

# 2023 IMPACT REPORT

25 YEARS OF LIVE JAZZ AND MUSIC EDUCATION

## At a Glance

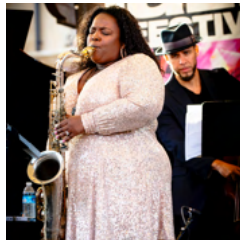
2023  
Highlights

Our Year in  
Pictures

Expanded  
Education

Financial  
Summary

Facing the  
Future



All 2023 Festival photos by **George Wells** (left-to-right): Marcus Shelby, Camille Thurman, Stella Heath, Bill Frisell, Natalie Cressman

## Artistic Director's Message



**Marcus Shelby**

Photo credit: Bethany Hines

"Let us bless each other with inspiration, creativity, and soulfulness. Love and acceptance is a powerful thing and at the core of this art form we all cherish and love. As listeners, supporters, and performers of this music, we could change the world we live in. Nina Simone said as much 50 years ago."

We would like to thank everyone who supported our 25th Annual Healdsburg Jazz Festival which ran June 17-25, 2023. It was a smashing success with so many memories and beautiful moments. We hosted over 100 artists at 10 unique venues over 9 days. We are grateful to our sponsors, donors, members, and our community for making the festival possible.

During the festival, we honored our founder, Jessica Felix, with a specially-commissioned piece of

stunning artwork created by our photographer-in-residence, George Wells. We are most proud that our concerts were affordable and in many cases free. We had strong educational programming throughout the festival thanks to our excellent Education Coordinator, Stella Heath, who had great support from Andi Wong, Neil Fontano, Nick Rossi, Tiffany Austin, and our partners at the Healdsburg Library, St. Paul's Church, Santa Rosa Junior College, and the Healdsburg Farmers' Market.

Lastly, much love and thanks to our Executive Director, Gayle Okumura Sullivan, for leading us through the execution of the festival. It was a herculean effort and we are thankful for her vision, ingenuity, resourcefulness, and commitment. We also have some most valuable players in Office Manager, Michele Rahm, and Festival Operations Manager, Josep Mias. Thank you both for your tireless work! There are so many others to thank, including our incredible volunteers, underwriters, and our Board.

2023 was wildly inspirational for our organization and we are already preparing for next year's festival.

Thank you everyone for supporting Healdsburg Jazz. Peace!

- Marcus Shelby, Artistic Director

---

## 2023 Highlights

### 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.

**40**

**Events organized  
in 2023**

**51%**

**Free events offered  
in 2023**

**3,000**

**Children attended  
free education  
sessions this year**

**8,000**

**Healdsburg Jazz  
event attendees**

## Artists-in-Residence

In 2023 we selected and supported two Artists-in-Residence: **John Santos** and **George Wells**.

### John Santos

Seven-time Grammy-nominated percussionist, US Artists Fontanals Fellow, and 2013-2014 SFJAZZ Resident Artistic Director, John Santos is one of the foremost exponents of Afro-Latin music in the world today. Born in San Francisco, California, John was raised in the Puerto Rican and Cape Verdean traditions of his family, surrounded by music. We had the honor to work with John in both concert presentations and with our educational programming throughout the year. He was also a featured artist in our 25th Annual Healdsburg Jazz Festival.

### George Wells

Bringing an architectural and design background to his work, George has been wielding his camera for four decades. Over the years, he has captured and collaborated with acclaimed and award-winning artists and performers. George is also deeply passionate about finding innovative ways to present his work. For the 25th anniversary of the Healdsburg Jazz Festival, George presented a 35-foot mural in seven photographic panels that celebrated the rich and diverse tapestry of talented musicians who have contributed to the Festival's cultural vitality.

## 25th Annual Healdsburg Jazz Festival - Past | Present | Future

We celebrated the *25th Anniversary Healdsburg Jazz Festival* with 9 days of concerts in Wine Country. We honored the Festival's past, present, and future by presenting artists like NEA Jazz Master **Dianne Reeves**, 2023 Best New Artist and Best Jazz Vocal Album Grammy Award winner **Samara Joy**, vibraphonist **Joel Ross**, alto sax legend **Charles McPherson**, percussion maestro and Healdsburg Jazz artist-in-residence **John Santos**, New Orleans clarinetist **Dr. Michael White**, North Bay vocalist **Stella Heath**, New Orleans saxophone star NEA Jazz Master **Donald Harrison**, powerhouse tenor saxophonist **Howard Wiley**, and so many more. The artists we showcased represent a range of genres, and we paired their music with food, wine, film, spoken word, and the visual arts. Each day an event took place in stunning, unique, and intimate settings that reflect the natural beauty and creative spirit of our incredible location. In 2023, all our events took place in Healdsburg, including Healdsburg Plaza, The Garden Courtyard at Hotel Healdsburg, Ferrari-Carano's Sycamore Grove, the South Lawn at The Madrona, The Farmers' Market, a new weekend experience at Bacchus Landing, and late night parties at Spirit Bar and Elephant in the Room. With both ticketed and free community concerts, including a day-long Juneteenth celebration, the 25th Anniversary Festival truly had something for everyone.

