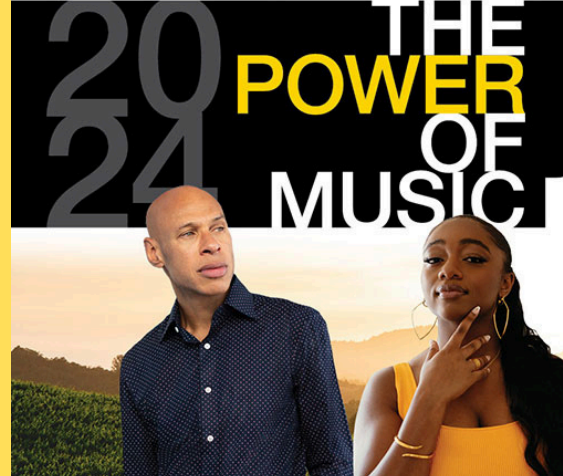


HEALDSBURG JAZZ

# 2024 IMPACT REPORT



## Our mission – Jazz, Education, Community

Healdsburg Jazz stimulates interest in and promotes awareness and appreciation of jazz by facilitating cross-cultural interaction, providing performance opportunities, and educating young people and adults about the important role of jazz as an indigenous American art form. We strive to:

- Preserve, curate, present, and educate audiences about jazz music, one of America's truly original art forms.
- Build a strong community where people come together to share their love of music.
- Expand our cultural offerings through the intersection of music, poetry, dance, theater, film, visual arts, and other art forms.
- Integrate artistic programming with student education.

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## A word from our Executive Director

We are delighted to share the 2023-2024 results – the most successful year for Healdsburg Jazz since our founding 26 years ago. We are proud of our progress in the growth of artistic and educational programming, our positive financial results, and our strong vision for the future.

Among the many highlights this year was the June 15-23, 2024 Healdsburg Jazz Festival – our biggest and best yet! Over nine days, we brought together more than 100 top-tier artists from around the world who performed in several intimate, beautiful, and vibrant wine country and culinary venues. We opened the festival with a commemoration of Juneteenth and filled the Plaza with a day of music and activities for our community. It was a joy. The talent we presented during the festival included luminaries such as multi-GRAMMY Award-winning sensation Samara Joy, saxophonist Joshua Redman, vocalists Lisa Fischer and Jazzmeia Horn, as well as LINES Ballet dancers, trumpeter Chief Adjuah, guitarist Bruce Forman, SNL's Steve Turre, and rising artist Natalie Cressman. These artists were among the many performers who mesmerized what were often sold-out audiences. DownBeat magazine described this year's festival as, "All Killer, No Filler." There was something for everyone, including straight-ahead jazz, funk, soul, Latin, and performances by jazz icons and up-and-coming stars. It was thrilling to see the festival fulfill our mission with best-in-class music, performing arts, community events, and educational opportunities.

Our educational programming in Sonoma County schools and communities expanded to provide more programs for children and adults. Thousands of K-5 students were inspired at assembly performances by Terrence Brewer during Black History Month.

At the middle and high schools, we worked hands-on with students and presented Harlem of the West assemblies which displayed different art forms while delivering important historical messages and music. In the community, educational forums ranged from Blues to Duke Ellington, poetry on Maya Angelou Day, free concerts, and family matinees. And our Healdsburg Jazz Freedom Jazz Choir is going strong after 12 years.



We thank our Patrons, Members, Sponsors, Foundations, and Granting agencies for believing in and supporting our work. We are so grateful to and appreciate our board of directors who help guide us as we grow. Our small and mighty staff show their passion and professionalism in the planning and execution of every program. Volunteers make it happen. To the educators and artists who bring music to life throughout the year – you are our heroes and superstars. To all who come to our community events, concerts, and festivals – you are the best. And of course, where would we be without the leadership and vision of Artistic Director Marcus Shelby, whose compassion, artistic excellence, and dedication to music and jazz is leading the way for this organization.

Thank you all for being a part of our Healdsburg Jazz family.

Gayle Okumura Sullivan, Executive Director

## 2024 Highlights

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**7k**

*students impacted*

**9**

*days of summer festival*

**100+**

*artists presented*

**Music:** We welcomed more than 100 world-class musicians to Healdsburg stages this year, delivering unmatched artistry and unforgettable performances that celebrated and helped preserve jazz as an indigenous American art form.

