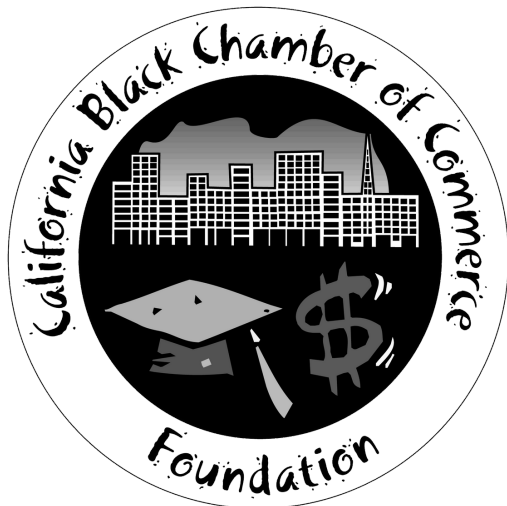


2022 OPEN AIR JAZZ FESTIVAL



Event Date: May 14, 2022

California Black Chamber of
Commerce Foundation

1600 Sacramento Inn Way #232
Sacramento Ca. 95815

916-467-8878



SUMMARY

The Open Air Jazz Festival (“Jazz Festival”) is a free concert to bring communities together and celebrate Sacramento’s historical association with jazz. The California Black Chamber of Commerce Foundation (CBCCF) plans to organize the event at the Cesar Chavez Plaza in downtown Sacramento on Saturday, May 14, 2022, to further its community outreach and cultural development strategy.

Jay King, CBCCF’s President and CEO, who also happens to be a Grammy award-winning singer, songwriter, and producer, has conceptualized the Jazz Festival based on his decade’s long association with leading jazz luminaries and his desire to give Sacramento’s residents something to cheer about after two unprecedented, unpredictable years. With an estimated 5,000 attendees, the event will bring significant economic value to the city and further its reputation as a beacon of diversity and cultural consciousness.

Since its establishment in 1993, CBCC has been dedicated to the economic empowerment of Black and minority-owned small businesses in California. A nonprofit industry association, CBCC’s membership comprises sole proprietorships, small emerging companies, and affiliated city and county-based Chambers of Commerce. CBCCF serves its members through business development, networking and advocacy efforts, and knowledge and information sharing. CBCCF is a tax-exempt 501(c)(6) organization with more than 4,200 members.



Event Overview

Organizing Committee

CBCC has constituted an organizing committee comprising of its staff and staff of its affiliated organizations, CBCC Foundation and KDEE 97.5 FM who will be responsible for implementing the Jazz Festival.

Jazz Festival Organizing Committee:

1. Jay King President & CEO president@calbcc.org
2. Michael Anderson Outreach Coordinator outreach@calbcc.org
3. Angela Lowe Executive Administrator administrator@calbcc.org
4. Rose Langensiepen Operations & Finance operations@calbcc.org
5. Leon Guidry On-air-personality/MC administrator@calbcc.org

Objectives & Deliverables

The core purpose of the event is to build on Sacramento's historical association with jazz, bring the community together in the downtown area and bring economic value to the city. CBCCF has a targeted outreach of 5,000 people, and it will deploy a comprehensive public relations and media strategy to build interest and momentum around the event. CBCCF is confident about the prospects of the Jazz Festival and intends to organize it on an annual basis. The Jazz Festival is scheduled from 11 am to 6 pm on Saturday, May 14, and has been strategically planned during the weekend to take advantage of conducive weather conditions.

Economic Impact

Based on a conservative assessment, the organizers estimate that the hotels within a 1-mile radius of the concert venue could earn \$50,000 in revenue. This is based on the assumption that there would be 20 double rooms booked in 10 hotels at an average cost of \$250 for one night. Additionally, we estimate that there would be average sales of \$10,000 in 25 food and retail establishments as a direct result of concert attendance, leading to an estimated inflow of \$250,000 to the local economy. Although it is difficult to arrive at a viable estimate, economic benefits will certainly reach app-based drivers and public and private parking operators.

