

metro

arts

jazz in july

30th Anniversary

Metro Arts Jazz in July is a month-long festival that celebrates jazz and art through free outdoor concerts throughout our community.

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METRO ARTS ALLIANCE
305 E. Court Avenue
Des Moines, IA 50309
(515) 280-3222
www.jazzinjuly.org

2012 SITE APPLICATION

In its 30th year, Metro Arts Jazz in July is Central Iowa's longest-running summer music festivals and the only festival to focus exclusively on jazz and jazz history. The program includes concerts throughout the month by Iowa jazz artists as well as an educational Giants of Jazz program that showcases the music of influential musicians while interspersing biographical information, creating a historical learning opportunity for everyone in attendance.

Held in partnership with neighborhood sites, Metro Arts Jazz in July concert series exposes central Iowa residents to new music and local musicians, all while promoting the American legacy and art form of jazz. Many of the concerts now include food vendors, visual artists, and children's activities, for a complete entertainment experience.

"Metro Arts Jazz in July is a great way to hear wonderful music free. I look forward to it every summer."

—Lois Sanchez, *Jazz in July Attendee*

Thanks to event sponsors, Metro Arts Jazz in July is presented free to the public. Each year, an average of 20,000 central Iowa residents enjoy live outdoor concerts through the series.

Metro Arts Jazz in July is a signature event of Metro Arts Alliance, a 501(c)(3) not-for-profit corporation whose mission is to advance the creative economy and strengthen our community by engaging central Iowans in arts opportunities and education. In addition to the Metro Arts Jazz in July, Metro Arts Alliance fulfills year-round art education and out reach efforts through Metro Arts Expo and Metro Arts Education such as GreenArts, ArtSmart, and Summer Program. To get involved or to request more information about Metro Arts programs, call 515-280-3222 or visit www.metroarts.org

METRO ARTS JAZZ IN JULY 2012: FREQUENTLY ASKED QUESTIONS

What is Metro Arts Jazz in July?

Metro Arts Jazz in July is a month-long festival that celebrates jazz and art with free outdoor concerts in our community

Who can be a Metro Arts Jazz in July site?

- › Arts venues or arts organizations
- › Neighborhood associations or historic/cultural districts
- › Schools, universities and community organizations
- › Municipalities, governmental agencies and parks departments
- › Public agencies

How are sites selected?

Site selection is based on a competitive application process. Sites are evaluated on three core priorities:

1. The actual location of the outdoor venue where the concert will be held.
 - › Is the venue easy to locate and access?
 - › Can it accommodate up to 500 attendees?
 - › Does it have ample parking nearby?
 - › Can it provide shade for the audience and band?
 - › Does the site have a designated venue reserved in case of rain?
 - › Can the site provide a stage acceptable to the band with adequate power—two 120v–20 amp circuits?
 - › Does the site have special event insurance? If so, can they add Metro Arts Jazz in July as additional insured?
2. The site's ability to engage nearby entities in the event and have them as promotional partners of the concert. Successful sites are those that actively distribute event information to press, radio and other media (websites, social media, email lists, neighborhood newsletter, etc.) to draw an audience of 500 or more.
3. The site's ability to create a community concert event for the entire family through partnerships.
 - › Does the site have vendors selling food and beverages?
 - › Does the site have children's activities?
 - › Does the site engage neighboring agencies, groups, or businesses in their concert?

What happens after a site is selected?

Once a site has been chosen, they will:

- › Pay a \$500 site fee.
- › Attend a site orientation in the first quarter of the year.
- › Provide a 6–8 ft long table and two chairs for Metro Arts Alliance to distribute information at the concert site.
- › If requested by the band, provide a table and two chairs for them to sell merchandise.
- › Designate a site coordinator and provide two volunteers to help the band unload equipment and provide 2 bottles of water to each band member. The site coordinator and volunteers will assist in distributing and collecting audience surveys.
- › Designate an Emcee to welcome audience on behalf of your group.

What do sites get in return?

For sites that are selected, Metro Arts Alliance will:

- › Handle the screening, booking and paying the band
- › Coordinate the overall publicity for the entire concert series including printing schedules and posters, disseminating schedules and press releases to media outlets, and purchasing of print, radio and T.V. advertisements
- › Provide a list of food vendors, visual artists, sound engineers, etc.
- › Provide technical assistance as needed, especially to new sites

How do we sign up?

Complete the Site Application and return it to Metro Arts Alliance.

Metro Arts Alliance
305 E. Court Avenue
Des Moines, IA 50309
phone (515) 280-3222
fax (515)243-0075
reilly@metroarts.org

2012 SITE APPLICATION

Please take a moment to verify the data you entered is correct. In order to fulfill our obligations to you, we ask you to send your commitment on or before January 13, 2012.

Site Name: _____

Primary Site Coordinator Name: _____

Contact's Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Concert Location: _____

Concert Rain Location: _____

Expected Audience Attendance: _____

Would you be interested in incorporating a youth band into your concert? Yes _____ No _____

Are you a member of Metro Arts Alliance? _____

Have you been a Jazz in July site in the past? Yes _____ No _____

Do you have a theme or type of jazz preference? _____

Indicate your first, second and third choice for concert dates.

Please note that for 2012 there will be a standard concert start time of 6:30 PM, exceptions may apply.

JULY 2012

| SUN. | MON. | TUES. | WED. | THURS. | FRI. | SAT. |
|------|------|-------|------|--------|------|------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

JAZZ IN JULY 2012 MARKETING PLAN

Our site is committed to meet the following requirements:

- Promotion to bring an audience of a least 500
- Providing food and beverage vendors
- Providing a stage with appropriate power and light, if necessary
- Providing adequate shade for both band and attendees.
- Providing a back up rain site
- Engaging community partners to create a festival experience
- Providing insurance coverage

Special Event:

As a site coordinator, please provide a description of what you plan to do to enhance the concert experience. This could mean adding a performance, exhibit, demonstration, tour of facility, children's activity or arts-related entertainment.

Please list neighboring entities and their anticipated contribution to your concert

Marketing Plan:

Please share how you intend to get the word out about your site's Jazz in July event. Include a time line with your plan.

Signature: _____ Title: _____ Date: _____

Imporant Dates: December 12th Informational Meeting 5:30 - 6:30 p.m., Urbandale Library

March 5TH Site Orientation

May 28th Site Meeting

