

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," INC.

Attn: Jon Poses
21 N. Tenth Street
Columbia, MO 65201

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.

- i. Counterparts and Electronic Signatures. This Agreement may be signed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document. Faxed signatures, or scanned and electronically transmitted signatures, on this Agreement or any notice delivered pursuant to this Agreement, shall be deemed to have the same legal effect as original signatures on this Agreement.
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 on the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

By: _____
De'Carlton Seewood, 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 bind the Grant Recipient to the Terms of this Agreement.

By: Jon W. Poses

Printed Name: Jon W. Poses

Title: Executive & Artistic Director

IRS-EIN: 43-1846886

Date: 11/09/2022

ATTEST:

FY2023 Tourism Development Application
Signature Series Events

EVENT NAME: "We Always Swing"® Jazz Series – Season #28

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

EVENT DATES: October 1, 2021 – September 30, 2023 (Multiple events: Subscription Concerts, Community-wide events/activities.)

Please provide detailed answers to the following questions:

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

In this, the organization's 28th season, the Jazz Series has a never before realized opportunity to broaden the project's reach, increase its awareness and expand its ability to attract more first-time participants while not sacrificing anything. With intend to invest a measurable amount of energy – through expanded marketing and outreach – as we attempt to expand the organization's geographical reach. How does such a development occur at this juncture of the Jazz Series' measurable and substantial history?

Two key previously unattained elements have come into play this fiscal year:

- A.) A first-time successful application to the National Endowment for the Arts "Grants for Arts Projects" allows us to specifically use the funds to support our already substantial activities during "Jazz Appreciation Month." We have celebrated and recognized this annual April endeavor in ever-increasing fashion without such outside support. For a number of years, we have purposely created a multi-faceted "stacked," month-long schedules that encompass concerts, educational activities and community-wide events that feature some of our area's best home-grown jazz talent. Receiving this important grant – and marrying it to a portion of CVB "Signature Series" funds offers us the distinct chance to augment the number of events and allows us to collaborate and co-plan with other jazz-friendly entities. This will inevitably lead to even greater activity taking place between April 1-30 – including some events beyond the Jazz Series' direct purview. In doing so, we will likely be more successful "bundling" a plethora of events under the "JAM" umbrella, making this piece of the project more visible thanks to increased marketing and promotion that cast a wider net. While we don't see "Jazz Appreciation Month" as a month-long "festival," we anticipate overall growth and increased awareness.
- B.) The second seminal reason we, at this point in time, are in most propitious position arrives as a result of securing additional funding via the Office of Cultural Affairs' American Relief Program. Earlier this year, OCA received a \$150,000 NEA "pass-through" grant; the secured funds are specifically designated to assisting arts agencies that suffered pandemic-related setbacks. The Jazz Series applying for and receiving a slice of the available funds created the perfect opportunity for the organization to create a desired, but until now the never-before staff position of "Outreach Coordinator." The successful application led to our being able to hire someone – albeit as a part-time, 10-month position through May 2023 – familiar with this specific area. In our case, we were extremely fortunate to attract Joanna Griffith, a working jazz musician here in Columbia and someone who directs MU School of Music's Community Music Program; to say this is as close to a perfect fit as possible would still be an understatement. Ms. Griffith has already created a pair of statewide email collegial databases totaling more than 1,000 new people who reside across the entire state; the contact list also incorporates people based in Missouri's neighboring states. Please note, Griffith's salary is drawn from sources other than this CVB "Signature Series" request. However, a portion of CVB funds will be applied to support Ms. Griffith's marketing/ promotional activities on the Jazz Series' behalf. For an organization that has looked to expand staff and avoid any impact to program quality simultaneously, Ms. Griffith's appointment is tantamount to a "pinch-me" moment in the Jazz Series' history.
- [CVB Funds – Outreach/Marketing-Related outside Boone County: \$4,000]**

Each season, the Jazz Series looks to specifically schedule performances and present ensembles that do NOT appear anywhere else in the state and perhaps even beyond Missouri's borders. The planning process results in an essentially double-edged sword.

