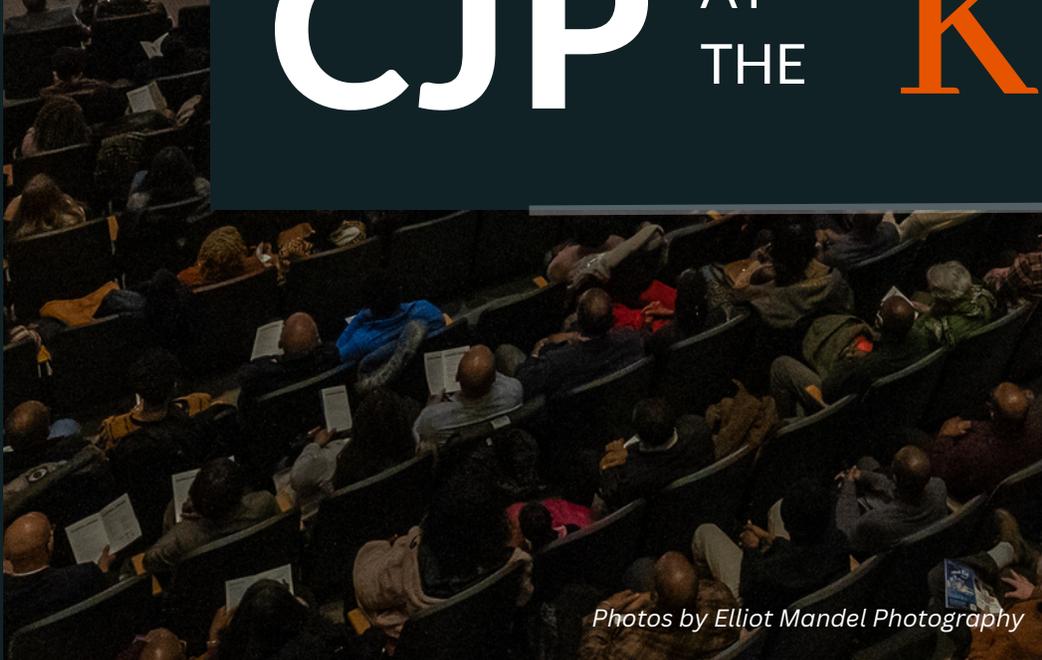


IMPACT
REPORT



CJP AT THE KCA

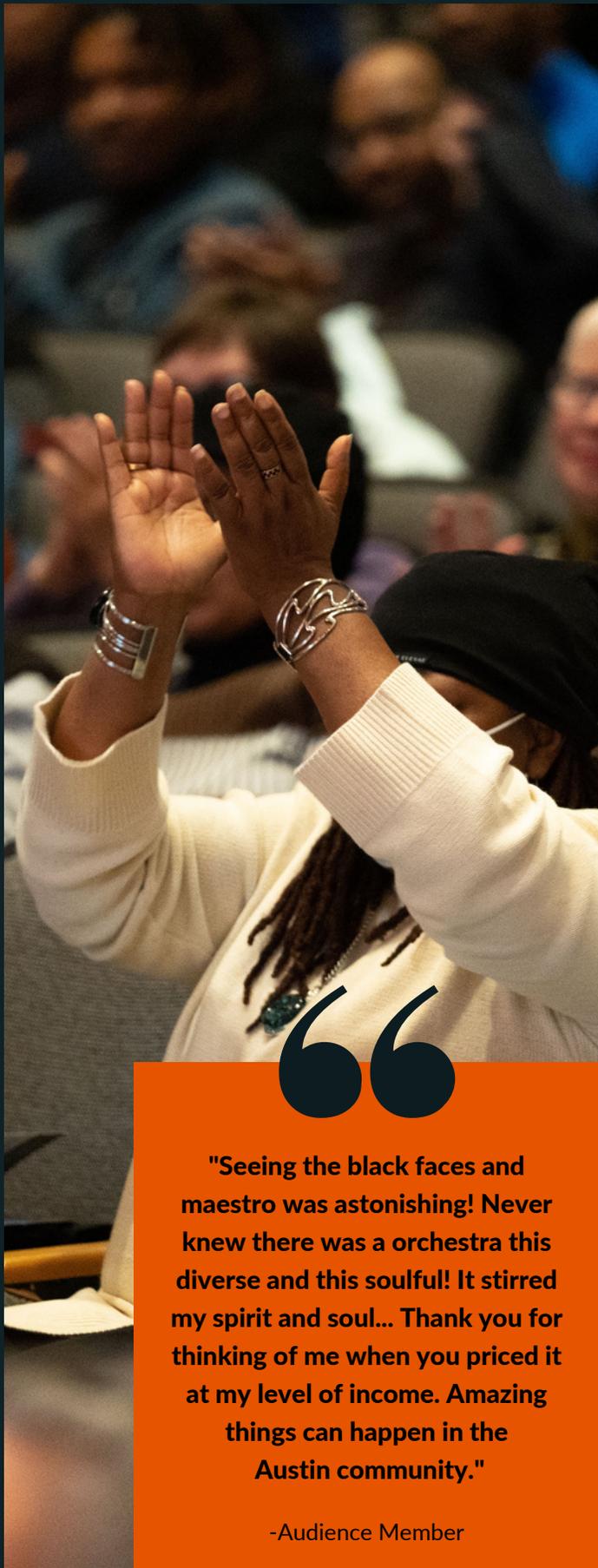


Photos by Elliot Mandel Photography

ORBERT DAVIS'
**CHICAGO JAZZ
PHILHARMONIC**

www.chicagojazzphilharmonic.org
contact@chijazzphil.org
312-573-8932


KEHREIN
CENTER FOR THE ARTS



"Seeing the black faces and maestro was astonishing! Never knew there was an orchestra this diverse and this soulful! It stirred my spirit and soul... Thank you for thinking of me when you priced it at my level of income. Amazing things can happen in the Austin community."

-Audience Member



The Mission:

Remove barriers to the arts

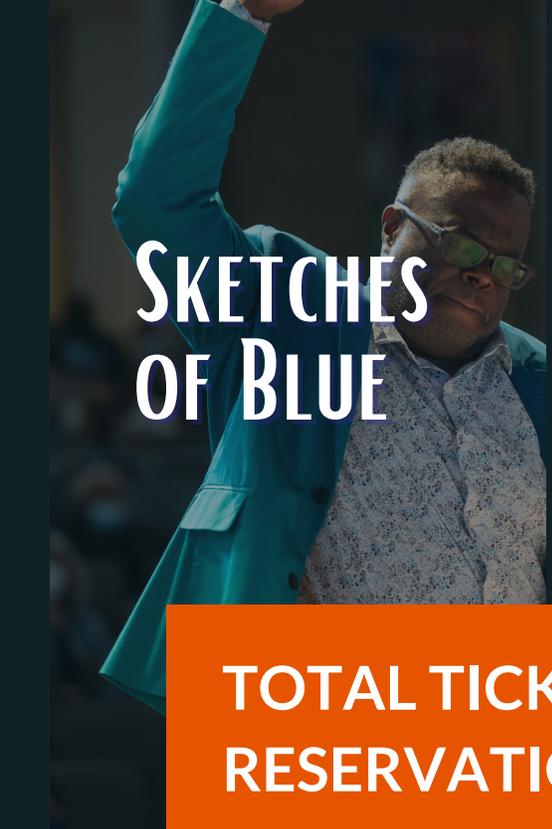
CJP believes that music should be accessible to all and we are dedicated to removing financial barriers to the arts by **presenting concerts in neighborhoods at \$1.00 per ticket**. This mission is realized through partnering with the Austin community, where the median annual household income is \$33,000.

