



FAQ

What is Jazz Sudbury?

The Sudbury Community Foundation's Jazz Sudbury initiative is a multi-season set of jazz events to be held throughout the year culminating in an annual jazz festival. These events will feature numerous local jazz artists and internationally renowned jazz performers.

What are Jazz Sudbury's Objectives?

Jazz Sudbury's goal is to promote economic and cultural development:

- Build a sustainable regional performing arts community in Sudbury
- Host a series of jazz events under the name Jazz Sudbury
- Attract tourism dollars to Sudbury

What are Jazz Sudbury Events?

Cabaret 2009

Jazz Sudbury's kick-off event on March 5th, 2009 featured Pandora Topp, Sarah Craig, and Patricia Cano in a performance entitled "Slag Heap Love". Cabaret helped offset festival costs and introduced Jazz Sudbury, the jazz talent search, and the jazz festival to the community.

Talent Search 2009

Jazz Sudbury Talent Search will be a Northern Ontario-wide search for amateur jazz talent. It will employ old and new media to generate a pool of contestants. Online voting will determine a winner from a group of finalists. Finalists will perform at a live concert event and the contest winner will go on to perform at the festival.

Jazz Sudbury Festival 2009

Jazz Sudbury Festival will be a full day and evening festival taking place on the grounds of Science North on September 12, 2009. This day-long event will feature a Main Stage tent and secondary stages with a line-up of local and international live jazz performances. As well, workshops with renowned jazz experts will be held for young musicians. Patrons will also enjoy jazz buskers, a children's music activities tent, food and refreshments. Science North and Lake House Restaurant are partners and sponsors of the event.

Why this concept?

The Jazz Sudbury initiative was created because of the Foundation's annual publication, Greater Sudbury's Vital Signs (www.vitalsignssudbury.ca). These are annual indicator reports measuring 11 different issue areas of importance to Sudbury's quality of life. In both the 2007 and 2008 reports,



SCF found that Sudbury lags behind the province and the country in many arts and culture indicators and that much work needs to be done regionally to promote the arts.

What are Vital Signs 2007 and 2008 Arts Indicators?

- Median spending on arts grants per capita in 2005 was \$1.58 in Sudbury (compared to Thunder Bay median of \$4.46 and Ontario median of \$3.04)
- Attendance at cultural events in 2005 was 16.5% of Sudburians (compared to 22.7% nationally)
- Employment in arts and culture occupations in 2005 was 0.17% of earners (compared to Ontario at 0.33% and Canada at 0.30%)

Where will the proceeds of Jazz Sudbury go?

Proceeds from Cabaret 2009 will assist the Sudbury Community Foundation to support Jazz Sudbury events.

Part of the proceeds from the Jazz Sudbury festival will be placed in two endowment funds held by the Sudbury Community Foundation: Sudbury's Performing Arts Endowment and the Professional Engineers of Ontario (PEO) (Sudbury Chapter) Fund. The PEO Fund grants to local charities that favour helping children. The remainder of the proceeds will help defray operating costs for Jazz Sudbury's next year's events.

Is Sudbury ready for a Jazz Festival?

Building a strong performing arts sector enriches the community and is key to stimulating creativity both socially and economically. Sudbury has a wealth of talent and a budding performing arts community; however, it lacks a prominent medium to attract national and international artists and showcase local talent. Jazz Sudbury will be the only jazz festival in Northern Ontario. A very high response to the Jazz Sudbury Cabaret event demonstrated that there is a pent-up demand for jazz music in the north.

- Average age of Toronto Jazz Festival audience is 38 years. Fifty-eight percent of Sudbury's population is over the age of 35, a total of 90,000 people.
- Ottawa International Jazz Festival draws 10 percent of its audience from outside the Ottawa-Gatineau area (16,500 patrons). Sudbury's unique location will draw crowds from across Northern Ontario (a regional population of over 745,000)

Why is the Sudbury Community Foundation well-suited to organize Jazz Sudbury?

SCF is well-suited to undertake the Jazz Sudbury initiative:

- It has sound management;
- It is well-respected in the community;
- It has a solid track record running successful special events;
- It has a community-building and community-sustainability mandate.

Who is on the Jazz Sudbury Volunteer Committee?

Elyse Clements, RBC Dominion Securities and SCF



Tony DeSilva, PEO (Sudbury Chapter)
Lee Ferguson, Ontario Secondary School Teachers Association and SCF
Glenn Herold, Brown's Concrete Products
Claude Lacroix, Lacroix, Forest, LLP
Robert Jensen, PEO (Sudbury Chapter)
Paul Lefebvre, Committee Chair, Weaver Simmons and SCF
Tina Montgomery, Science North and SCF
Theresa Nyabeze, Women in Science and Engineering
Carmen Simmons, SCF
Karen Towers, RBC
Alan Walsh, Walsh Musical Instrument Service
Dan Lessard, CBC Radio One
Brian Quebec, Musician
Don Pakkala, SCF
Paul Loewenberg, Towne House Tavern and Northern Lights Festival Boreal
Mitch Ross, Off Road Productions
Todd Robson, CTV
Peter Paradis, Green Sudbury
Annmarie May, Organized Alternatives
Dawn Vrab, RBC
Paul Finley, City of Greater Sudbury

Contact Information

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The Sudbury Community Foundation is an independent public foundation and registered charity. The Foundation has been a gateway to the community since 1996, enabling donors to create philanthropic legacies that will benefit Sudbury and its people both now and in the future. The Foundation's unique combination of grant-making expertise, knowledge of community needs, professional financial and fund management expertise, and knowledge of donor philanthropy, provides donors with higher impact for every dollar donated. In addition, it gives local charities access to a permanent flow of grant dollars.

