreement and further agrees that it will reimburse to City any funds expended in violation of city, state, or federal law or in violation of this Agreement. Should the Event be cancelled, Grant Recipient shall, within thirty (30) days, refund to the City all money paid by the City.
2. Grant Recipient agrees that it will make no material changes in the approved Event unless such changes are approved in writing by City prior to the Event.
3. Grant Recipient agrees that it is subject to audit and review on request by City. If Grant Recipient has a financial audit prepared, that report shall be furnished to the CVB.
4. Grant Recipient agrees that all funds received from City will be expended as approved by City Council and none of the funds shall be diverted to any other use or purpose, except as recommended by the CVB's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from

the provision of the Event described in Grant Recipient's proposal shall be kept and open to City inspection during regular business hours.

5. Grant Recipient agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than ninety (90) days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures established by the CVB. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Grant Recipient does not provide financial documentation, Grant Recipient may not be eligible for future funding. This paragraph does not limit other remedies available to the City in the event Grant Recipient breaches this Agreement.

6. Grant Recipient agrees that the CVB and City will be recognized as outlined in Grant Recipient's proposal.

7. Termination Provisions.

- a. By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.
- b. By Convenience. With ten (10) days written notice, either Party may terminate this Agreement for convenience. If terminated by Grant Recipient, Grant Recipient shall return all grant proceeds.
- c. By Default. Upon the occurrence of an event of Default, the non-Defaulting Party shall be entitled to immediately terminate this Agreement.

8. **HOLD HARMLESS AGREEMENT.** To the fullest extent not prohibited by law, Grant Recipient shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including but not limited to attorney's fees) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Grant Recipient, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Grant Recipient or a subcontractor for part of the services), of anyone directly or indirectly employed by Grant Recipient or by any subcontractor, or of anyone for whose acts the Grant Recipient or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Grant Recipient to indemnify, hold harmless, or defend the City of Columbia from its own negligence. This clause shall survive termination of this Agreement.

9. Miscellaneous Clauses

- a. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.
- b. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available

to it unless such amendment, addition, modification or waiver is in writing and signed by a duly authorized officer or representative of the applicable Party or Parties.

- c. **Governing Law and Venue.** This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, or the United States Western District of Missouri. The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.
- d. **General Laws.** Grant Recipient shall comply with all federal, state, and local laws, rules, regulations, and ordinances.
- e. **Employment of Unauthorized Aliens Prohibited.** If this Agreement is an award of a contract or grant in excess of five thousand dollars, Grant Recipient agrees to comply with Missouri State Statute Section 285.530 in that Grant Recipient shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of this contract or grant, Grant Recipient shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Grant Recipient shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Grant Recipient shall require each subcontractor to affirmatively state in its contract with Grant Recipient that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the State of Missouri. Grant Recipient shall also require each subcontractor to provide Grant Recipient with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.
- f. **No Waiver of Immunities.** In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.
- g. **Nondiscrimination.** During the performance of this Agreement, Consultant shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin, or any other protected category. Consultant shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.

- h. Notices. Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile, overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

If to City:

City of Columbia
Convention and Visitors Bureau
P.O. Box 6015
Columbia, MO 65205-6015
Attn: Director

If to Grant Recipient:

We Always Swing Jazz Series
Attn: Jon Poses
21 N. Tenth Street
Columbia, MO 65203

If to Grant Recipient line 5

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand or facsimile and on deposit by the sending party if delivered by courier or U.S. mail.

10. Contract Documents. This Agreement includes the following exhibits, which are incorporated herein by reference:

Exhibit	Description
A	Grant Recipient's Event Proposal

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement controls.

11. Entire Agreement. This Agreement represents the entire and integrated Agreement between Grant Recipient and City. All previous or contemporaneous agreements, representations, promises and conditions relating to Grant Recipient's Event and services described herein are superseded.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have hereunto executed this Agreement in triplicate the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

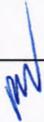
By: _____
John Glascock, City Manager

Date: _____

ATTEST:

Sheela Amin, City Clerk

APPROVED AS TO FORM:

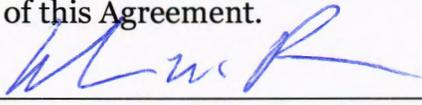
Nancy Thompson, City Counselor 

CERTIFICATION: I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged, account number 22904820-504990, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

Matthew Lue, Director of Finance

GRANT RECIPIENT

By signing below I certify that I have the authority to bid the Grant Recipient to the Terms of this Agreement.

By:  _____

Printed Name: Jon W Poses

Title: Executive Director

IRS-EIN: _____

Date: 11/4/20

ATTEST:



"We Always Swing"® Jazz Series
21 N. Tenth St., Columbia, MO 65201
573/449-3009 (P) • 573/875-0356 (F)
info@wealwaysswing.org
wealwaysswing.org

A Not-For-Profit Organization

FY21 CVB "SIGNATURE SERIES": INTRODUCTORY STATEMENT: ABOUT THE JAZZ SERIES FY21 APPLICATION.

On behalf of the "We Always Swing"® Jazz Series, please accept our request for FY21 Columbia CVB "Signature Series" funding. The Jazz Series is again pleased to be included and recognized by the CVB Advisory Board as one of the area's more significant cultural projects. CVB support allows us to maintain our standing as one of the nation's top-tier, community-based, all-jazz endeavors – this, in spite of our delivering the effort in a market that is largely dwarfed in size by others operating in the field. We remain one of fewer than 10 such all-jazz, independent organizations situated in such a market.

We take great pride in "our place" within the jazz-presenting continuum; similarly, we relish in the idea that we help shine a positive light on Columbia, Boone County, surrounding areas and beyond. As one of our supplemental pieces, we have gathered a relatively small, but still measurable, selection of comments about the Jazz Series offered not by patrons, but rather by some of the 1,500 musicians who have graced Jazz Series stages once or on multiple occasions since 1995.