On the plus side we maintain and even increase our standing – our overall image, if you will – as one of the country's finer all-jazz, community-based endeavors. This is something that is particularly important to the organization – and, we believe, equally important to maintain the now-longstanding image of Columbia as a recognized as an unexpected "jazz center," something the Jazz Series director, with 35 years of experience in the field, says is the case.

However, the other side of pursuing such imaginative programming means there is increased financial impact to maintain such a strategy. Thus, the balancing of art vs. commerce is a continuous balancing act. The Jazz Series, philosophically, continues to lean in the arts-driven direction without apology. Again, the approach augments Columbia's place as a jazz-presenting locale. Even doing so, the Jazz Series continues to remain on solid financial footing – even during and coming out of the pandemic. A glance at the attached FY22 financial "bottom line" tells us so. The realization that this is Year No. 28 speaks volumes; this is no longer a short-term experiment.

The FY23 budget of \$337,500 tells us that the organization's approach to programming, while artistically successful, also involves a great deal on travel and related expenses. Of the 11 subscription concerts scheduled (10 taking place within CVB's fiscal calendar) TWO (2) performances feature ensembles that require, as a means of precaution, arrival in Columbia a day before their concerts. This is due in part due to a cutback in the number of flights and the airline industry's current somewhat sketchy "on-time" record. What this means is in a number of instances, the Jazz Series is being asked to include airfare as part of performers contractual agreements resulting in the budget's travel line item increasing dramatically.. In these two instances, either all or some of the participants are flying American Airlines into COU – something as an organization we have try to support given the positive economic impact and implications.

Thus, if fully funded, the Jazz Series will apply "Signature Series" support to help underwrite said travel and related costs. [CVB Funds applied: \$4,000].

Artist Fees & Concert-Related Expenses: In addition to applying CVB "Signature Series" support to assist with the aforementioned travel-related expenses, the Jazz Series will apply additional funds directly to the cost of producing THREE (3) activities incorporating concerts and events . They are listed chronologically here:

Étienne Charles' *Creole Christmas* (Sunday, Dec. 4, 2022; The Blue Note). Born in Trinidad, Mr. Charles, who teaches at Michigan State University, makes a return Jazz Series visit delivering, as the title suggests, a different kind of holiday fare. The six-piece ensemble he leads offers an international flavor (or flavors). Charles & Co. appear in St. Louis, but NOT in Kansas City, which allows us to extend and direct marketing (already underway) toward the west. The cost of this concert – including venue rental, artist fee, travel-related costs, equipment rental, will exceed \$10,000. [CVB Funds applied: \$2,000]

Elio Villafranca & Friends: *Chick Corea Afro-Caribbean Experience – Annual Dr. Carlos & Laura Perez-Mesa Memorial Concert* (Saturday, Jan. 28, 2023; Missouri Theatre). This marks the 23rd annual concert honoring two of Columbia's long-standing arts & humanities patrons. I'm sure some of you knew Dr. Carlos Perez-Mesa, who succumb to cancer in 2000, but likely more of you are aware of his wife, Laura, who was extremely active within the Columbia arts/civic community until she passed away in August 2020, thus prompting our including her as part of the concert's name. As for Mr. Villafranca – an exceptional pianist, now Guggenheim Fellow (2020) who emigrated to the United States from Cuba a number of years ago. Among his influences, the late jazz icon, Chick Corea, who died in February 2021. Villafranca has assembled a magnificent sextet; he performs in Fayetteville, AR and here in Columbia. It's his first Jazz Series appearance. We have begun marketing the event statewide. The fact that it's on a Saturday means it's more likely people will travel to attend the concert. Artist fee, theater rental and producing the nuts and bolts of this concert combined with additional costs will be measurable. [CVB Funds Applied: \$5,000]

