pennsylvania
COUNCIL ON THE ARTS

PCA Creative Communities
Letter of Interest Coversheet

Lead Applicant Information

Organization: WRTI, of Temple University

Address: 1509 Cecil B. Moore Ave, 3rd Floor

City: Philadelphia **Zip Code:** 19121

Municipality: Philadelphia **County:** Philadelphia

Phone: 215 204 8405

Website: wrti.org

FEIN: 23-1365971

Contact Name: William P. Johnson

Contact Title: General Manager

Contact Phone: 215 204 9335

Contact Email: bill@wrti.org

Organization Type: 501(c)3

☑ **By checking the box, you are indicating acknowledgment of and intention to comply with the local government resolution requirement, if your community is selected to participate in the Creative Communities Pilot Program. (See full application guidelines for more information on this requirement.)**

Letter of Interest (LOI) Submission Instructions: LOI deadline, Friday, June 28, 2019. LOIs must be submitted via email to RA-OAcreativepa@pa.gov.

a. Completed coversheet form with acknowledgment of and intention to comply with the local government resolution requirement, if your community is selected to participate in the Creative Communities Pilot Program.

b. Narrative (3 pages max.)
   - Brief community description.
   - Description of any existing cultural plans and/or experience implementing arts-based development strategies.
   - Description of successful community partnerships.
   - Description of community opportunity or challenge the organization would like to address through this program.

c. 3 Letters of Support (local government, planning, convention and visitors bureau (CVB), business improvment district (BID), chamber of commerce, local arts organization, etc.)

Pennsylvania Council on the Arts Creative Communities

Community and Prosperity through Jazz in Philadelphia

A Proposal from WRTI, Jazz Philadelphia, and Philadelphia Jazz Project

I. Brief Community Description

Philadelphia is well known as a city of neighborhoods, each with its own history, civic pride, challenges, and opportunities. But despite improvements and investments, we remain America's poorest big city, with 26% of residents—400,000 people—living in poverty. Population and investment are on the rise, but it will take much more than just jobs and education to reinvigorate and revitalize our most at-risk neighborhoods. It will also take the arts. The arts are an essential and proven element for achieving vibrant communities.

Jazz has, and continues to be, woven into the fabric of every Philadelphia neighborhood. Nowhere is this more true than West Philadelphia and North Philadelphia, two of the most economically challenged areas of the city. Jazz is a uniquely American art form, as fearlessly innovative as the nation itself, and Philadelphia has been fertile soil for jazz for over 100 years. The city has served as a launching pad for the careers of luminaries such as John Coltrane, Dizzy Gillespie, Billie Holiday, Lee Morgan, Melody Gardot, Christian McBride, Grover Washington, Jr., and Sun Ra.

For a city our size, we have relatively few dedicated jazz clubs, and community institutions throughout the city—churches, community development organizations, libraries, recreation centers, and parks—fill in that gap and offer jazz to neighbors.

Two neighborhoods we propose working in are West Philadelphia near the University of Pennsylvania and North Philadelphia near Temple University. Despite proximity to major universities, these neighborhoods suffer from high poverty rates, rising deep poverty, and decades of disinvestment including public schools with little to no arts programming. CDCs such as Asociacion Puertorriquenos en Marcha and the People's Emergency Center work to counter these conditions, in part with art-based strategies like jazz festivals.

The result of these conditions as a whole is a vibrant, but often invisible, music scene. Masters such as Reggie Workman and Odean Pope are still playing and mentoring the next generation of Philadelphia musicians who will carry the torch of our rich heritage: Eric Wortham, Laurin Talese, Ernest Stuart, Lee Mo, and Arnetta Johnson are just a few. Growing jazz programs at Temple University and the University of Arts are producing world-class players year after year.

But despite its assets—a rich history, a strong pipeline of talent, and a burgeoning creative industry primed for growth as more and more artists, clubs, and companies are priced out of New York—funding for jazz in Pennsylvania is nearly non-existent; we're behind not only states such as New York and California, but also Washington D.C., Michigan, and North Carolina.

For the cultural sector as a whole in Philadelphia, only 4.9 percent of contributed revenue comes from the state; 11.9 percent comes from foundations; and 2.2 percent comes from corporations. That means we need to look at ways to attract investment from national funders and corporate entities. In order to do that, we first need investment from regional stakeholders in order to illuminate, amplify, and build what could be a strong economic development pillar and branding opportunity for the city: a suite of strong community jazz festivals and a keystone international jazz festival.