Here is but one, offered to us by 2011 National Endowment for the Arts Jazz Master and iconic saxophonist Branford Marsalis – who first performed in Columbia in 1988 and who has made five subsequent appearances, most recently at the Missouri Theatre on October 17, 2019. **(Please see attached selection of musician comments.)**

"Jazz has always been a problematic presentation. There are few people who enjoy it, and fewer [still] who understand it. It tends to be more prevalent in big urban centers, and less everywhere else. Add to that, the general malaise towards the arts in a society dominated by popular culture, and the picture seems dire. Yet, there are oases around the country. One such oasis is in mid-Missouri – the "We Always Swing"® Jazz Series [that] is celebrating its 25th year of service to the community."

It is Marsalis' and other artists' words that help spur us on, especially when you consider each of these major musicians have been Jazz Series participants and continue to, ordinarily, crisscross the country and travel the world over. Marsalis and his colleagues deliver perhaps the most poignant and strongest evidence in support of the Jazz Series' continued efforts to attract, draw attention to and impact Columbia's cultural landscape.



In submitting our FY21 request, we take – as we're sure other applicants are doing – a leap of faith that the pandemic will recede in time to allow for full-on, in-person, well-attended project, a "Signature Series" consisting of several singular events between March 1 and September 30, 2021, under the Jazz Series banner, each attracting both Columbians and those who live beyond our immediate city/county borders.

However, as we all know, this calendar year has been, to understate the point, like no other. The “We Always Swing”® Jazz Series pandemic experience began in mid-March and continued through our final quarter, which ends each June 30. What was on track to be our most successful season by far, we were required to slam on the brakes and shutdown. The year-long 25th Anniversary Celebration that began July 1, 2019, and that was humming right along was, by any measure, the Jazz Series’ strongest effort to ever – which says quite a lot given our history.

The overall awareness of the Jazz Series – in part due to expanded marketing opportunities, in part due to some “earned media” – reached new heights. The total attendance, gross revenue, individual donor support and the “thickness” of the schedule with regard to the talent selection, created a series second to none, one filled with customized and one-of-a-kind concerts. As the season unfolded, it became clear we would surpass even *our* highest expectations and the high bar we set for ourselves.

Then, like everyone, we came to a dead stop. As a result, the Jazz Series lost between \$90,000 and \$100,000 in ticket revenue, income that transverses two fiscal years; that total is the result of cancelling FIVE concerts and special performances from the existing 2019/2020 schedule and our inability to place 2020/2021 tickets on sale July 1 for concerts we had planned for this fall, but that have not taken place. The total represents approximately 30 percent of our largest annual budget -- FY20: \$339,500. **(Please see attached last completed fiscal year budget.)**

Among FY20’s casualties: The entirety of “Jazz Appreciation Month” (JAM). More than 20 events of all kinds (concerts, educational activities, community-wide events), which take place annually, April 1-30, did not. The concentrated time frame is supported in part by CVB and other entities, and is produced in collaboration with The District. Beyond the activities themselves, JAM/April, separate from ticket revenue, serves as a key revenue generator for the Jazz Series during its last quarter, adding stability to the organization as we ready for the next season. In the past, we have realized as much as \$25,000-\$30,000.

Nonetheless, in spite of the shutdown, we are pleased share good news: The Jazz Series remains squarely on its feet as a number of people donated their already-purchased tickets back to the Jazz Series – certainly signaling their desire to see the organization persevere; still others requested their purchased tickets be exchanged and applied to what is now our current 2020/2021 (FY21) season.

The most satisfying indicator of all, though, might have been that even with the lockdown in full force, we still surpassed the Individual Donor Goal that we set each July 1. Despite the freeze, we met and surpassed the \$100,000 Individual Donor mark, thus reaching and eclipsing the goal – and six figures – for the first time; more than 600 individuals made contributions from coast-to-coast, arriving from more than 30 states (33 to be exact). This, again, demonstrates the continued increased awareness of and overall growth of the Jazz Series.



This brings us to our FY21 CVB “Signature Series” application and request. Our hope is the pandemic recedes enough – at least to the extent that it will allow us to be successful in offering programs, events and activities as we have known them previously. For that to happen THREE IMPORTANT FACTORS must take place:

- Artists must feel comfortable traveling in general and specifically to Missouri and Columbia;
- Venues must be open to the extent they allow capacity or near-capacity attendance to again become the norm and thus economically feasible to produce;

- Finally, conditions must be calm enough so most people feel comfortable attending events and gatherings in larger groups, likewise making activities economically feasible to produce.

Currently, and likely for the next few months at least, we will have to live with the status quo. That requires some ingenuity and some entrepreneurial creativity with a measure of having the capability to pivot quickly. This is known, in the jazz lexicon, as “improvising.” In practical terms, the current public health crisis has led us to a key decision as we move forward and closer to 2021: To submit a request for support in a “hybrid” manner, but one that allows us to employ CVB Signature Series support the spirit it is intended; still, we must recognize the very real possibility that we need to think in terms of presenting events in any or all of the following arenas:

- Live in-person events with no restrictions
- Live in-person events with that allow only limited attendance, resulting in events that are simultaneously streamed virtually
- Live events where no one attends, with events produced virtually.
- Events that take place without an audience and are then edited, produced and then presented virtually to a larger audience.

To ignore the current public health situation – and not draw it into the parameters of the application process – would be selling Columbia short. True enough, any of the scenarios offered here that include less or no audience at all, obviously means fewer potential overnight stays. Any events produced remotely – say musicians gathering where they live and not traveling to Columbia – likely means no overnight stays to speak of.

