

guelph  **JAZZ**festival
& COLLOQUIUM

January 21, 2011

Chère Lou,

J'écris pour vous remercier pour votre participation dans le 17ième année du Festival de Jazz à Guelph. C'était un plaisir pour moi d'avoir l'occasion de présenter votre musique ici. Votre présentation avec la Fanfare Pourpour était une partie merveilleuse de notre festival. Je connais beaucoup de gens qui m'a dit que votre musique dans le festival ici était vraiment spéciale.

Je vous remercier encore pour nous bénir avec votre musique et votre support. S'il vous plait, dites merci aux autres musiciens dans l'ensemble.

A "2010 Festival Summary" follows. Here you will find:

- Statistics related to the Festival audience
- An outline of some of the Festival's marketing and PR campaign
- Links to some of the Festival's media coverage (as well as festival photos)

With very best wishes for the New Year,



Ajay Heble
Artistic Director

WINNER OF THE ONTARIO PREMIER'S AWARD FOR EXCELLENCE IN THE ARTS



guelph
Jazz festival  SEPT. 8-12
2010
& COLLOQUIUM
www.guelphjazzfestival.com
& nuit blanche

Festival Summary

"An enduring gem on Canada's cultural landscape"

-James Hale, Downbeat Magazine
December, 2010

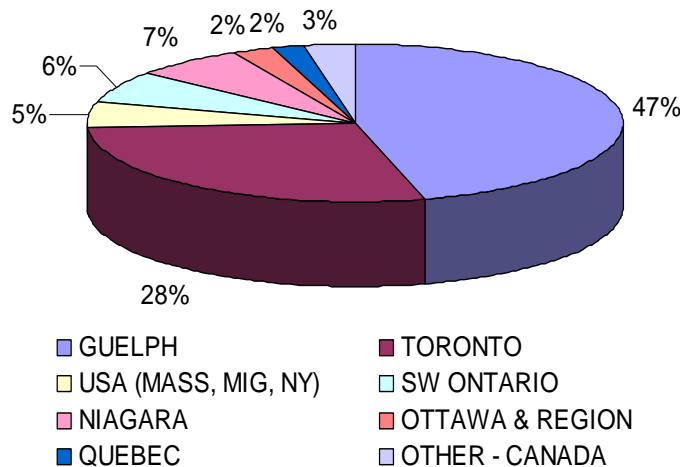
Our Audience

Our Live Audience

Artistically, our program of events once again confirmed what many critics, musicians and audience members have said for many years: **we are a singular, original, and influential Canadian cultural event and institution.** We offer a celebration of musical innovation and excellence, presenting world-class artists in unique settings. All our events were strongly attended by an **appreciative and enthusiastic audience** who came from across **Canada and the United States.** Over half our advance ticket-buying audience comes from out of the city and we continue to draw significant local audiences from the Waterloo-Wellington area.

"strange and wonderful installations and 'out-stallations' made the inaugural Nuit Blanche a premier event and one that will no doubt become a fixture during the Guelph Jazz Festival for years to come."

- Troy Bridgeman, Guelph Mercury, September, 2010



Attendance

- 15 Festival concerts throughout Guelph 3700
- Free, daytime Colloquium workshops 1340
- Free jazz, downtown, outdoor tent noon 'til midnight 4500
- Nuit Blanche, dusk 'til dawn, 49 events in 27 venues 3712
- Dedicated Festival volunteers 260

TOTAL AUDIENCE: over 13,000

Marketing and PR

In addition to growing audience numbers, the 2010 Festival saw favourable increases in other key areas:

- Increased web traffic: unique visits, June to Sept: 16,835/peak day 2,007
- Increased Festival enews subscribers with an open-rate three time the industry average
- Additional print, web, television and radio ad placements throughout GTA, SW Ontario and Quebec
- Broadening of our promotional reach to include campaigns on Go Trains, digital community displays, prominent outdoor banner presence throughout downtown Guelph
- A thorough social media campaign
- Increased volunteer engagement
- Increased printed material, with Nuit Blanche and Festival programs and four posters distributed throughout Guelph, KW, Cambridge, Elora, Fergus and GTA



"The Guelph Jazz Festival has, once again, paid homage to the incredible diversity of sound and form that the word jazz has come to mean."

*Nilan Perera, Exclaim
October 2010*

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Media

As "the consensus choice... as the best-kept-secret great festivals in North America" (*James Hale, Jazz Chronicles: September, 2010*) the Festival contributes to the Guelph by bringing prestige and a national and international profile to the city through articles Canadian and international jazz journals and media. The following links represent approximately 20% of the media coverage we received in 2010. For fabulous photos of the festival visit:

http://www.cooljazzphotos.com/FESTIVALS/Festivals-2010/Guelph-Jazz-Festival01/13747983_er5B2#1005525281_2GetH

Guelph Tribune: "City Embraces Nuit Blanche" <http://www.guelphtribune.ca/news/article/217113>

Guelph Mercury : "Rub A Dub, Sing In Your Tub—Help Make Art For Guelph Jazz Festival"

<http://news.guelphmercury.com/News/article/676648>

Guelph Tribune: "Guelph Will be Hopping on this 'Sleepless Night'"

<http://www.guelphtribune.ca/printarticle/218488>

The Globe and Mail: "The Accordion Gets Its Due"

<http://www.theglobeandmail.com/news/arts/music/the-accordion-gets-its-due/article1697409/>

The Hamilton Spectator: "Inspiration From When Grief Met Hope"

<http://www.thespec.com/whatson/music/article/254664--inspiration-from-when-grief-met-hope>

The Toronto Star: "Jazz Master Henry Grimes Makes Up For Lost Time"

<http://www.thestar.com/entertainment/music/article/859622--jazz-master-henry-grimes-makes-up-for-lost-time>

Guelph Mercury: "Downtown Comes Alive with Guelph Jazz Festival's Nuit Blanche"

<http://news.guelphmercury.com/News/article/686520>

WATCH THE VIDEO!: <http://news.guelphmercury.com/videogallery/686771>

Jazz Times: "Guelph Jazz Festival & Colloquium: Long Live AACM and ECM!"

<http://jazztimes.com/articles/26589-guelph-jazz-festival-colloquium-long-live-aacm-and-ecm>

Santa Barbara Independent: "Guelph Jazz Festival Report: Chicago Jazz Leaders Reunite in Canada"

<http://www.independent.com/news/2010/sep/22/guelph-jazz-festival-report/>

The Ontarion: "Guelph Jazz Festival: Music in the Moment"

<http://www.theontarion.com/2010/09/guelph-jazz-festival-music-in-the-moment/>

Exclaim: "Guelph Jazz Festival 2010"

http://www.exclaim.ca/Reviews/Concerts/Guelph_Jazz_Festival_2010-Guelph_ON_September_8_to_12/

Jazz Review: "2010 Guelph Jazz Festival: Small Town Feel - Big Jazz City"

<http://www.jazzreview.com/article/review-7968.html>

All About Jazz: "Guelph Jazz Festival, September 8-12, 2010"

<http://www.allaboutjazz.com/php/article.php?id=38564&pg=1>