**Education:** This year, 7,000 local students benefitted from free arts education through our classes, camps, exhibitions, and hands-on music instruction—experiences scientifically proven to spark creativity, build confidence, and positively impact every aspect of a child's development.

**Community:** From our vibrant Juneteenth Celebration to our engaging educational talks, free events, and community concerts, Healdsburg Jazz fostered connection, celebrated diversity, and brought our community together through the power of music.

# 2024 Artists in Residence

Each year, Healdsburg Jazz selects at least one musician who represents the values, goals, and artistic excellence of our organization to serve as our Artist in Residence and play an important role in achieving our mission of jazz, education, and community. In 2024, we were honored to partner with two such inimitable artists:



**Natalie Cressman**

## **Rising Star Artist in Residence**

Possessing a voice as cool and crystalline as an Alpine stream, Natalie Cressman is a rising singer/songwriter and trombonist who draws inspiration from a vast array of deep and powerful musical currents. "Auburn Whisper"—her latest album with guitarist, composer, and vocalist Ian Faquini (pictured above)—serves as a testament to the couple's symbiotic musical partnership and their resilience during unprecedented times. Cressman has become an accomplished trombonist and vocalist, performing in Broadway pit orchestras, recording a variety of solo projects, and building a following in the diverse realms of jazz, funk, and jam, including 12 years touring the jam band circuit as a horn player and vocalist with Phish's Trey Anastasio. Deeply versed in Latin jazz, post-bop, pop, and Brazilian music, she tapped the interlaced traditions on her first two solo albums, 2012's "Unfolding" and 2014's "Turn the Sea."



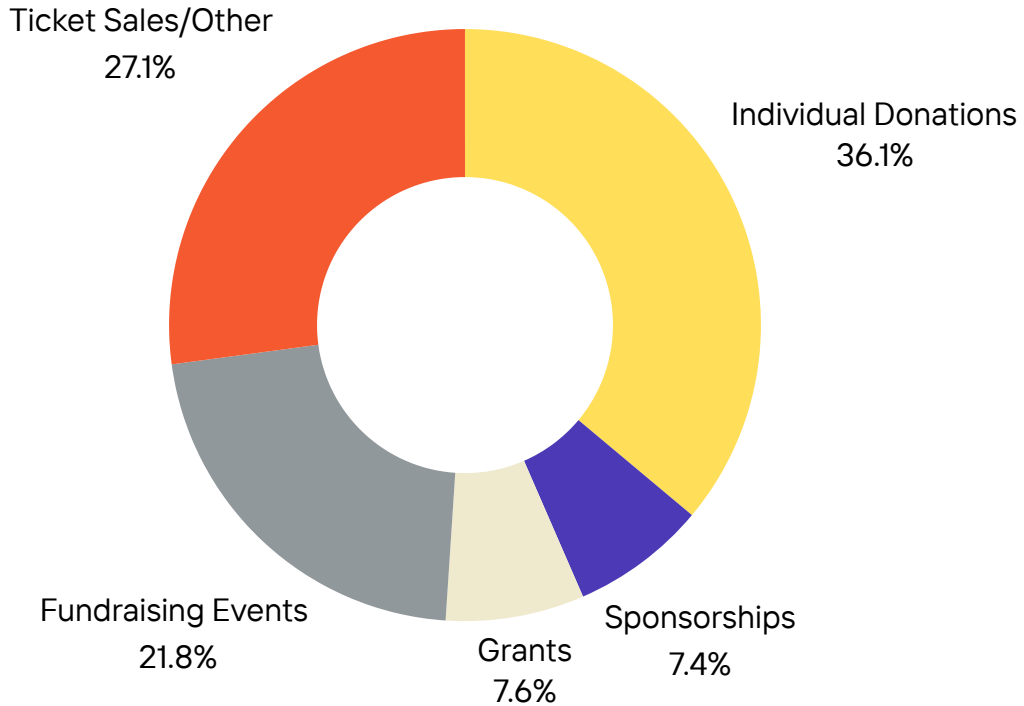
**Steve Turre**

## **Master Artist in Residence**

Steve is one of the world's preeminent jazz innovators, trombonists, and seashellists. His career spans from the 1960s to the present, and includes an incredible amount of celebrated recordings and tours with luminaries such as Ray Charles, Woody Shaw, Art Blakey, Dizzy Gillespie, McCoy Tyner, J.J. Johnson, Herbie Hancock, Lester Bowie, Tito Puente, Mongo Santamaria, Van Morrison, Pharoah Sanders, Horace Silver, Max Roach, and Rahsaan Roland Kirk, who introduced him to the seashell as an instrument. Steve is a master teacher and educator, and has been a member of the Saturday Night Live Band for over 40 years. He is one of the most influential trombonists in history. Healdsburg Jazz is so honored to have Steve serve as our first Master Artist in Residence. Part of the terms of his residency included a featured performance at our 2024 Summer Festival on June 15th and a master class during the festival on June 16th.