However, it is possible that having a Jazz Series, with the emphasis out of necessity placed on virtual presentations, could draw more attention to the project and more attention to Columbia from elsewhere. The potential is there – and thus CVB support remains paramount to program delivery. Further, if we are able to present live concerts/events that reach their full potential in-person audiences, doesn’t marketing and investing in live streaming such events make sense, regardless?

It is for these reasons we designed a “hybrid” application, one that takes into account – and hopes for – in-person, live concerts and other events such as a 20-plus event Jazz Appreciation Month and a full slate of community-wide events, etc. However, should this not be the case, we have put in place alternate strategies that will allow us to, although taking a different form, offer the public at large, again, both locally and beyond, a series of events that truly reflect the “We Always Swing”® Jazz Series’ being one of the country’s most well-respected all-jazz programs.

FY2021 Tourism Development Application
Signature Series Events

EVENT NAME: "We Always Swing"[®] Jazz Series: "The Counter-COVID Reboot"

EVENT ORGANIZER: "We Always Swing"[®] Jazz Series

EVENT DATES: October 1, 2020 – September 30, 2021. (Multiple events, multiple venues.)

Please provide detailed answers to the following questions:

1. Describe in detail how Tourism Development funds be used.

In effect, after delaying the start of its 2020/2021 season for more than two months, the "We Always Swing"[®] Jazz Series decided rather than sit idly by, the organization would, while adhering to all Columbia/Boone County Health Department and CDC Guidelines, look for ways to offer the community jazz-related activities. Although the situation remains in-flux, in essence "a moving target," the Jazz Series set in motion a plan that allows us to offer a "hybrid" of live performances throughout the fall and into 2021, both with and without in-person audiences.

Further, the plan – which this request reflects – looks to broaden and expand this approach, moving, pandemic permitting, closer to how a "We Always Swing"[®] Jazz Series schedule has traditionally looked since our 1995 inception with the organization offering a full-on presenting season featuring world-class touring musicians. Simultaneously, with the growth and enhanced audio and visual capabilities that have taken place as a result of the pandemic, we also decided that should significant opportunities arise – again featuring major artists – we would continue to deliver virtual live-and-pre-produced concerts via streaming platforms that have the potential to reach a far greater number of people throughout Missouri, the Midwest, the entire country and around the world. We see this as a "golden opportunity" to draw a great deal of attention to Columbia – albeit that attention arriving in the form of "viewership." This effort has enormous possibilities and should not be minimized – even though it is a different approach than physically creating copious numbers of overnight stays. Simply, given the current climate, it would be short-sighted and a mistake not to pursue such possibilities.

It is thus against this "hybrid" backdrop that we look to apply a variety of income sources including those offered to us via the CVB's Tourism Development Fund.

Under "normal" circumstances, the Jazz Series annual season "cycle" sequences as follows:

- Organize the forthcoming season schedule beginning the previous December through May.
- Announce the upcoming season in June.
- Beginning July 1 place tickets on sale in three stages: season, multi-concert packages and tickets to individual concerts.
- Early August, hold our official "Season Kickoff" that for the last several years has taken place atop The Roof/The Broadway Hotel.
- Have the season's first concert take place in September – which we know is before the 10/1 fiscal year begins – but in fact remains "attached" to the previous fiscal year – which allows us to credit CVB for its support.

FY21 CYCLE IS DIFFERENT:

Of course, the 2020/2021 (FY21) season did not and has not to date unfolded in this manner. In fact, we stood pat and let Boone County/City of Columbia Health Department along with the CDC be our safety guide. All of us, regardless of our respective lines of work and/or businesses, have been required to adapt and go through what amounts to a learning curve. We did just that before moving forward in an attempt to have the current season “get off the ground” – subsequently setting an extended plan in motion that would carry us through to September 30, 2021.

Because of travel restrictions, at present we continue to feature some of the region’s best performers on a monthly basis at Murry’s – our main home away from home venue. Initially, we set up in-person/virtual concerts September through December. The four smaller-scale hybrid productions allow for 36 people per presentation, while also offering and being marketed as a live stream option for those who do not attend. The virtual presentation unquestionably has “help nourish” and sustain the Jazz Series itself and its patrons. Viewership – on a combination of platforms such as Facebook, YouTube, etc. – has exceeded 1,000 people for each of the two performances to date. Consider that Murry’s – with two sold out seatings on the same day – reaches 250 people. Buoyed by outside sponsorships and the paid attendance, the Jazz Series created a viable financial model.

Regarding recognition, on both of these occasions, Columbia CVB was counted among those providing partial support for these presentations; this includes the September 20 event that pre-dates FY21, while the second event, which took place October 11, arrived before this current application is funded. We feel comfortable crediting CVB in September, having received CVB support for FY20; similarly, announcing CVB support at the subsequent events – even those taking place before the 90-day formal project date seems appropriate to us even in advance of support for the FY21 “Signature Series.” (Please see “Sundays @ Murry’s” returns!” Aryana Nemati-Baghestani November 15, 2020, concert poster included in supplemental materials; CVB logo listed.)

With a Project Budget of \$184,661 the “We Always Swing”® Jazz Series seeks Convention & Visitors Bureau “Signature Series” Support in the amount of \$20,000 for the period: October 1-September 30, 2021.

As a CVB “Signature Series” Program, the Jazz Series will apply support in the following manner:

- **PROGRAM-RELATED COSTS:**
 - Artist Performance Fees and other direct costs related to producing concerts, i.e. travel, accommodations, etc.
 - Assistance to cover the expense of Non-Administrative personnel.
 - Virtual Program Production, which includes technical assistance, equipment rental.
- **MARKETING EFFORTS:**
 - Creation and execution of a campaign that increases out-of-market promotion and reach.
 - Creation and execution of a campaign designed to attract out-of-market visitors to Columbia.
 - Creation and execution of a campaign that draws increased regional and national attention to the Jazz Series and its Columbia locale as a cultural center.
- **With Assistance & Support from CVB, the Jazz Series will:**
 - Pandemic permitting - Deliver a set of post-pandemic concerts with maximum in-person attendance that feature nationally/internationally known performers.
 - Should the pandemic persist -- Deliver concerts with the allowable in-person attendance, combined with producing them simultaneously as Live Stream events, with the intent to reach a greatly expanded local, regional, national audience. Presentations will remain available after completion, thus allowing for still further reach, greater viewership and recognition of CVB support.