We also hosted our first *Swingin' Holiday Dance Party & Concert* in December 2022, and it was such a hit that we plan to continue this event annually going forward. On February 25, 2023, **Destiny Muhammad** and her trio performed a free family matinee concert at the Raven Theater. We concluded our Black History Month programming with a second concert that evening featuring the internationally renowned vocalist **Terrie Odabi** and her band performing the program, "*Blues of Resistance*." In April, we hosted our annual Gala celebration at Montage Healdsburg, where attendees danced the night away with **Lavay Smith & Her Red Hot Skillet Lickers**. Healdsburg Jazz and AV Fest partnered during their festival and Healdsburg Jazz musicians Trevor Kinsel, Mike Klein, and Patrick Sullivan performed at the Plaza Cinema Celebration reception on Saturday, May 6, before the film *Little Richard: I Am Everything* was presented in the Plaza. Later that month, we marched in the 74th Annual Healdsburg Future Farmers (FFA) Twilight Parade, a treasured Healdsburg tradition. We brought even more music to Wine Country with pianist **Sullivan Fortner** and his trio featuring **Tyrone Allen** (bass) and **Kayvon Gordon** (drums) at The Paul Mahder Gallery and a free Family Matinee concert with the **Terrence Brewer Quartet** at the Charles Schulz Museum in September.

---

# Our Year in Pictures



Education and fund raising event photographer credits (clockwise from top left): 1. Gayle Okumura Sullivan, 2. Gail Ginder, 3. Michele Rahmn, 4. Michele Rahmn, 5. Gayle Okumura Sullivan, 6. George Wells



All 2023 Festival photos by **George Wells** (clockwise from top left): 1. Pharoah Sanders & Joey DeFrancesco Tribute, 2. Dianne Reeves, 3. Dr. Michael White and his Original Liberty Jazz Band, 4. Samara Joy, 5. John Santos, 6. Howard Wiley

---

# Expanded Education

One of the most important goals of the Healdsburg Jazz organization is to bring free and accessible music education to Sonoma County's youth. In 2023, we were *jazzed* to continue to expand our education efforts through the ongoing support of our Education Coordinator, Stella Heath, and our Artistic Director, Marcus Shelby.

## **North Star Music & Performing Arts Camp**

We organized a full day of music, dance, theater, media/visual arts, and spoken word and assembled a faculty of eight arts professionals/educators from these artistic disciplines to lead student workshops. Local students ages 13-18 benefited from this unique learning opportunity designed for small group instruction and whole group collaboration. The day's programming culminated with a free performance by the faculty, including Tiffany Austin, Allison Lovejoy, Andi Wong, Enid Pickett, Terrence Brewer, Victor Temple and more.

## **Bringing Music Back to the Schools Workshop**

We kicked off educational programming in 2023 with a free *Bringing Music Back to the Schools* workshop, a professional development workshop for teachers, teaching artists, and administrators from around the county to brainstorm and collaborate on bringing music and art back into schools. The workshop featured a presentation by scholar, composer, musician, and Healdsburg Jazz 2023 Artist-in-Residence, John Santos.

## **Black History Month**

We were thrilled to return to our Healdsburg-area public K-6 schools the week of February 6 to celebrate Black History Month. We partnered with harpist Destiny Muhammad who presented a riveting Black history and music program "*From Africa to Alice Coltrane.*" to over 1,000 students throughout the week.

## **Freedom Jazz Choir**

Our Freedom Jazz Choir was back again in 2023, providing a free opportunity for the community to come together in song. The Choir was led by Tiffany Austin, with pianist Gaea Schell, rehearsing throughout the spring in preparation for their performance at the 25th Annual Healdsburg Jazz Festival.

## **Harlem of the West Interactive Program**

In March, we completed our *Harlem of the West* Interactive Program with 5th-grade classes, a collaborative performing arts workshop involved a team of professional musicians, poets, and dance instructors to review music basics and introduce and engage students in spoken word and movement, all in the historical context of San Francisco's Harlem of the West.

## **Healdsburg Jazz Future All-Stars and After School Programs**

We identified members for the Healdsburg Jazz Future All-Stars Band, which performed at the Healdsburg Jazz Festival, as well as at other public and private events. This band is geared toward young rising artists in college or high school, who dedicate themselves to their music, instrument, and craft, and want to learn in a combo and gig setting. The Healdsburg Jazz Future All-Stars ensemble was led by Neil Fontano. We also launched our after school programs, led by Rob Sudduth and Trevor Kinsel.

