



Jazz on the Square
Annual Report for Year 2019

Presented February 21, 2020

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1. Mission

Jazz on the Square is a not-for-profit organization based in Woodstock, Illinois. The mission of Jazz on the Square is to promote jazz performance and jazz education in the greater McHenry County community.

As the only not-for-profit 501(c)(3) in the area supporting the jazz genre, Jazz on the Square seeks to provide networking opportunities for musicians and music educators as well as a catalyst for promoting the arts in the community.

Vision

Jazz on the Square's vision is to be the leading jazz organization in McHenry County as well as Northern Illinois. Jazz on the Square aspires to maintain a reputation among musicians and patrons as the only regular and inclusive jazz "scene" in the area, as a networking hub, as an educational resource for schools, and as an organization that advocates respect and camaraderie at its events.

History and Overview

Jazz enthusiasts Erin Denk, William Denk, Jim Hecht, Robert Honesty, Judith Honesty and Randy Robinson founded Jazz on the Square in 2007. The first events were weekly jazz jam sessions at Pirro's Restaurant in Woodstock. The first annual Woodstock Jazz Festival was held August 22-24, 2008. Since moving its bimonthly jam sessions to Stage Left Café on September 11, 2008, Jazz on the Square has enjoyed a steady, loyal and growing following of patrons and participating musicians from all over the Northern Illinois region. Last year alone, junior high school and high school jazz students made the journey from Cary, Crystal Lake, Johnsburg, McHenry, Northbrook, Richmond, Schaumburg, South Elgin and more to participate in and benefit from the organization's events.

Jazz on the Square maintains and enjoys a positive reputation in the county as a reliable and professional organization in regard to its events. With its collaborative philosophy of community, it has gained respect from the City of Woodstock, local businesses, musicians and educators.

Jazz on the Square events are known throughout the Northern Illinois area. Positive press coverage has appeared in print media in Chicago, DeKalb, Elgin, Glen Ellyn, Lake Geneva, Rockford, St. Charles and Woodstock targeting Cook, DeKalb, DuPage, Kane, Lake, McHenry and Walworth Counties. Coverage also has appeared on jazz radio station WDCB 90.9.

2. Financial Summary

2019 Finance Report

As in years past, Jazz on the Square's financial goals for fiscal year 2019 were modest due to limited volunteer resources. Our goals were to "break-even" with enough revenue to host our jam sessions, the annual Woodstock Jazz Festival, the annual Holiday Show and to provide at least \$1,000 in Scholarships (music camp programs).

The \$1247 Net Loss (Expenses exceeding Revenue) fell short of our "break-even" goal. However, Jazz on the Square was able to exceed our Scholarship goal by awarding \$1,400 over 4 scholarships (9.9% of total Revenue).

Net Income

Revenue	\$14206.56
Expenses	\$15453.80
Net Income	-\$1,247.24

Cash Flow Summary

Starting Balance	\$4685
Revenue	\$14206.56
Expenses	\$15453.80
EOY Balance	3437.76

Revenue

The largest portion of our revenue was collected as donations of generous patrons and supporters. These include; suggested donations for Jazz Jam Session attendance, additional generous donations from patrons, sales of event tickets and festival merchandise (t-shirts). The City of Woodstock's Hotel/Motel fund augmented Jazz on the Square's revenues with a \$3000 investment earmarked for the 12th Annual Jazz Festival. \$3500 additional monies were raised via corporate donations for the festival.

Revenue			
	Woodstock Hotel/Motel Grant	\$3000	
	Donations/Sales	\$7892.31	
	Festival Sponsorships	\$3250	
	Amazon Smile donations	\$64.25	
Total Revenue			\$14206.56

Expenses

Concurrent with prior years, the largest portion of expenses paid was jazz programming in the form of Musician Fees - breakout below:

Expenses			
	Musician Fees:		\$10675
	Festival	\$7750	
	Jam Sessions	\$1925	
	Holiday Show	\$1,000	
	Rent*		\$1008
	Scholarships		\$1400
	Marketing**		\$667.92
	Insurance		\$300
	Donation/Sound System		\$250
	Merchandise		\$712.50
	Admin/Jam Supplies/Misc.		\$440.30
Total Expenses			15453.80

2019 Festival Summary

<u>Expenses</u>	
Musician Fees	\$7750
Marketing	\$592.92
Rent	\$225
	<hr/>
	\$8567.92
<u>Income</u>	
Hotel / Motel Grant	\$3000
Corporate Sponsorships	\$3250
Merchandise Estimate	\$600
	<hr/>
	\$6850

Net Loss (Income less expenses)

 -\$1717.92

**Woodstock Opera House bills rent retroactively. Rent paid in 2019 was from second half of 2018's Stage Left Cafe Rental.*

***Does not include "in-kind" donations in the form of paid facebook advertising.*

Summary

In the past, Jazz on the Square has consistently been able to break even with enough income to cover expenses. While this year is a departure from the norm, reserves were more than adequate to cover the shortfall in revenue. With the programming changes scheduled for 2020, there is inevitable uncertainty as to income, but Jazz on the Square remains confident it will be able to keep the organization self sustaining.