"Jazz Appreciation Month" Concerts/Events (April 1-30, 2023; Various dates, locations). During the course of the month, we will present two subscription concerts: vibraphonist **Joel Ross**, who also serves as our 2023 Artist in residence from April 16-19 and will interact with CPS students grades K-12 including as a special guest for CPS "Jazz Night." Also appearing during the month, acclaimed saxophonist Tia Fuller leads her quartet in performance. Partnering with **The District** and various local businesses, we will deliver numerous performances at various retail outlets. Additionally, we are

collaborating with the recently established **Compass Music School** on events as well as partnering with **Cooper's Landing** to present a concert/concerts at that venue. Overall, we look to host more than 20 events during the month, capped off by the UNESCO-sponsored **International Jazz Day, April 30**, which is celebrated in 190 countries. [CVB Funds Applied: \$6,000]

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

The Broadway Double Tree By Hilton continues to serve as the Jazz Series "host" hotel. Last year's schedule featured a number of larger ensembles, resulting in a great many artists staying at the hotel. Jazz at Lincoln Center Orchestra with Wynton Marsalis required 22 rooms for two nights. The Mingus Big Band, likewise, required a pair of overnight stays. In its case 15 rooms each night were required. Beyond these particular events, the Jazz Series, between October 1, 2021, and June 30, 2022, required 130 overnight stays. Even with The Broadway as an important sponsor, the Jazz Series internally expended more than \$9,000.

While we know people booked room nights as a result of a Jazz Series event, we didn't really track those. Additionally, the Jazz Series understands that other condensed three-day events/festivals attract more people and "score" many more overnight stays. This will always be the case. This is where we look toward the CVB Advisory Board to recognize that the Jazz Series has grown 12-fold since inception and is now a year-round operation. We do make an attempt to have major events – primarily concerts – take place in shoulder/lower booking periods, however we are also somewhat subject to players – who literally travel the globe – availability and touring schedules – and again, we host artists essentially year-round.

We do understand the numbers and generating income for Columbia is important, but we again, ask the Advisory Board not to discount the Jazz Series' stature as one of the city's and area's major cultural projects. It bears repeating to note that to find a similar project, people need to go west to Kansas City or east to St. Louis; further, a person needs to travel north for nearly 300 miles to find "jazz" on a regular basis and south about the same distance. We hope the Advisory Board recognizes that even though Columbia has more than doubled in size since the organization began operations in 1995, the Jazz Series still remains one of fewer than 10 such projects – all-jazz and community-based – operating in the United States.

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

Attendance certainly increased way beyond the previous pandemic-riddled 2020/2021 season. Still, many presenters and event producers in a multitude of disciplines experienced a "Pandemic Hangover" – where people remained somewhat hesitant to attend indoor events with limited spacing. Requiring attendees to adhere to CDC/Boone County/City of Columbia health guidelines encouraged a number of people to attend believing appropriate precautions were in place; still, some people still resisted exposing themselves.

We did skew our concert calendar, however. We waited until late October – more than a month later than we normally do – to begin the season. This meant having the calendar dictate that the Jazz Series present fewer concerts before the holidays and recognizing that it should start-up later than normal in the new calendar year. In fact, there was almost a two-month – from early December 2021 to early February 2022 – between concerts, a far longer void between performances than normal.

The pandemic in many ways seemed to dictate our program schedule. Wanting to return to offering a full season meant the 2021/2022 season's "second half" saw nine performances and numerous ancillary activities/events take place in the first half of 2022. We again shifted the Jazz Series presentation schedule, extending it out through May and into late June, something we had never experienced. In fact, the final event took place June 26, a mere four days before July 1 and the start of FY23.

With that as the backdrop, the organization surprised itself -- -pleasantly so -- generating more than \$137,000 in ticket revenue, with 3,600-plus people purchasing tickets according to ThunderTix, the ticketing system the Jazz Series uses. Paid ticket entry is only part of the story, but it is the easiest to calculate.

