



**Eau Claire Jazz, Inc.**  
**Eau Claire Jazz Festival – April 15-18, 2010**  
**FACT SHEET**  
[www.eauclairejazz.com](http://www.eauclairejazz.com)

**About the Eau Claire Jazz Festival**

The Eau Claire Jazz Festival, held on April 15-18, 2010, is the culminating event of a two week community-wide celebration of jazz. The festival highlights the rich history and influence that Jazz has had on our culture by incorporating art and music.

During the four days of the Eau Claire Jazz Festival, nationally recognized artists, local artists, and student musicians will perform in concerts, coffee houses and at a free jam session.

**Eau Claire Jazz, Inc.**

Eau Claire Jazz, Inc.(ECJ) is dedicated to building an appreciation for jazz music, promoting performance, creating educational opportunities, partnering with area organizations/businesses to host destination events and developing new audiences through strong community partnerships and an integration of the arts.

The Eau Claire Jazz Festival is the primary event coordinated by Eau Claire Jazz, Inc. In addition, ECJ provides a booking service for jazz musicians/businesses, educational outreach and promotion of jazz events in the greater Chippewa Valley and beyond.

**Events Calendar- the most current calendar of events can be found online at [www.eauclairejazz.com](http://www.eauclairejazz.com)**

The 2010 Jazz Festival events begin on Monday, April 5 and close on Sunday, April 18. There will be both free and ticketed events including music, educational offerings and an art crawl. *Year round jazz – related events in Western Wisconsin can be found under “Local Jazz Scene and Beyond”.*

**Target audiences for Jazz Festival include:**

Jazz enthusiasts – age 20-60  
Music Directors and students attending the Jazz Festival  
UW-Eau Claire Alumni  
Family and Friends of Festival participants

**Geographic Areas Targeted for the Jazz Festival marketing campaign:**

*Multi-faceted media campaign*

- Duluth-Superior
- Wausau
- LaCrosse
- South Central (Tomah, Sparta, Reidsburg, etc.)

*A Community Partnership*

## **Pay per click, Google advertising**

Twin Cities

Chicago

Madison

Milwaukee

## **BACKGROUND**

### **Overview of Eau Claire Jazz Festival**

In 2007, the Festival began an evolution from a respected educational event hosted by University of Wisconsin-Eau Claire Jazz Studies to a community-wide, multifaceted arts and entertainment festival called the Eau Claire Jazz Festival. This two week celebration of Jazz incorporating art and music, culminates in the four day Eau Claire Jazz Festival featuring nationally recognized artists, local artists, and student musicians performing in adjudicated performances, concerts, a jam session, as well as hands-on Jazz education and awareness.

The Eau Claire Jazz Festival brings world class jazz artists to western Wisconsin. Concerts occur over the 4 day event, featuring world renowned jazz instrumentalists and vocalists. This year, trumpeter Nicholas Payton and saxophonist Kenni Holmen will be the featured headliner performers. Vocal jazz performer, Connie Evingson will open the festival in the first major concert at the State Theater.

Other events that will round out the festival include:

- The Haymarket Grill transforming into a jazz club on Thursday night, featuring Fred Steele
- Richie Cole will perform at a noon concert on Saturday
- The Heyde Center for the Arts will provide the finale concert, featuring outstanding jazz string musicians, violinist Randy Sabien and cellist Matt Turner.

The strong educational component is one feature that makes the Eau Claire Jazz Festival unique. In addition to student musicians from middle schools, high schools, and colleges in the upper Midwest who come for the educational experience, the expanded community-wide focus provides community members and visitors to view jazz inspired art, attend educational workshops or enjoy jazz music at one of many local cafes or restaurants.

This annual event, which occurs in April, provides visitors a variety of indoor venues to experience the overall relaxed and welcoming ambience of the Chippewa Valley. Whether they enjoy live jazz music in one of the area cafes or restaurants; view jazz inspired art that is hung throughout area businesses; or enjoy a walk along the river to cap off a wonderful weekend rich in music, visitors are encouraged to view the Eau Claire Jazz Festival as a destination event to return to annually.

The Eau Claire Jazz Festival demonstrates how the arts can be an effective tool for economic development in a community. With the support of an Executive Director, and over 100 university and community volunteers who contribute to all aspects of the Festival, this annual event draws an attendance of over 4,000 people over the 4 day event. The local economy benefits with overnight room stays and an increase in restaurant usage and shopping.

In addition, this festival benefits the community in other ways:

- Utilization of university student leadership, that provides real life experience for college students. Many student volunteers have garnered full-time careers after graduation based on their job experience with the Eau Claire Jazz Festival.
- Integrates local school art programs with local artists and area musicians, culminating in student art being displayed throughout the Eau Claire community.

*A Community Partnership*

- Provides accessible arts programming to all ages, through music, art and education. Programs for preschoolers and adults alike encourage opportunities to be exposed to jazz music.
- Provides a forum for partnering organizations to actively support the community by participating or lending financial or inkind support for the Jazz Festival.
- Provides diverse volunteer opportunities that provide meaningful contributions for volunteers from middle school students to senior citizens. Some examples include:
  - Youth Leadership Eau Claire, Drums project
  - Middle School/high school contributing artists
  - Students/faculty from UW-Eau Claire lending their expertise. Some included are: College of Business (accounting, information systems, and economics); Service Learning; Music and Theater Arts Department; Publications; News Bureau; Art Department, College of Communications and Journalism.
  - Promote the Eau Claire community as a tourism destination for this festival and other events.

Eau Claire Jazz, Inc. was founded in 2008. There is a governing board made up of representatives from the community, area businesses, university and UW-Eau Claire student population. This board reflects the collaborative nature of the organization and is committed to developing and sustaining partnerships in the Chippewa Valley. The Board will continue to foster community involvement, expand festival programming and promote this destination event that will provide economic benefits to the Chippewa Valley.

Robert Baca, Director of Jazz Studies and professor of trumpet at UW-Eau Claire, is the artistic director of Eau Claire Jazz, Inc., which manages the Eau Claire Jazz Festival. He is renowned for his contributions as a performing arts educator and instrumentalist in the classical and jazz areas.

As a performer, Mr. Baca has played with many groups including the Milwaukee Symphony, Minnesota Orchestra and for Garrison Keilor's "A Prairie Home Companion." He has toured with Frank Sinatra, Buddy Rich, Tony Bennett and Mel Torme. He is currently a member of the Phillip Brunelle "Plymouth Music Series Orchestra." He has performed as a soloist in China, London, Costa Rica and Europe. He received his Bachelor of Music Education and Masters of Music from Indiana University.

**Contact Information:**

<p><b>Patty Horecki, Executive Director</b>          Eau Claire Jazz, Inc.          Phone: 715-836-4092          Email: <a href="mailto:Patty@eauclairejazz.com">Patty@eauclairejazz.com</a></p>	<p><b>Robert J. Baca, Artistic Director</b>          Eau Claire Jazz, Inc.          Phone: 715-836-4371          Email: <a href="mailto:acarj@uwec.edu">acarj@uwec.edu</a></p>
<p><b>Martha Seroogy, Communications Director</b>          Eau Claire Jazz, Inc.          Phone: 715-836-4092          Email: <a href="mailto:Martha@eauclairejazz.com">Martha@eauclairejazz.com</a></p>	<p><b>Kyran Hamill, President</b>          Eau Claire Jazz, Inc.          Phone: 715-833-7246          Email: <a href="mailto:Kyran@eauclairejazz.com">Kyran@eauclairejazz.com</a></p>