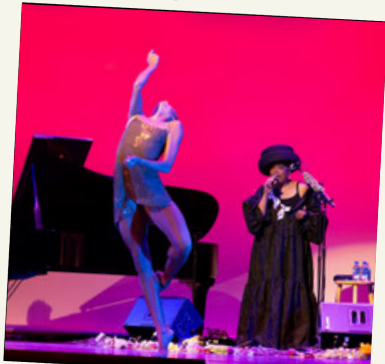
# 2023-2024 Financial Summary

Our generous donors make our work possible year after year. A diverse mix of revenue and support enabled the organization to deliver on our goals in 2024 and plan for our ambitious 2025 strategy.



REVENUE & SUPPORT		EXPENSES	
INDIVIDUAL DONATIONS	\$396,269	OPERATIONS	\$55,150
SPONSORSHIPS	\$81,400	LICENSES & FEES	\$32,674
GRANTS	\$82,500	PAYROLL EXPENSES	\$306,255
FESTIVAL TICKET SALES	\$271,950	OUTSIDE SERVICES	\$48,841
FUNDRAISING EVENTS	\$238,846	MARKETING & MERCHANDISE	\$86,536
OTHER INCOME & INVESTMENT INCOME	\$25,109	EVENT PRODUCTION & SUPPLIES	\$207,039
		PERFORMANCE FEES	\$268,593
		INSTRUCTORS	\$30,770
		AWARDS & GRANTS	\$4,945
<b>TOTAL REVENUE &amp; SUPPORT:</b>	<b>\$1,096,074</b>	<b>TOTAL EXPENSES:</b>	<b>\$1,040,803</b>
		<b>NET INCOME: \$55,271</b>	

# Our Year in Photos



Lisa Fischer & Taylor Eigsti with special guests Adj Cissoko & Shuaib Elhassan of LINES Ballet Raven Performing Arts Theater. Photo by George Wells



Samara Joy  
Kendall Jackson Winery  
Photo by Jeff Harband



Marcus Shelby  
Healdsburg Jazz Artistic Director

# Looking ahead

The 2025 Healdsburg Jazz Festival is taking shape and we continue to expand our educational initiatives. In 2025, we aim to reach at least 8,000 students and bring even more live jazz to wine country. In addition to current educational programming in schools and our community, this year we are adding hands-on instrumental enrichment for fifth graders, reaching about 3,000 students through new Latin History Month assemblies for grades K-6, and launching our new *Healdsburg Jazz Collective*.

Our 2025 journey begins with the inaugural Healdsburg Jazz WinterFest, from January 30 to February 2, 2025, with headliners including MacArthur Fellow “genius grant” award-winning pianist Jason Moran, Paula West, and many more. Our WinterFest concerts will take place in cozy, intimate venues such as h2hotel Spoonbar, the Paul Mahder Gallery, the majestic Michel-Schlumberger Wine Estate, and the Montage Healdsburg ballroom. Visit [healdsburgjazz.org](https://healdsburgjazz.org) today to get your tickets!

This year we will present the biggest 10-day festival in the history of this organization. The 27th Annual Healdsburg Jazz Festival will take place June 13-22, 2025, with more concerts, community events, and educational activities than ever before. And on top of it all, we will continue to build high-level programming throughout the year—you won’t want to miss it!

## Stay in touch

Stay informed about all our exciting events by subscribing to our newsletter for exclusive updates. To enhance your experience, consider becoming a member for early access to tickets for all of our 27th annual summer festival and additional concerts. Or, contact us at [info@healdsburgjazz.org](mailto:info@healdsburgjazz.org) to learn more about becoming a patron to access special services including private concerts and exclusive VIP Patron events, reserved seating, first preference to purchase seats, access to VIP lounges at select venues with food, wine, parking, and so much more.

For more information, membership registration, upcoming events, and other ways to get involved, visit our website at [healdsburgjazz.org](https://healdsburgjazz.org). We are excited to share the joy of live music with you this year!