During the course of any given season, the Jazz Series offers scores of free tickets, which is much more difficult to track. Our educational activities are anchored by the Annual Children's Concert; last season, we returned to in-person attendance, which attracted some 700 elementary school students, but we also turned the event into a hybrid affair by also having the CPS District offer the event virtually. We had a great many teachers, and their students participated, likely close to 2,000, but again, this is difficult to track when a single view can mean an entire class took in the event virtually. We also, for the first time served as a full partner and collaborator of CPS District's

"Jazz Night," held annually during "Jazz Appreciation Month" and showcases each of Columbia's high school bands performing with a Jazz Series-arranged "artist in residence." Held at Battle High School (the event rotates each year), approximately 300-350 people attended. So ecstatic were the band directors and other administrators that the event seems to have taken hold; we anticipate this event to grow further.

There are a host of Jazz Series organized community-wide events – most made available at no cost to attendees. Again, this makes it quite difficult to track the numbers of those who participate. Still, as the paid concert attendance increased, so did those who participated during "Jazz Appreciation Month" – although, again, some people remained reticent to do so. Those who entered the Jazz Series offices, where we house the 9,000-plus recordings in the Von Freeman Library Collection, gradually increased in number, but certainly down from the pre-pandemic numbers.

Total number of participants were less in number than, say, during the most recent pre-pandemic year, which also happen to be the organization's 25th Anniversary Season that eventually did shut down in March 2020. Nonetheless, the 2021/2022 season played out uninterruptedly, leaving us with a positive attitude that the current 2022/2023 season will see a greater number of people return to the Jazz Series in addition to more people experiencing the endeavor for the first time.

4. How many years has your event been held?

The "We Always Swing"® Jazz Series began July 1, 1995, under the auspices of National Pastimes Productions. On March 30, 1999, the organization incorporated as "We Always Swing,"® Inc., receiving its 501(c)(3), not-for-profit standing from the I.R.S. The fiscal year runs July 1-June 30, making the current cycle FY23. We catalog the 2022/2023 season as #28.

5. What is the economic impact of your event?

The economic impact during the course of the previous two fiscal years certainly contracted. However, looking at pre-pandemic per-event economic impact levels, the most recent estimate we have is \$10,574.56 per instance. The determined formula employed pre-pandemic FY20 estimated Jazz Series impact stood at \$158,618.40. The number is based on the economic impact calculator that Columbia Convention & Visitors Bureau subscribes to through Destinations International, a member-based organization considered to be the leading resource for professional development and destination management.

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

Marketing grid attached. As noted, during the course of this funding cycle, the Jazz Series looks to increase its marketing scope and reach through a variety of media – digital, print, broadcast and television.

7. Sponsorship Plan: Describe your plan to attract event sponsors and attach information on Sponsorship levels.

Sponsorships as well as grants and foundation gifts remain important financial outlets, helping to ensure financial stability, growth and ongoing success. Attached, please find a list of confirmed sponsors and the amount assigned to each sponsor or grantor/funder. In a number of instances, totals listed represent pro-rated funds of respective sponsorships. Amounts listed indicate the intended dollar amount assigned to augment/complement the requested CVB "Signature Series" support. Securing funds for both individual projects and programs and Jazz Series fundraising in its entirety in general is an ongoing, virtually daily occurrence. We have secured a varied number of sponsors/ grantees and foundation funding opportunities. The list of secured funding as of 10/1/21 is attached as a separate document. We have again attracted first-time funders; on the other hand, the Missouri Lottery, a loyal and long-time sponsor, had its entire marketing budget legislatively eliminated, which resulted in a Jazz Series loss.

We intentionally construct the Jazz Series budget and take into account our financial foundation when seeking outside funds. Yes, our strategy is to attract the greatest amount of support and resultant dollars we can, however, we also seek to attract funds from a diverse set of supporters and funders. We now attract more than 20 funders, which includes area business and services as well as granting agencies and foundations. The Jazz Series budget is essentially divided into three approximately equal parts: Ticket revenue streams; Annual Individual Donor Campaign; and outside funders, which includes sponsorships, grants and foundations.