- To Deliver Jazz Series Co-Produced, high-quality Streamed concert(s) featuring national/internationally known artists performing new works, but who have previously appeared on Jazz Series stages. Such programming is designed to feature the world's finest performers who, under the pandemic, are unable to travel, but whose work will be premiered under the auspices of the Jazz Series, to be viewed virtually via streaming. The intended audiences are those who live in Columbia, Central Missouri, statewide, nationally and globally.
- To Deliver and create multi-event, multi-date programming campaigns such as "Jazz Appreciation Month" (April 2021) and "Columbia Bicentennial Celebration" (March-December 2021).

PROGRAM-RELATED EXPENDITURES:

- **Artist Fees: \$8,000.** (The total project expenses in this area is \$72,000.)
 - The total program-related amount incorporates seven [7] scheduled concerts. Among the Highlights:
 - *Dr. Carlos & Laura Perez-Mesa Memorial Concert* with Jane Bunnett & Maqueque (April 10; Missouri Theatre or Lela Raney Hall, Kimball Blrm., Stephens College)
 - Maria Schneider Orchestra – the top-rated 18-piece ensemble conducted by NEA Jazz Master Schneider (April 22; Missouri Theatre) Additional community activities with Schneider will take place April 21)
 - A major concert produced in collaboration with the Mayor's Bicentennial Task Force as part of the celebration (Summer 2021)
 - Conrad Herwig-Eddie Palmieri Trio – World Premiere of New Works via Streaming. A major virtual studio production, with additional assistance from Chamber Music America. Performance, a Jazz Series co-production, will be streamed the world over – with recognition/credit given to CVB "Signature Series." Herwig is a 4-time Latin Jazz GRAMMY® nominee; Palmieri, 85, likewise, is an NEA Jazz Master, and is the most revered and celebrated Latin jazz pianist in the world.
- **Travel & Accommodation (Combined) Expenditures: \$4,000.** The project – as well as the organizational expenses – within these two areas are inextricably linked. The total project budget for air and ground travel, and accommodations is set at \$15,000 divided as follows: travel-related expenses (\$9,000) and accommodations (\$6,000). This includes Ms. Schneider's 20+ group/crew, the Bicentennial marquee artist and support staff, other artists who will travel here and stay in Columbia on one or more nights. Please Note: the organization will expend additional funds in this area beyond the purview of this project.
- **Advertising/Marketing Expenditures: \$8,000.** We believe receiving CVB support in this area is crucial to our ability to "extend our reach" and create additional awareness of the "We Always Swing"® Jazz Series – and of Columbia, itself. Funding at this level allows us to place media buys beyond Boone County, throughout Missouri, regionally and nationally; it will allow us to design and strong media campaign, particularly when collaborating with the Bicentennial Committee and promoting the Conrad Herwig-Eddie Palmieri Trio nationally. Again, we note, while this will not be an event that takes place in Columbia, it will, without question, attract a great deal of attention.

It's our intent to purchase advertising outside of Boone County as well as place information – exploiting the reach of both print and digital outlets with the intent of attracting increased traffic to the Jazz Series website. We are also working with an independent public relations firm with experience within the music industry, and more specifically, within the jazz arena. We are allocating \$8,000 in CVB funds toward non-local marketing/advertising. (Please see separate "Marketing Grid" document.)

The end result we seek is two-fold: To attract people who live outside our immediate area to attend our events and to simultaneously attempt to draw attention to Jazz Series as well as to Columbia. This season's "hybrid" project stands a good chance of doing just that.

TOTAL "SIGNATURE SERIES" REQUEST: \$20,000.

2. How many overnight stays did your event generate last year and how did you track and determine this?

We are delighted that The Broadway Hotel again serves as the "We Always Swing"® Jazz Series "Host" Hotel. All visiting musicians stay there for single or, depending on the number of activities they take on while in Columbia, multiple nights. Last season – the truncated 2019/2020 Season – we were scheduled to have 75 musician overnight stays, however, that number was reduced to 43 room nights – due to five concerts/special performances that were canceled. As for additional overnight stays related to the Jazz Series – people arriving from out of town – we don't have an exact number; however, we do receive calls from said attendees recommending where they might stay. Again, we don't track an exact number of calls we receive, but we believe it would be fair to say we received about 75 such requests during the course of any given season. This number would have likely been greater as we fielded additional out-of-town calls about forthcoming concerts/events that ultimately did not take place.

In addition to The Broadway, we try to work with a select number of hotels to offer potential visitors alternatives and increase room nights. We will again work with individual properties to arrange the use of a Jazz Series-specific discount code that potential guests can use when they book online or call a hotel directly. As we have done previously, we post and promote hotels' we work with and include their respective links on our website in the hope of attracting a greater number of out-of-town guests. (We are in the process of updating our website. Here is the site's link: [https://www.wealwayswing.org/season/2020-2021/tickets/.](https://www.wealwayswing.org/season/2020-2021/tickets/))