II. Existing cultural plans and experience with arts-based development strategies

While the City of Philadelphia itself doesn't have an existing master cultural plan, many Philadelphia institutions are using the arts as an economic development strategy that will make our neighborhoods places where people want to live, work, play, and visit—the last of which is especially important as tourism dollars are crucial to our economy; 43 million visitors come each year, and the number is on the rise. In 2017, the arts economy had a $4.1 billion impact on the region.

The William Penn Foundation relatively recently made a commitment to creative placemaking and to upgraded recreation centers and services in underserved neighborhoods; many community development corporations, such as the People's Emergency Center, use the arts as an economic development strategy; Philadelphia has a strong network of nearly 60 CDCs. Recently, the Chamber of Commerce has launched its PHL Neighborhood Growth Project, which includes a priority to create underserved neighborhood revitalization zones and to "nurture the creative community in high unemployment neighborhoods and support community-based arts/ performance/food and museum activities that will help foster a sense of civic pride and artistic expression." They have also just launched their B.PHL Innovation Fest, to be held each year in October, which will market Philadelphia as an innovator in art, music, design, and technology.

In addition, Jazz Philadelphia's current work is heavily centered on a Collective Impact initiative focused on creating a more sustainable jazz ecosystem. This "backbone organization" regularly pulls together stakeholder groups: Presenters (from house concert series organizers to large institutions such as the Annenberg Center of the Performing Arts); Media (PR professionals, writers, social media experts, and local musicians); Education (community music schools, School District of Philadelphia, and university programs); and Musicians and Artists. They are developing a common agenda, to be worked on collectively among these stakeholders, which will strengthen the community as well as Philadelphia's brand as a jazz city. Jazz Philadelphia Leadership Team members also represent diverse institutions, including WRTI, Philadelphia Jazz Project, South jazz club, The Kimmel Center for the Performing Arts, Opera Philadelphia, WXPN, Center City Jazz Fest, Temple University, and the School District of Philadelphia.

There is growing consensus among stakeholders that we need to continue to support jazz in the communities, that supporting women and girls in jazz is a priority, and that the Jazz Philadelphia Summit, successfully launched in 2018, should be organically and sustainably grown over the course of the next few years into a summit *and* international jazz festival. The Musicians and Artist Working Group has already begun brainstorming about what values and goals such an event would embody, and musicians will continue to drive the development of that event.

III. Community Partnerships

Each of the three organizations included in the proposal, **WRTI**, **The Philadelphia Jazz Project**, and **Jazz Philadelphia** have a strong record of community partnership and organizing.

WRTI brings curated jazz and classical music programming with a strong local element to a global audience of more than 300,000 a week, via WRTI 90.1 (HD 1 & HD2) and live-streaming at wrti.org. Essentially an arts anchor institution, WRTI regularly joins forces with partners in the community and presents an average of two live performances and interviews a week, building audience awareness of performances happening throughout the larger Philadelphia region and thereby increasing marketing capacity for numerous arts organizations.

Examples of ongoing partnerships and programs include **Freestyle Fridays**, a partnership with support from the Wyncote Foundation that brings youth from North Philadelphia, an area of the city that traditionally has few resources or arts programs, into the studio. **Astral Artists** regularly visits the WRTI studio for live-to-air and YouTube performances and interviews that remain available on the WRTI website and YouTube, and last September (2018) the WRTI/Astral Artists partnership ventured out into the community to produce the first "music block party" with live classical music in center city, which will now be an annual tradition. WRTI partnerships with existing arts organizations include the broadcast of previous concerts—complete and excerpted—of such ensembles as **The Philadelphia Orchestra, Philadelphia Youth Orchestra, Curtis Institute of Music, and Chamber Music Society.** Plans include partnering with jazz clubs and restaurants in the area to present live broadcasts of performances, such as the May 2019 performances of the Terell Stafford Quintet and Jonathan Scales Fourchestra from SOUTH Jazz Club in North Philadelphia.

Philadelphia Jazz Project's goal is to expand audiences, increase creative opportunities, and to extend the conversation about the music through special events that present a diverse and

intergenerational picture of the Philadelphia jazz community. Its projects have included a collaboration among local musicians and PJP to record a CD celebrating the historical cultural strength and diversity of the Germantown community as a fundraiser for Germantown United Community Development Corporation; a **Summer Sounds/Street Corner Symphonies** project with Visit Philly**,** which presented 45 days of outdoor pop-up performances in Old City; producing pop-up concerts in diverse Philadelphia locations for **Parks On Tap,** a collaboration among PJP, Parks & Recreation, and Fairmount Park Conservancy; and **The Remedy Project, a** musical collaboration between local jazz musicians, healthcare workers, and medical professionals working together to create and interpret classic, as well as new and original music.