8. **Event Budget:** Please use the two budget pages below (shifted to pages 8 & 9) to provide details of your Income and Expenses. (You may add lines or change the cell titles to better match your event.)
 "Signature Series" supported events – all aspects, from programs to marketing/promotion, to transportation costs, etc. -- represents 61.8 percent of the agency's total annual budget. The \$20,000 "Signature Series" request represents 9.6 percent of the Event Budget and 5.9 percent of the total agency budget, an amount that once again clearly demonstrates the Jazz Series enjoys a great number of support avenues.

TOTAL BUDGET FY2023
 TOURISM DEVELOPMENT FUND - *Signature Series Event*

EVENT BUDGET – I N C O M E

Event Name: **"We Always Swing"® Jazz Series - Season #28**

Organization Name: **"We Always Swing,"® Inc.**

	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*)	\$94,000	\$0	\$94,000
2. Government Support** (city, county, schools, etc.)			
A. CVB Tourism Development	20,000	0	20,000
B. Columbia Public School District	2,000	0	2,000
C. National Endowment For The Arts	10,000	0	10,000
D. Off. Of Cultural Affairs [Pro-Rated Amount]	2,500	0	2,500
E. Mo. Arts Council [Pro-Rated Amount]	5,000	0	5,000
3. Program Fees: Admissions/Tickets	75,000	0	75,000
Sales of items	0	0	0
Other	0	0	0
4. Other Misc. (be specific)	0	0	0
5.			
6.			
TOTAL REVENUE	\$208,500	\$0	\$208,500

EVENT BUDGET - EXPENSES

Event Name: "We Always Swing"® Jazz Series - Season #28

Organization Name: "We Always Swing,"® Inc.

EXPENSES: (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
1. Personnel				
Artistic	\$7,000	\$68,000		\$75,000
Technical	0	10,000		10,000
Administrative		55,000		55,000
Other				
2. Equipment Rental	0	10,000		10,000
Venue Rental	1,000	8,000		9,000
3. Supplies & Materials				
Awards	0	0		0
4. Travel,				
Ground, Air	4,000	7,000		11,000
Accommodations	3,000	6,000		9,000
5. Promotion and Publicity				
Advertising/Marketing				
Local (in Boone County)	0	9,000		9,000
Outside Boone County	4,000	4,000		8,000
Printing	0	4,000		4,000
Postage	0	1,000		1,000
Digital	1,000	0		1,000
6. Other (be specific)				
Web Design, Graphic Design	0	6,500		6,500
TOTAL EXPENDITURES	\$20,000	\$188,500		\$208,500
TOTAL REVENUES (from page 5)	\$20,000	\$188,500		\$208,500

SIGNATURE PAGE:

Legal Name of Organization: "We Always Swing," Inc.

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, Menu Opt. #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.

Barbara Glenn

10/25/2022

Signature of President or Chair of Organization

Date

Jon W. Poses

10/25/2022

Signature of Applicant/Primary Contact

Date



2022/2023 SEASON



"WE ALWAYS SWING"® JAZZ SERIES

SEASON NO.28

TICKET • INFO ▼



► "SUNDAYS @ MURRY'S"

TERELL STAFFORD ALL-STAR QUINTET 10.30.22

BILL CHARLAP TRIO 11.13.22

HERMON MEHARI QUARTET 02.19.23

RYAN COHAN QUARTET 03.12.23

TIA FULLER ENSEMBLE 04.23.23

SAMARA JOY GROUP 05.07.23



► "JAZZ IN THE DISTRICT"

PAT BIANCHI ORGAN TRIO 09.22.22

AMINA FIGAROVA SEXTET 10.15.22

ÉTIENNE CHARLES' CREOLE CHRISTMAS 12.04.22

Dr. Carlos & Laura Perez-Mesa Memorial Concert

ELIO VILLAFRANCA: CHICK COREA

AFRO-CARIBBEAN EXPERIENCE 01.28.23

JOEL ROSS "GOOD VIBES" QUARTET 04.18.23

Jazz Series Box Office

573.449.3009

Monday - Friday, 10 a.m. - 5:30 p.m.