The Jazz Series also brings a "hidden" and has an "intangible" impact that should be taken into account – especially for this forthcoming period that will incorporate at least one major virtual production. True, the majority of Jazz Series concert-and-event attendees are Columbia residents; we can also say – judging from our traditional and email lists that a number of attendees live between 30- and 60-plus miles from Columbia – and beyond. Our regular attendance reach encompasses Fulton and beyond to the east, Jefferson City and the Lake of the Ozarks to the south, Boonville, Marshall and Sedalia to the west and Moberly and Kirksville to the north. Most of these attendees do not necessarily spend the night here, however they do travel to attend Jazz Series events; in doing so they do spend money while they are here. That said, we do have people attending from each Missouri's surrounding states – particularly when we feature an artist or ensemble that does not perform closer than, say, Chicago, Denver or Atlanta. During the upcoming set of concerts, this is likely going to be the case. While this is not necessarily in great frequency or numbers, it surely does occur. **(Please see supplemental materials – where people live who open our emails.)**

The Jazz Series is well aware that it does not necessarily attract the most people to Columbia and therefore certainly does not fill properties. However, at this point, the Jazz Series is a year-round operation, with events taking place intermittently during most months. This will certainly be the case during FY21 as the current season, which normally would conclude in late spring, will carry through the summer and butt up against FY22 (July 1, 2021-June 30, 2022) – which represents our 2021/2022 season.

As you can see from Dave Lineberry in his letter of support, the Jazz Series quickly embraced and fully intends to participate in Columbia's Bicentennial Celebration, branding and marketing its programs as such throughout 2021. We are now actively working with Lineberry, Chair of the Mayor's Bicentennial Task Force, to secure a major artist/ensemble and deliver one of the celebration's center pieces. We would anticipate such an event will draw people from out of town and from throughout Missouri and perhaps beyond. As a year-round presenter, while we don't attract "festival numbers," some of our events inevitably take place during either shoulder or lower occupancy time frames. Although we have mentioned these "factoids" previously, it's bears repeating: The Jazz Series has now produced 300-plus concerts since 1995, cumulatively involving more than 1,500 individuals, resulting in a plethora of room nights – including a number of multiple-night stays. We could be approaching or have exceeded 3,000 room nights, particularly when that number incorporates not

only the artists who have spent nights here, but also those who have traveled here to attend Jazz Series events and stayed overnight.

3. What was the attendance of your event last year and what method did you use to determine this?

Last season's attendance had already surpassed its 24 predecessors when the pandemic hit and shut everything down. We were in the midst of a year-long 25th Anniversary Celebration. During the course of the year, we scheduled more total events than ever before. More concerts were on the docket than ever before, more special-event performances, a greater number of both community-wide events – especially during April's "Jazz Appreciation Month." Education-oriented events – in abundance – involved the Columbia Public School District, K-12, as well as, at an increased pace, MU School of Music and its Jazz Studies Department.

We attracted more season ticket buyers who chose to attend EVERY performance we scheduled. To some – 155 people participating as such – might seem modest. Consider in its first season the Jazz Series offered SIX concerts and attracted 13 season ticket buyers – a total of 78 tickets that generated approximately \$1,250. (That's not a type-o.) Last season's attendance underscored the Jazz Series continued and ongoing growth. The 155 people purchasing subscription tickets to 12 concerts and three additional special event performances resulted in more than 2,200 attendees generating close to \$90,000 in ticket revenue – with that sum accrued before the first concert took place in mid-September. Ticket revenue rose to nearly \$150,000 incorporating some 1,500 additional ticket buyers. Of course, the pandemic severely dinged what easily would have been best-ever concert attendee numbers both in terms of concertgoers and ticket revenue.

Concerts represent the "core activity" of the Jazz Series – and certainly result in generating the most income (at least during ordinary circumstances). However, Jazz Series overall attendance arrives in a variety of ways. Community and education programs figure into the equation – especially during "Jazz Appreciation Month," to which we apply a portion of CVB funds we receive; likewise, we were on track to involve more people in the month-long endeavor than ever before. During April we now feature more than 20 events that together involve thousands of attendees of all ages – children to seniors. Most of the events are offered free of or at a nominal charge. We are excited about the forthcoming "Jazz Appreciation Month" as we continue to strengthen our relationship and collaboration with The District; it can only result in increased awareness and resultant greater participation during April. **(Please see Letter of Support from Nickie Davis, The District Executive Director.)**

We view "Jazz Appreciation Month," founded by the Smithsonian Institute in 2001, as an annual opportunity to participate in a national initiative and connect with those who toil within the jazz field. It raises our profile for sure. However, the month-long affair also allows us to collaborate with other non-profit agencies and involve local retailers and other entities as well. We serve as both catalyst and administrator as we coordinate local and area jazz musicians performing in various atypical spaces. "Jazz Appreciation Month" would have taken a leap forward in 2020, were it not for... We do plan to pick up where we left off in 2019 with the hopes that April 2021 allows us to see more progress with regard to awareness and participation.

If Jazz Series events took place as scheduled, it's quite possible we would have realized 14,000-plus participants during the previous cycle. This number incorporates concerts, educational and community-wide events and daily (Monday-Friday) visits to the Von Freeman Memorial Lending Library, a public collection of 9,000 CD/LP titles and a companion jazz literature collection. <https://www.wealwaysswing.org/series/education/library.php>.

Determining total attendance:

We use a combination of methodology to determine attendance. For ticketed events, as we are on the Ticketmaster system, we can gauge accurate concert attendance totals simply by computer readouts. However, because we offer a great many non-ticketed, free events – particularly during "Jazz Appreciation

Month,” attendance is more difficult to track. For indoor events, we go by room/venue capacities and, in some instances, head counts. Outdoor events, admittedly, present additional challenges.

4. How many years has your event been held?

Since 1995. The 2020/2021 (FY21) cycle represents the “We Always Swing”[®] Jazz Series’ TWENTY-SIXTH SEASON.

5. What is the economic impact of your event?

Our per-event economic impact is estimated at \$10,574.56. Multiplied by 15 events = \$158,618.40. The formula is generated using an economic impact calculator that Columbia CVB subscribes to through Destinations International. Destinations International is an organization that the Columbia CVB is a member of, and is a leading resource for professional development and destination management.