The Vision:

A 3-concert series

CJP envisioned a partnership with the KCA and committed to a 3-concert series spanning two seasons which incorporated student performances and panel discussions by Austin community leaders.

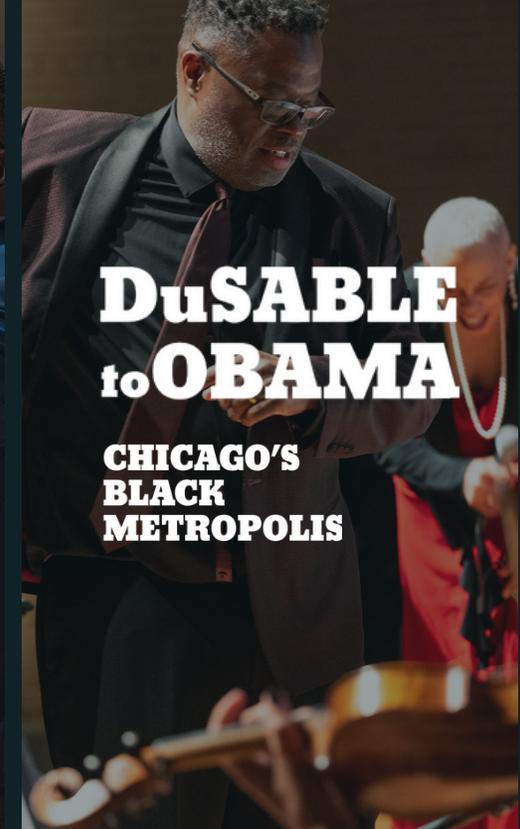
June 12, 2022: Sketches of Blue
September 24, 2022: Havana Blue
February 4, 2023: DuSable to Obama



SKETCHES OF BLUE



Havana Blue



DuSABLE to OBAMA

CHICAGO'S
BLACK
METROPOLIS

TOTAL TICKET
RESERVATIONS

2,326

West Side Engagement

Through community building and marketing efforts, CJP saw a **71% increase** in ticket reservations from west side neighborhood residents between first concert and last concert, realizing our 2016 strategic plan initiative to engage with Chicago's west side.