Season



Event



Education



Media

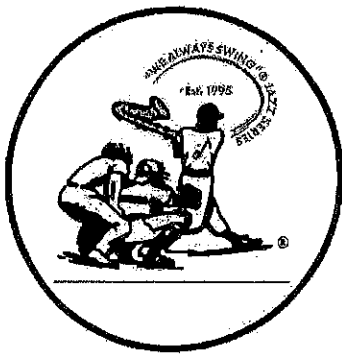


Students

Student & Group Discounts available
through the Jazz Series Box Office

Special





"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

**2022/2023 "We Always Swing"® Jazz Series:
CVB "Signature Series" Sponsorship Recognition**

- FOUR (4) tickets to ALL "Jazz In The District" Concerts. Additional tickets and tickets to additional performances subject to availability.
- Publicly recognized from stage at ALL Jazz Series Concerts – including "Jazz In The District," "Sundays @ Murry's" Performances as well as throughout "Jazz Appreciation Month" activities.
- Opportunity for company employees/staff and others to purchase additional tickets to sponsored concerts at a discount (Subject to availability).
- Opportunity to have table and information at concerts (space permitting).
- Banner placement on Website Home Page -- wealwaysswing.org – and hyperlinked to sponsor. Banner rotates with other similar banners from other sponsors.
- Logo placed on wealwaysswing.org and listed among "Special Assistance Provided By" with hyperlink to sponsor site.
- Logo placement in 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/CV B "Signature Series" Support mentioned in general overview Jazz Series press releases and specific concert/event press releases throughout the season.
- Invitations to all Jazz Series Special Events and Receptions
- Full Page display notice in digital editions of *Jazz Series Concert Review* [Archived on wealwaysswing.org]

[*The Jazz Series is happy to "customize" its sponsorships at the suggestion of/request of Sponsors.]

JAZZ SERIES
[07/01/2021 - 06/30/2022 STATEMENT OF INCOME AND EXPE
Period Ended 06/30/2022

FY22
ACTUAL/FINAL

7/1/2021 - 06/30/2022

CURRENT FISCAL YEAR

INCOME

Ticket Sales (shows)	137,890
Tickets Sales (non-show ticketed events)	2,400
Handling Fee	1,407
Total Direct Revenue - Shows	141,697

Sponsorships	49,000
Concert Review, website sponsors, advertisers	4,500
Individual Donations	141,964
Grants/Foundations	35,731
Total Contributions	231,195

Merchandise Sales (gross)	4,947
Miscellaneous -NPP rent, ScripRebate, raffle, etc	4,104
Total Other Revenues	9,051

TOTAL INCOME	381,943
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EXPENSES

Artist Fees - National [Beg. FY23]	110,770
Artist Fees - Other [Beg. FY23]	0
Lodging/Accommodations	9,009
Hospitality-Concerts	9,690
Hospitality-Other; Special Events	1,640
Transportation-air/ground	8,727
Venue Rental	8,444
Rental/backline/production-related equipment	2,360
Miscellaneous Rentals-Linens, table, etc.	511
Programming-Live Stream	150
Sub-Total Events	151,301

Executive Director Salary	70,200
Asst Director Salary	44,221
Payroll Taxes	8,753
Health Insurance/Benefits	2,236
Web Design	2,425
Production Manager	3,800
Misc. Pdxn. Asst./Contract Labor/Piano Technician	1,000
Bookkeeping	2,950