6. Marketing Plan: (Please use the attached marketing grid to complete this question.)

As noted in the “Use of Funds” section, the Jazz Series intends to apply \$8,000 of the requested funds toward an overall marketing plan of \$17,000. As the attached marketing grid indicates, we intend to employ a variety of print and digital avenues, make use of broadcast – radio and television – as well as exhaust social media platforms. Combined, our ongoing marketing strategy covers Columbia/Boone County and the surrounding counties/communities, media outlets that have statewide reach and beyond. We will also market specific events regionally and nationally via long-established outside services.

The marketing plan also calls for us to seek “earned income” via a series of press releases sent out to local, regional and national outlets. Programs featuring artists we present and work with have national notoriety and thus create the potential to receive coverage beyond local and even statewide outlets. The Jazz Series is linked to many of the country’s largest and heaviest trafficked jazz-centric websites. There are a great many jazz-oriented sites – such as “allaboutjazz.com” – that have national/international reach and readership. That allows, at no cost, organizations such as the Jazz Series to post events. Such sites will greatly enhance our reach for streamed events. In addition to listing individual concerts on many websites, each April, during “Jazz Appreciation Month,” we post events on highly trafficked national websites including the Smithsonian Institution and UNESCO, the major sponsor of International Jazz Day (IJD), which is a global celebration that takes place on April 30.

We will make use of a number of email list-serves. Among them, our own “E-Note,” which reaches some 1,800 subscribers 45 to 50 times a year, and is opened in a multitude of states coast-to-coast, including those that surround Missouri. Other openings, though up to thousands of miles away, are potential audience for streamed programming. We will also submit events to the MU Info weekly email, that reaches the entire campus – students, staff and faculty as well as alumni and others; we will also have access to MU Arts & Science email list serve; though fewer in number, it is a sharply targeted demographic.

We promote the Jazz Series thoroughly on public radio stations that combined reach across the state and beyond. Columbia-based KBIA-FM has strategically placed “translators” that cover nearly a 100-mile radius, reaching 50 miles in each direction; the Jazz Series spends nearly \$2,500 annually in underwriting with the station. KJLU, located in Jefferson City, reaches southward some 40-50 miles beyond the state capital. The Jazz Series expends resources to get the word out to the station’s listeners. And KOPN, while largely having a local presence, its reach blankets the entirety of Central Missouri. This season we will selectively place underwriting spots on radio station WSIE-FM, which is located in Edwardsville, Ill. The station both covers the St. Louis area and also reaches 30-plus miles in Eastern Illinois. On the state’s west side, we work with KPR – Kansas Public Radio. Based in Lawrence, the consortia of half-dozen stations, strategically placed, reaches most of the state, with its primary station, KANU, covering the Kansas City market and as far east as Independence. We also draw people from southeastern Missouri with KMST (formally KUMR) serving that region.

On the television side we continue to partner with KMOS-TV – doing so as part of a “cash-and-trade” arrangement. Based in Sedalia/Warrensburg, it, too, reaches a measurable part of the state, including locally and throughout Boone County.

There are many media-related sites such as *Missouri Life* and other user-friendly industry websites such as the Missouri Division of Tourism that we work with and that have appeal beyond Columbia/Boone County borders. There is an opportunity to post our events on their respective websites and in their publications at no cost. A few years ago, we began to reach out to the state’s scores of jazz band directors through Missouri Association of Jazz Educators (<http://www.moaje.org/>.) The site lists its individual members, with their respective schools, emails and websites. Together, they cover Missouri, border to border, east-to-west and north-to-south. Part of the organization’s mission is to encourage band directors – and students – to attend live performances. We will surely look to attract them to any streamed events as well.

The aforementioned outlets and the varied vehicles will be incorporated into the organization’s ongoing marketing and promotional strategies as we attempt to “connect the dots” in a systematic and well-planned/strategic way.

7. Sponsorship Plan: Describe your plan to attract event sponsors and attach information on Sponsorship levels. (Please see attached list of funding sources.)

Sponsorships remain a key means of support and provide much-needed organizational stability. The Jazz Series has numerous loyal sponsors – businesses and individuals who feel strongly about supporting the Jazz Series – for what it brings to the community as much or more so than looking at the dollar-for-dollar “exchange rate.” This speaks to the quality of the project and the rarity of a market our size it serves. For the organization’s part, we never take such support for granted. We have provided a separate attachment of those sponsors whose support we will apply to this project – in whole or on a pro-rated basis of their entire gift. That totals \$27,000, with additional grant and foundation support providing an additional \$28,000. We are pleased to cite 13 different funding sources, other than CVB, which represents 30% of the total project budget.

Also attached: Sponsorship Recognition for CVB. As with all sponsors and key supporters – of which the CVB “Signature Series” is one – the Jazz Series attempts to make sure recognition of such entities is fair, thorough, varied and seen by as many people as possible. With regard to sponsor exposure, we also always include a stipulation: We are more than willing to “customize” said recognition if the sponsor or supporter feels alternate/additional possibilities would serve them better. Please feel free to make suggestions.

8. Event Budget: Please use the two budget pages below to provide details of your Income and Expenses. (You may add lines or change the cell titles to better match your event.)