Food & Beverage Vendors, Retail Vendors

CBCCF will partner with food and beverage (non-alcoholic) vendors and retail vendors to support the festival. Applications will be solicited, after which the Organizing Committee will decide on the final vendors and retailers meeting statutory requirements. As a pre-condition to the partnership, the vendors/retailers will have to provide a refundable cash deposit of \$200 which will be returned to them upon cleaning their area.

JAZZ...

Performers

The artists expected to perform at the Open Air Jazz Festival include:

- **Niki Harris:** Multi-talented singer, dancer, actress, and choreographer, Harris is best known for being Madonna's backing vocalist for 18 years. She has worked with jazz greats such as Stanley Turrentine, Joe Sample, and the Jazz Crusaders and recorded with Ray Charles, Mick Jagger, Whitney Houston, and Sheryl Crow. She sang at President Barack Obama's inauguration alongside WILL.IAM.
- **Joe Leavey:** singer, songwriter, and producer who blends smooth jazz, R&B, and soul. His album "A Guy Named Joe Leavy" was a SoulTracks.com Critics Choice Best Album Recipient in 2013.
- **Cal Bennett:** Saxophonist Cal Bennett has played and recorded with Stevie Wonder, Dionne Warwick and Donna Summer before transitioning to a solo career rooted in R&B and jazz. Bennett has also appeared in the movie La La Land.
- **All Star Band featuring Derek DOA Allen:** Derek has played bass for Janet Jackson on the Rhythm Nation Tour, TLC and Bobby Brown. He produced a Top 10 R&B record last year with KEM, and is in the Chucki Bookers band University, who are in the final stages of a new release.
- **TAJ:** three-piece band featuring Tanya Scarlett, drummer/singer Ahaguna G. Sun, and keyboard and key bass player James Malone.
- **Greg Chambers:** jazz/pop saxophonist who has worked with Herbie Hancock and Wayne Shorter, and recorded at Capital Records.
- **Shawn Raiford:** a rising star in the Sacramento area music arena, Raiford is an alto saxman who has built a diverse repertoire in contemporary jazz, R&B, gospel, rock, and pop.
- **Anthony AK King:** Compton-based soul singer, musician, producer, and actor.
- **Lucky Witherspoon:** Sacramento-based soul/jazz singer who is the son of the famous Blues singer, the late James Witherspoon.
- **O'Dell Ross:** Sacramento-based R&B/Soul artist.

Saturday, May 14, 2022
Open Air Jazz Festival
11:00 A.M. - 6:00 P.M.
PRESENTED BY:
California Black Chamber of
Commerce Foundation

Vendor Booth Registration Form

Organization / Business Name

Contact Person

Address

City

State

Zip

Email Address

Telephone Number

Description of items to sell:

Are You a Chamber member? No Yes

Email: cbcc@calbcc.org Subject line: Open Air Jazz Festival

Registration

- Registration may be done by email or submitted in person. Call the office for additional information 916-467-8878
- Completed paper forms may be sent to: **CBCCF 1600 Sacramento Inn Way #232, Sacramento Ca. 95815**
- Checks should be made payable to: **California Black Chamber of Commerce Foundation**
- Cost per booth: \$200 refundable deposit for Not-for-Profits & for For-Profits
- Booth registrations due: April 22, 2022

Please Note

- Vendor booths must be set up, staffed and ready to operate by 9:00am. The event will be held from 11:00 a.m. – 6:00 p.m. and we would like to have the booths remain open the entire time. Tear down begins at 6:00 p.m. and must be completed by 8:30 p.m.
- Vendors are responsible for cleaning up their booth area.
- The CBCCF and KDEE 97.5 FM are unable to accept responsibility for any lost or stolen items, or for any equipment other than their own.
- Only one organization or vendor may use each booth space. All vendors must conduct business in their designated booth area only. Non-booth holders may NOT distribute merchandise or fliers of any kind.
- It is the responsibility of all exhibitors to obtain all permits, licenses, etc. The event committee reserves the right to prohibit the sale or distribution of materials that may be illegal, or considered offensive to others.