3. Education and Advocacy

Jazz on the Square is dedicated to providing educational opportunities for adults and students. Jazz on the Square also seeks to promote the awareness and appreciation of the jazz genre in McHenry County and its surrounding communities.

In recent history, promotion of jazz education and jazz performance included:

- Bimonthly open jazz jam sessions at Woodstock's Stage Left Café which provide performing and networking opportunities for local musicians and music students. The jam sessions also provide excellent apprenticeship-like learning opportunities for student musicians.
- Promotion of area jazz musicians, jazz educators, ensembles and events on the organization's web page and in social media.
- Creating an awareness and appreciation of jazz by emphasizing its cultural enrichment, diversity, and creativity at its events and through its communications.
- Making resources available to work with area schools and school music directors to help build school jazz programs.
- Organizing educational clinics that center on jazz history, musicianship, fundamentals, techniques, styles and improvisation.
- Promoting the value of jazz education and performance in the community.
- Sharing ideas and approaches to jazz performance and education.
- Hosting a jazz festival that features the many unique styles of jazz performance.

Going forward, Jazz on the Square will review the ability to offer partial scholarships to summer music camps for music students in junior and senior high school. Introduced in 2012, the scholarships have proved a valuable opportunity for education evidenced by the improved skills by the award recipients.

4. Events

Jazz Jam Sessions

After the move of the jazz jam sessions to Stage Left Café in August 2008, attendance has steadily grown due to strong marketing efforts and word-of-mouth (see the financial and marketing sections for more information).

Where possible, educational moments were provided for the audience as the host(s) discussed the history and/or composition of the musical selection.

Themed jam sessions have historically provided a platform for education and awareness and may return in 2020.

Jazz jam session evenings are scheduled for the third Friday of each month at Stage Left Café for 2020. As in previous years, Jazz on the Square will work with the Woodstock Opera House to ensure coinciding events on the main stage are well coordinated.

Festival

The 2020 (13th annual) Woodstock Jazz Festival will be hosted by Culture Arts and Music and is tentatively scheduled for Friday, August 21st and Saturday, August 22nd. Jazz on the Square will support their efforts where it can.

Other Events

Jazz on the Square may continue to host and fund other jazz performances outside of its regular events. This past year, Jazz on the Square hosted a holiday jazz show featuring regional talent from the Chicago area. If funds and personnel allow, Jazz on the Square may add additional shows for the surrounding community to enjoy.

5. Marketing

The organization's efforts in marketing this past year were rewarded by meeting many new patrons at its events. In 2019, Jazz on the Square continued marketing efforts in:

- Social media via Facebook (paid and unpaid posting), Twitter and Instagram
- Growing and connecting with its email contacts
- Utilizing no-cost marketing opportunities such as Craigslist, online community bulletin boards, and local news paper press releases
- Making physical fliers/posters available for individual canvassing of events
- Recruiting volunteers to contact print media
- Simply encouraging patrons to tell/bring a friend

As in previous years, additional funds were allocated for an advertising purchase with WDCB, Chicago's Jazz Radio Station, for the jazz festival. Feedback from festival patrons who listened to this station reinforce the value of this investment.

6. Fundraising/Gift Giving

While this year will be a year of contraction of programming, fundraising will continue to remain a priority. For 2020, Jazz on the Square is actively seeking like-minded individuals and businesses to financially support its endeavors in jazz education and jazz performance.

7. Summary

This past year has been a one of mixed success. Jazz on the Square event attendance has maintained. More student and professional musicians have regularly attended. Funding for these endeavors has remained strong. Jazz on the Square's patrons (new and returning), volunteers, and donors/sponsors have proven that jazz performance and jazz education is something the surrounding community values. While Jazz on the Square will continue to promote jazz performance and offer educational opportunities in many forms, new leadership will be required to continue these endeavors. Jazz on the Square will continue to grow and learn as it moves forward to meet the challenges of the future.

Current Board of Directors

- Bryan Kyrouac, President
(music educator, musician)
- Christine Gilmer, Secretary
(small business owner, musician)
- Peter McCormack, Treasurer
(IT technician, musician)