P/T - Edu./Outreach Coordinator [Grant FY23]	0
Graphics Designer	7,675
Sub-total Personnel	143,260
Rent & Utilites	17,050
Phone	3,926
Office Supplies	1,094
Equipment Purchases/Repairs	2,085
Insurance	1,690
Cost of Goods Sold	3,188
Printing (in-house, program, invites, etc)	3,187
Marketing/Promotion/Advertising	6,962
Fundraising Expenses (premiums, etc)	0
Postage	288
Thundertix/Stripe Fees	6,202
PayPal Fees (incl fee for CoMoGives trans)	570
Accounting/Legal Fees	3,747
Bank Charges-CC sales, transaction fees	5,568
Dues/Subscriptions/Licenses	3,020
Conference Expenses	0
Interest-Line of Credit	0
Miscellaneous Expense (Incl. Ren. Of Reg. TM)	925
Sub-Total Other Expenses	59,502
TOTAL EXPENSES	354,063
NET INCOME (LOSS), CURRENT FISCAL YEAR	27,880
NET INCOME (LOSS)	27,880
SVOG Grant	39,870
EIDL (Grant) (round 2)	8,000
INCREASE (DECREASE) IN LINE OF CREDIT	0
NET CASH FLOW	\$ 75,750



"We Always Swing"® Jazz Series
21 N. Tenth St., Columbia, MO 65201
573/449-3009 (P) • 573/875-0356 (F)
info@wealwaysswing.org
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2022/2023 (FY23) Sponsorship-Grant-Foundation Project Support (As of 10/1/2022)

Sponsorships:

Budds Center For American Music Studies	\$ 3,500	
Commerce Trust	\$ 3,500	
CPS District – Fine Arts	\$ 2,000	
Nancy & John David	\$ 3,000	
MEM	\$ 1,500	[Pro-Rated Applied]
Smith Charitable Trust	\$ 4,000	[Pro-Rated Applied]
CONFIRMED GENERAL SPONSOR TOTAL:	\$17,500	

Grants/Foundations

MAC:	\$ 5,000	[Pro-Rated Applied]
National Endowment for the Arts	\$10,000	[Pro-Rated Applied]
3M	\$ 1,500	
OCA [Annual Funding]	\$ 2,500	[Pro-Rated Applied]
Orscheln Industries	\$ 5,000	[Pro-Rated Applied]
GRANT/FOUNDATION TOTAL:	\$24,000	

SPONSORSHIPS/GRANTS/F'DATION SUPPORT	\$41,500
INDIVIDUAL DONATIONS:	\$53,500
TICKET ADMISSIONS/PROGRAM FEES:	\$75,000
ADD'L. SPONSORSHIPS/ORGANIZATION CASH:	\$18,500
<u>FUNDING FROM CVB – "SIGNATURE SERIES"</u>	<u>\$20,000</u>
<u>TOTAL PROJECT INCOME</u>	<u>\$208,500</u>



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"WE ALWAYS SWING"® JAZZ SERIES – FY23

"SIGNATURE SERIES" APPLICATION: ACCOMPANYING SUPPLEMENTAL MATERIALS.

- 1.) **Jazz Series Concert Review - Digital Editions** – As a result of the pandemic, the Jazz Series switched from printing concert program books to releasing them in all-digital format. Concertgoers are given a QR code and can see the complete page-by-page content on any device. Each issue is subsequently archived on the Jazz Series website: <https://www.wealwaysswing.org/JSCR/issues.php>.
Sponsors are listed and hyperlinked. Beginning in January 2023, Sponsors will have the opportunity to place linked display notices in each issue, with the opportunity to update content. The most recent issue: Vol. 28, #1. The issue covers Pat Bianchi Trio (9/22/22) and Amina Figarova Sextet (10/15/22).
- 2.) **2022/2023 Season Poster: Schedule of Concerts. Sponsors Represented**
[Separate attachment]
- 3.) **ALL ABOUT JAZZ, "The Series Presenter: Jon Poses," By B.D. Lenz.** (Sept. 28, 2022). All About Jazz (AAJ), is a popular online-only journalistic endeavor. It is one of the top five visited websites in the jazz field. At the request of the site, "Chats With The Cats" columnist B.D. Lenz profiled and conducted a Q&A interview session with Jon W. Poses, "We Always Swing"® Jazz Series Executive & Artistic Director. The wide-ranging exchange covered Poses' personal entry into the world of jazz as well as the Jazz Series' history – touching on such topics as how to measure the organization's "success." In the month since being posted, the piece has received 2,645 views. Read the story [HERE](#).