About the **Kehrein Center for the Arts**

Located in Chicago's historically disenfranchised Austin neighborhood, the KCA is one of the few major projects to occur on Chicago's West Side since the 1968 riots devastated the area. Opened in 2019 after a major capital campaign, the center is seen as a great benefit to the community.



KEHREIN
CENTER FOR THE ARTS

Rebuilding Our Base

In an effort to rebuild our patron and donor base after the pandemic, CJP took a strategic risk by offering \$1 tickets, with an additional option to donate, to these concerts. Not only did this strategy align with our mission to remove financial barriers to the arts in historically overlooked neighborhoods, but it also created a fundraising opportunity by speeding up the ticket buyer-to-donor pipeline.



of patrons donated on top of their ticket fees

\$24 average donation

By creating a mission-driven and community-impacting program, we piqued the interest of major concert funders and sponsors and were able to fully secure the funds to produce these concerts in advance.



On average, 20% of people that donated on top of their ticket **donated a second time** to CJP in a subsequent appeal/campaign and we are expanding our donor base quicker than ever before.



Seeing such a diverse group of people did my heart good. Orbert and the CJP certainly know how to bring people together, across racial, culture and political lines, through the power of music.

KEEP UP THE GOOD WORK!"

-Audience Member



BUILDING COMMUNITY TOGETHER

Student Engagement



Total students engaged: **157**

CJP's Jazz Academy students performed before each concert, and partnered with a neighborhood school Ravinia REACH TEACH PLAY orchestra program in a collaborative performance.

"It was a great opportunity to bring young people and families."

"This music must survive and the kids are the **ONLY** way."

-Audience members

Community Partners

Free tickets to local organizations

- Churches
- Nonprofits
- Schools
- Assisted living facilities

Engagement with neighborhood businesses

- Laundromats
- Restaurants

Community panel discussions

- Lead by neighborhood community leaders **Vanessa Stokes** and **Reesheda Graham Washington**
- Opportunity for people to discuss topics relevant to the Austin community



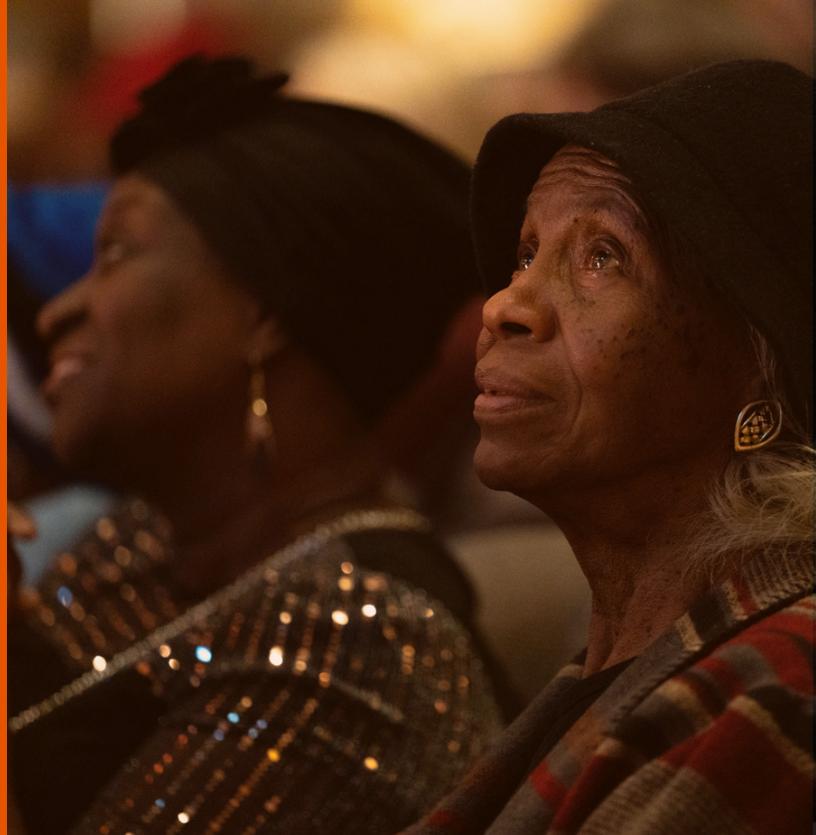
Corporate Community

- 5/3 Bank African American Business Resource Group
Joint VIP reception for Austin area business partners

Meaningful experiences for all

"Thank you for thinking of me when you priced it at my level of income. Amazing things can happen in the Austin community."

"I felt my story the black experience/life counted and was worth sharing."



feel more connected to their community



gained appreciation for new art forms

series average

A cultural home on Chicago's West Side

"I am thrilled to have this beautiful venue nearby. I always wish all good things for the Austin neighborhood and now I know I want to support KCA."

"The building is absolutely beautiful. I loved it and I felt the warmth and professionalism of the staff."

"Thank you for bringing these type of concerts to neighborhoods and at a price that all could enjoy."