Total Project/Event Budget: \$184,661 (Please see detailed budget below)

Total Organization Budget FY21: \$274,350

Project/Event Budget Represents 67.3% of Organizational Budget

Signature Series Request - \$20,000 - Represents 10.8% of Project Budget

Signature Series Request - \$20,000 - Represents 7.3% of Organizational Budget

TOTAL BUDGET FY2021
TOURISM DEVELOPMENT FUND - *Signature Series Event*

EVENT BUDGET – I N C O M E

Event Name: **“We Always Swing”® Jazz Series: “The Counter-COVID Reboot”**

Organization Name: “We Always Swing” Jazz Series

	1	2	3
INCOME:	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations (document in-kind*)	\$71,661	\$0	\$71,661
2. Government Support** (city, county, schools, etc.)	\$20,000	\$0	\$20,000
A. CVB Tourism Development			
B. Grants	\$24,000	\$0	\$24,000
C.			
3. Program Fees: Admissions/Tickets	\$50,000	\$0	\$50,000
Sales of items - Jazz Series Merchandise	\$4,000	\$0	\$4,000
Other – Fundraisers; Raffles	\$11,000	\$0	\$11,000
4. Other Misc. (be specific)			
5. Foundations	\$4,000	\$0	\$4,000
6.			
TOTAL REVENUE	\$184,661	\$0	\$184,661

*In-kind good or service anticipated	Source of donation	Estimated value
		\$
		\$
		\$
		\$

**Name of program	Source of donation	Estimated value
		\$
		\$
		\$

EVENT BUDGET - EXPENSES

Event Name: **“We Always Swing”® Jazz Series: “The Counter-COVID Reboot”**

Organization Name: **“We Always Swing”® Jazz Series**

EXPENSES: (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
1. Personnel				
Artistic	\$8,000	\$64,000		\$72,000
Technical		\$5,900		\$5,900
Administrative		\$26,000		\$26,000
Other: Graphic Artist/Web Designer		\$3,600		\$3,600
2. Equipment Rental				
Backline, Instrument-Related		\$3,000		\$3,000
Live Stream-related		\$4,000		\$4,000
Sound/Lights		\$3,000		\$3,000
3. Supplies & Materials				
Office-Related Expenses		\$1,000		\$1,000
In-Direct Project Expenses [phone, rent, utilities, ticketing, etc.]		\$20,661		\$20,661
4. Travel				
[Air/Ground]	\$2,000	\$7,000		\$9,000
Accommodations	\$2,000	\$4,000		\$6,000
Hospitality/Artists		\$2,500		\$2,500
5. Promotion and Publicity				
Advertising/Marketing				
Local (in Boone County)	\$2,000	\$3,000		\$5,000
Outside Boone County	\$6,000	\$6,000		\$12,000
Printing		\$1,000		\$1,000
Postage		\$1,000		\$1,000
6. Other (be specific)				
Venue Rental		\$8,000		\$8,000
Insurance		\$1,000		\$1,000
TOTAL EXPENDITURES	\$20,000	164,661		184,661
TOTAL REVENUES (from page 5)	\$20,000	164,661		184,661

*In-kind should net to zero

SIGNATURE PAGE:

Organization Name: "We Always Swing"® Jaz Series

Primary Contact: Jon W. Poses

(Person responsible for daily operation of this event. All correspondence and contact will be addressed to this person).

Email: executivedirector@wealwaysswing.org

Street Address: 21 N. Tenth St.

Columbia, MO Zip: 65201

Phone: 573/449-3009, Xt. 3

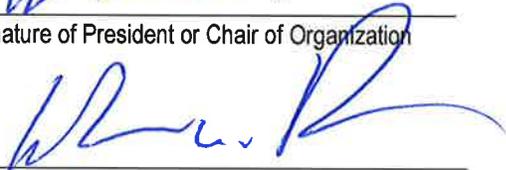
I, the undersigned, do hereby agree to submit all financial documentation regarding TDP expenditures. I further agree that all TDP funds will be used for only those approved items as outlined in this application.



Signature of President or Chair of Organization

10/17/2020

Date



Signature of Applicant/Primary Contact

10/17/2020

Date

C

Event Name: "The FY21 Counter-COVID Reboot"

Event Organization: "We Always Swing"® Jazz Series

Marketing Tactics - Outlet or Vendor	# of ads	Total Reach/Circulation	Geography
Print			
Columbia Daily Tribune	15	20,700	Local
CoMo Magazine	4	40,000	Local
True/False Program ad	1	15,000	National
Talking Horse Productions ad	4	250	Local
L.O Profile	2	80,000	Regional
HerLife (Kansas City Edition)	4	280,000	Regional
Feast (St. Louis)	4	105,000	Regional
Missouri Life	2	151,107	State
Mizzou Magazine	2	30,000	National
Digital - Social, Display, SEM, etc.			
Columbia Daily Tribune	5	35,000	Local
Jazz Series Concert Review/Digital	4	4,000	Local
Jazz Series Weekly E-Note	52	1,800	National
MU A&S Faculty & Staff email	2	930	Local
MU Info-Email	6	35,000	State
Missouri Life	2	55,000	State
CoMo Magazine	4	13,000	Local
Mizzou Magazine (Digital)	2	17,500	National
HERLIFE Magazine (Digital)	4	26,225	Regional
Braithwaite & Katz (Email)	4	2,600	National
DeBlaze & Associates (Email)	4	400	Regional
Broadcast - Radio & Television			
KOPN-FM	333	204,000	Local
KBIA-FM + Translators	192	600,000	Local
KMOS-TV	130	1,000,000	Local
Kansas Public Radio	50	100,000	Regional
WSIE-Edwardsville, IL	50	2,283,235	Regional
Other Marketing - Please specify			
Posters	20	Downtown	Local
Marquis at Missouri Theatre	2	Downtown	Local
	Total Reach	5,100,747	



"We Always Swing"® Jazz Series
21 N. Tenth St., Columbia, MO 65201
573/449-3009 (P) • 573/875-0356 (F)
info@wealwaysswing.org
wealwaysswing.org

A Not For Profit Organization

**"We Always Swing"® Jazz Series: "The Counter-COVID Reboot"
FY21-Project Dates – October 1, 2020-September 30, 2021*]
CVB "Signature Series" Sponsorship Recognition**

[*The Jazz Series is scheduling events beyond September 30, 2021, with the full understanding that the CVB "Signature Series" support period for FY21 concludes on that date. Any events planned for October 1, 2021, and later become part of the Jazz Series' 2021/2022 Season and the next "Signature Series" funding cycle.]

