

# HEALDSBURG jazz

## 2022 Review

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.



**36**  
**Events**  
**Organized**  
**in 2022**



**47%**  
**FREE Events**  
**in 2022**



**20,000**  
**Children joined our**  
**FREE education**  
**programs**  
**since 1999**



**59,599**  
**People attended**  
**our Festival**  
**since 1999**

**FESTIVAL:** The 24th Annual Healdsburg Jazz Festival was held June 13-19, offering 7 days of performances at free and ticketed events in unique, wine country settings. We hosted NEA Jazz Master, Dave Holland, blues legend, Charlie Musselwhite, and San Francisco vocal star, Bobi Céspedes, among many others.

**EDUCATION:** FREE music concerts for Sonoma County families. We brought families together for free live jazz at our first-ever Music for Sonoma Families matinee event at the Charles Schulz Museum.

**COMMUNITY:** We offered our first free Juneteenth Celebration community event in the Healdsburg Plaza featuring performances, educational booths, vendors, and more. FREE Tuesday concerts in the Plaza and farmer's markets.

**ARTIST IN RESIDENCE:** We selected and supported our 2022 Artist in Residence, Destiny Muhammad, a musical force in the Bay Area music community for the past two decades.

**YEAR-ROUND ARTS:** Throughout the year, we presented jazz concerts and collaborations in spoken word, film, dance, visual arts, and more.

### REVENUE AND SUPPORT

CONTRIBUTIONS.....	\$220,521
SPONSORS.....	\$67,500
GRANTS.....	\$80,500
TICKET SALES.....	\$91,910
GALA FUNDRAISER.....	\$185,200
OTHER FUNDRAISING.....	\$12,630
<b>TOTAL INCOME.....</b>	<b>\$658,261</b>

### EXPENSES

OPERATIONS.....	\$40,559
LICENSES & FEES.....	\$22,727
PAYROLL EXPENSES.....	\$189,285
OUTSIDE SERVICES.....	\$27,146
MARKETING.....	\$53,622
EVENT PRODUCTION & SUPPLIES.....	\$113,389
PERFORMANCE FEES.....	\$128,435
OTHER EXPENSES.....	\$20,169
<b>TOTAL EXPENSES.....</b>	<b>\$595,331</b>

**NET OPERATING INCOME**

**\$62,930**

[www.HealdsburgJazz.org](http://www.HealdsburgJazz.org)



# IMPACT REPORT 2022

# OUR MISSION

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# OUR 2022

## ACCOMPLISHMENTS

2022 was a major success for Healdsburg Jazz, thanks to our generous patrons, sponsors, granting agencies, and the dedication of our staff and outstanding team of volunteers. After two years of uncertainty, this year we got back to hosting the annual Healdsburg Jazz Festival in-person, offering our unique signature event experiences, and returning to music and arts education for our youth.

### 1 FESTIVAL

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### 3 COMMUNITY

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### 2 EDUCATION

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### 4 ARTIST IN RESIDENCE

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### 5 YEAR-ROUND ARTS

Throughout the year, we presented jazz concerts and collaborations in spoken word, film, dance, visual arts, and more.

# FINANCIAL AND ORGANIZATIONAL HIGHLIGHTS

Key financial and organizational highlights from the year include:

- We enjoyed the support of over 275 members this year, broadening our reach across the community.
- Support from our Patrons (\$2,500+) increased this year, including new annual commitments from our Board Members.
- Healdsburg Jazz received our first-ever legacy gift of \$100,000, donated by the late Michael Jaret, to help fund our efforts in our 25th anniversary year and beyond.
- We began recruiting for a new, dedicated Education Coordinator role, expanding our team in this critical area as we continue to broaden our education efforts.

Looking ahead, we are well positioned and excited to celebrate our 25th anniversary year in 2023!

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**WE THANK YOU**  
FOR YOUR CONTINUED SUPPORT IN  
**OUR PROGRAMS**