## **Maya Angelou Celebration**

Healdsburg Jazz was honored to once again celebrate the birthday and the legacy of poet and writer Dr. Maya Angelou, featuring performances by special guest poet and curator Nia McAllister, Healdsburg Jazz Poet Laureate Enid Pickett, choreographer and dancer Aimee Rose, alto saxophonist Phil Vieux, bassist, and Healdsburg Jazz Artistic Director Marcus Shelby.

## **Juneteenth**

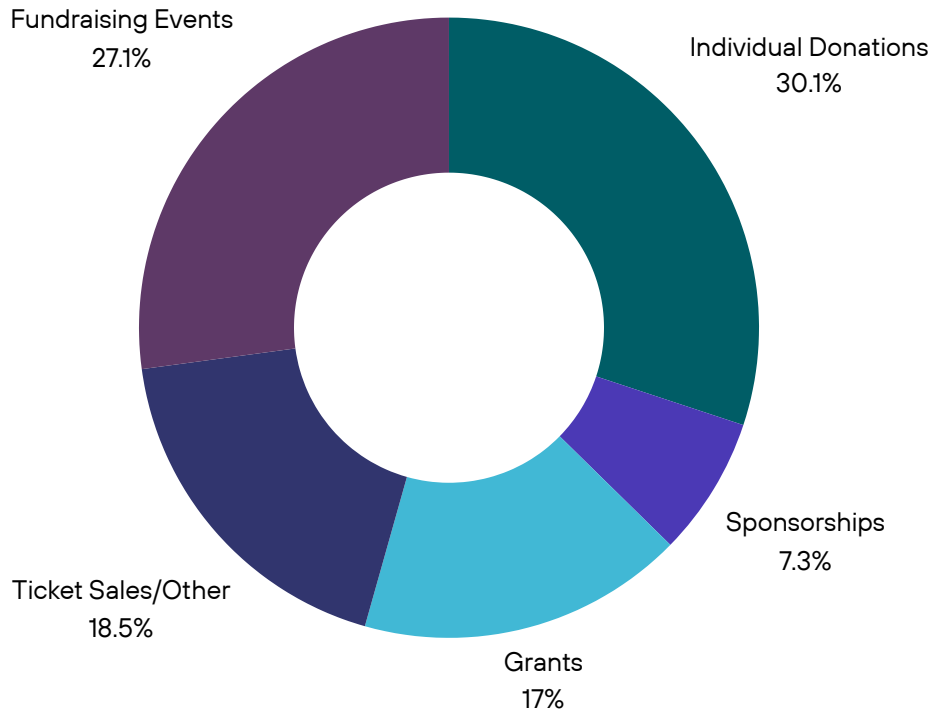
We hosted a day of free music in the park to celebrate Black music and art, including gospel, blues, jazz, and funk in Healdsburg Plaza. We hosted arts, crafts, and music workshops in the plaza for families and young people, led by esteemed teaching artists. The Charles McPherson Quintet performed, among others, and Healdsburg enjoyed dancing in the square and browsing creative offerings from the many vendors set up in the Plaza that day.



# Financial Summary

## 2022-2023 Fiscal Year Overview

The majority of funds raised for the fiscal year came from **individual donations** from our members and patrons.



REVENUE & SUPPORT		EXPENSES	
INDIVIDUAL DONATIONS	\$314,039	OPERATIONS, LICENSES & FEES	\$78,258
SPONSORSHIPS	\$75,800	PAYROLL EXPENSES	\$257,900
GRANTS	\$177,750	OUTSIDE SERVICES	\$34,661
FESTIVAL TICKET SALES & MERCHANDISE	\$190,452	MARKETING & MERCHANDISE	\$72,033
FUNDRAISING EVENTS	\$283,200	EVENT PRODUCTION & SUPPLIES	\$213,264
OTHER INCOME & INVESTMENT INCOME	\$2,592	PERFORMANCE FEES	\$188,852
		INSTRUCTORS	\$34,423
		AWARDS & GRANTS	\$2,710
<b>TOTAL REVENUE &amp; SUPPORT: \$1,043,833</b>		<b>TOTAL EXPENSES: \$882,101</b>	

**NET INCOME: \$161,733**



---

# Facing the Future

The 2024 Healdsburg Jazz Festival schedule is already on the drawing board, and our education efforts are in full swing! Don't miss out on the action: sign up for our newsletter to get the inside scoop. And if you want to be the VIP of the party, become a member for early bird tickets to all the beautiful, unique, and exciting locations for our 26th annual festival. We can't wait to share more live music with you this year!

**For more information, upcoming events, and ways to get involved, check out our website at [healdsburgjazz.org](https://healdsburgjazz.org).**