- **CVB STAGE RECOGNITION:** CVB will be acknowledged ALL Jazz Series Concerts – including, but not limited to: "Jazz In The District," "Sundays @ Murry's" Performances and other performances along with Special Events, community-wide events and programs such as "Jazz Appreciation Month."
- **TICKETS:**
 - Complimentary Admission: FOUR (4) tickets to "Jazz In The District" and other select special events.
 - Discounted Admission: Opportunity for CVB employees/staff and others to purchase additional tickets to sponsored concerts at a discount (Subject to availability).
- **WEBSITE BANNER PLACEMENT: [Linked]**
 - CVB receives banner placement [468 X 60 pixels] on Jazz Series Home Page – wealwaysswing.org – which is linked to sponsor.
 - Banner rotates with banners from other sponsors.
 - CVB may alter the content of Banner as frequently as weekly.
- **Weekly E-Note:** CVB will be featured multiple times as our featured sponsor in our weekly E-Note sent out to 1,800 people all across the United States.
- **LOGO PLACEMENTS: [Linked]**
 - CVB receives logo placement on wealwaysswing.org website Home Page.
 - CVB logo placed among Sponsors page on website (under "Support") among "Special & Additional Assistance Provided By" category with hyperlink to sponsor site.
- **DISPLAY TABLE PLACEMENT:** Opportunity to have CVB Information table at concerts and events (space permitting).
- **CVB MARKETING/ADVERTISING PLACEMENTS:**
 - Logo placement on all concert-related print materials including, but not limited to: Newspaper Ads, Posters, Flyers, etc.
 - Logo placement on Television Ads and recognized (time permitting) as part of script in both television and radio spots.

- **CVB HIGHLIGHTED ONGOING AT SPECIFIC CONCERTS/EVENTS:**
 - ALL Concerts that take place during March 2021
 - *Dr. Carlos & Laura Perez-Mesa Memorial Concert:* Jane Bunnett & Maqueque
<http://www.janebunnett.com/> [Lela Raney Hall, Kimball Ballroom, Stephens College; April 10, 2021]
 - Maria Schneider Jazz Orchestra [/Various Locations/Missouri Theatre, April 21-22, 2020]
<https://www.mariaschneider.com/>
 - “Jazz Appreciation Month” [More than 20 events/Various locations throughout Columbia, especially in The District, April 1-30, 2020]
 - ALL Concerts/events that take place from May 1-June 30
 - Bicentennial Concerts/Events: CVB will be included as sponsor in ALL Jazz Series concerts/events that are incorporated in the Bicentennial year celebration.

- **JAZZ SERIES CONCERT REVIEW [Digital Edition*]** Digital *Concert Review* will continue to offer in-depth articles and recorded histories of all Jazz Series performers, in addition to other Jazz Series-related information and news items with occasional special features and reviews.
 - Full-Page Display Notice in each in-depth issue of *Jazz Series Concert Review*
 - *Concert Review* will be posted on Jazz Series website – wealwaysswing.org – in advance of each performance with hyperlinks set to CVB site (or elsewhere, if requested to do so.)
 - CVB may alter the content of its display notice with each issue to reflect upcoming programs/events in advance.

*[*JSCR is now in Digital-Only Format – Due to health-related concerns and as a cost-saving measure.]*

- **VIRTUAL CVB “SIGNATURE SERIES” RECOGNITION:**
 - On-stage announcements during live/virtual hybrid events that include in-person audiences and virtual presentation.
 - Logo Placed/linked among sponsors of the virtual streamed events viewed via Jazz Series Facebook page, its YouTube channel and via other platforms.
 - Included in “Credits” slide placed on the productions.

- BICENTENNIAL CVB “SIGNATURE SERIES

- **ADDITIONAL RECOGNITION: CVB “SIGNATURE SERIES”**
 - Support mentioned in general and specific concert/events – live and virtual -- press releases throughout the season.
 - Invitations to all Jazz Series Special Events and Receptions

- **CUSTOMIZED SPONSORSHIPS:** ‘The “We Always Swing”® Jazz Series remains open to the suggestions of its funders, sponsors and supporters to “customize” the manner(s) in which they are recognized.



"We Always Swing" JAZZ SERIES • 2020/2021*



- HOME
- SCHEDULE
- TICKETS
- ABOUT
- SUPPORT
- JAMES WILLIAMS EDUCATION PROGRAM & COMMUNITY INVOLVEMENT
- VON FREEMAN MEMORIAL LENDING LIBRARY
- STORE
- LINKS
- LOCAL JAZZ CALENDAR
- CONTACT

Click here for information on events, hotels, dining, and more!

DONOR CAMPAIGN

2020/2021
"Top It Off!"
Individual Donor
\$105K Campaign



Yes! I want to help fill
This Season's Special
Counter-COVID 19 Pilsner Glass.*

Here's my Tax-Deductible
Contribution to the
"Top It Off" Campaign.

Pledged to date: \$29,048
Goal: \$105,000

NEXT



Sunday, Nov 15, 2020
"Sundays @ Murry's"
Aryana Nemati-Baghestani Quartet
Aryana Nemati-Baghestani: Saxophone
Brian Ward: Piano
Sam Copeland: Bass
Brian Steever: Drums

Start: 7pm
Doors 1 Hr. Earlier.
→ [Order Tickets](#)

MU Health Care

NEWS



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"WE ALWAYS SWING"® JAZZ SERIES
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COLUMBIA, MO
MISSOURI ARTS COUNCIL
The State of the Arts

OFFICE OF CULTURAL AFFAIRS

0:02 / 0:30