Jazz Philadelphia was formed to be a backbone organization for the jazz community and its current mission is to advance the development of the city's thriving and vibrant local jazz scene and to gain recognition for Philadelphia as a world-class jazz destination. In its first year in 2018, it launched the two-day **Jazz Philadelphia Summit**, an event that drew over 300 stakeholders to the Kimmel Center for Performing Arts and the University of the Arts for panel discussions, hands-on workshops, live music, and the opportunity to engage with top music-industry talent and visionary thinkers. In addition to a wide variety of jazz stakeholders, participating organizations included the Economy League of Greater Philadelphia, the Office of Arts, Culture and the Creative Economy, and Philadelphia City Council, which provided a resolution honoring the inaugural summit. Jazz Philadelphia's Collective Impact work, described in section two, is all about developing community-led priorities.

IV. Community opportunity or challenge

WRTI's mission to champion music as a vital cultural resource and its vision to be at the epicenter of the most dynamic music ecosystem in the nation are both advanced by further building partnerships with other strong cultural organizations that enhance Philadelphia's reputation as a world-class jazz destination. This city is steeped in jazz history and there are still many living legends making music here as well as a new group of exciting emerging artists. A reinvigorated collective will serve to cement our status as a world-class jazz city. By forming a consortium among the partners in this proposal, we will trade on the collective experience, leadership, and existing infrastructure needed to create a strong brand for both Philadelphia musicians and the city itself.

We propose a two-pronged initiative: 1) collectively supporting existing community jazz festivals in underserved neighborhoods by coordinating marketing and artist development strategies, and 2) organically and sustainably growing the Jazz Philadelphia Summit into an annual capstone musician-driven international summit and jazz festival that puts a premium on education, developing a sustainable community, and supporting women and girls in jazz. These efforts will lift up underserved neighborhoods, attract tourism dollars for the city, and attract additional investment in the jazz community.

Given the severe lack of funds for arts and culture in the state of Pennsylvania, which hits black artists and black-lead organizations hardest, it's imperative that Pennsylvania institutions invest in their cultural assets in such a way that helps us break into the national funding circle and expand our pool of corporate sponsors, something that the Pittsburgh International Jazz Festival has done for our sister city.

Jazz is a uniquely American art form that rose from the black experience in America, and Philadelphia is the epicenter of American history. As a city, we have an opportunity to name and claim our history and ensure that jazz has a bright future in Philadelphia, and in Pennsylvania, for years to come.

Asociación Puertorriqueños en Marcha
APM
... for everyone

a health, human services and community development organization

Pelayo Coll, Esq.
Board Chair

Nilda I. Ruiz, MBA
President & CEO

To Whom It May Concern:

Asociación Puertoriqueños en Marcha is pleased to write to the Pennsylvania Council on the Arts in Support of the joint application for Creative Communities funding to support jazz music at community music festivals throughout Philadelphia and to build toward our city having an international jazz festival.

All throughout the year, APM offers vital services to our residents. The area we serve in north Philadelphia needs continued investment in order to thrive. While Center City Philadelphia has attracted significant investment over the last two decades, other neighborhoods still lack the resources, services, and jobs that our residents deserve. According to Philadelphia Works, over 53,000 Philadelphians in the labor force are working poor, a condition that affects many people in our service area. These residents work 27 weeks or more in a year but earn less than the poverty income level. Consequently, they often lack access to health services, affordable housing, and food security—all longtime areas of service for APM.

But despite these circumstances, it is a vibrant community worth celebrating and investing in. Each year, our Sugar Cane Festival attendees look forward to presentations from area businesses and organizations, as well as listening to great music and family fun. We offer community residents information about the benefits of foster care/adoption, home ownership, and recycling among other activities. We're also planning to have a children's area with family-friendly activities and games, as well as a variety of health and human services information.

The Sugar Cane Festival attracts thousands of visitors over the course of the day. It helps bring dollars to our local businesses, connects our community, and offers a source of neighborhood pride. The opportunity to work with WRTI, Jazz Philadelphia, and the Philadelphia Jazz project to support and promote the music at our festival is an exciting opportunity. Co-marketing our event with other festivals produced by community development corporations throughout the city will bring new visitors into the neighborhood, along with additional dollars.

Forming a coalition of festivals raises the profile of all of our events, and the idea of these neighborhood-centered events building toward and an international jazz festival each fall will undoubtedly help brand Philadelphia as a music destination. Philadelphia is a city is on the rise, and building on our history as a jazz city is a solid strategy for attracting the additional investment we need to continue to build our neighborhoods.

Sincerely,

Nilda Ruiz, Pres/CEO

1900 N. 9th St., Philadelphia, PA 19122 · (267) 296-7200 · fax: (215) 259-3751 · www.apmphila.org

greater philadelphia cultural ALLIANCE

June 27, 2019

Karl Blischke
Executive Director
Pennsylvania Council on the Arts
216 Finance Building, Commonwealth & North Streets
Harrisburg, PA 17120

Dear Karl and Staff of the PCA,

I strongly support the application of WRTI, the Philadelphia Jazz Project, and Jazz Philadelphia to the PCA's Creative Communities Initiative. The Jazz community is a hybrid of for-profit restaurants, clubs, bars and concert venues, and non-profit festivals, presenters and music educators. Musicians work for both. In recent years there has been growing momentum to mobilize this often-scattered community into a more powerful economic and social force in Philadelphia. The opportunity of your grant program is well timed.

What I love about this project is the way it builds up the Jazz community both in neighborhoods and by making Philadelphia a destination. By supporting existing community jazz festivals and coordinating marketing and the promotion of emerging artists, the project creates a local following, cultivates the talent and careers of aspiring artists, and builds upon existing assets rather than competing with them. The Jazz Philadelphia Summit which launched last fall will build over the next several years into both a professional conference for the Jazz community and a Jazz festival for the public. The festival approach to building audience has been done very effectively in another genre by Opera Philadelphia: by concentrating multiple performances over a ten-day stretch, Opera Philly attracts opera lovers from across the country, including donors who support the art. It both puts Philly on the map artistically and attracts investment from outside our borders. I think this approach could work for Jazz as well.

The Jazz Summit also gathered together a wide range of stakeholders in the Jazz community, something that has not been done effectively before. The Summit united seasoned musicians with

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The Philadelphia Building · 1315 Walnut Street, Suite 732, Philadelphia, PA 19107

deep community credibility with venue owners, media, and aspiring musicians. It took the natural mentoring of the Jazz community up to another level. The proposed project uses the model of collective impact to leverage stakeholders in a process that both respects tradition and celebrates innovation. The three partners in this project each contribute significant impact. WRTI has an existing listener base and the ability to promote live Jazz events broadly, which will also help to launch the careers of local artists. The Philadelphia Jazz Project brings many partners, long experience and broad community reach. Jazz Philadelphia provides fresh thinking about how to collectively build the presence of Jazz, building fans and bringing the opportunity to prosper to underserved residents, especially young musicians. It is a powerful collaborative.

This project builds upon the long heritage of Jazz in Philadelphia and infuses it with new energy that is authentic and inclusive. I have met with the organizers and know first-hand their deep commitment to Jazz as an art form and even more so to the people whose creativity is expressed in this music, most of whom are not touched by other grant programs. This project will build leadership on the neighborhood level and give them a pathway to be an active part of building Philadelphia as a Jazz destination. I encourage the PCA to invest in this project.

Sincerely,

Maud Lyon

President, Greater Philadelphia Cultural Alliance

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Economy League | GREATER PHILADELPHIA

June 15, 2019

Dear Pennsylvania Council on the Arts:

I am writing in support of the joint application for Creative Communities funding submitted to you by WRTI, Jazz Philadelphia, and the Philadelphia Jazz Project. Philadelphia is still America's poorest large city, and arts-based development strategies are a proven way to help bring additional investment and jobs; for this city, in particular, jazz is an art form that has long been a part of the social fabric of our neighborhoods.

It's my understanding that the applicants have a two-pronged strategy that would aid local businesses, continue to develop jazz audiences regionally, and bring attention to Philadelphia as a jazz destination for national and international tourists.

The first strategy in the proposal—to co-market existing jazz festivals and programming at the community level, especially in underserved neighborhoods—does well to build on existing community interests and programming infrastructure. Bringing existing jazz audiences into new neighborhoods will drive dollars to local businesses.

This arts programming work is often led by community development corporations who know how to make change in their neighborhoods but who always benefit from additional investment. The Economy League would love to see place-based arts strategies have more support. In addition to music, these festivals are also places where CDCs offer constituent services; for example, Beech Corporation in North Philadelphia, near Temple University, has a history of providing health screenings and other beneficial services during its jazz festival.

It also happens that the Economy League is deeply engaged in several projects in North Philadelphia, including the Lenfest North Philadelphia Workforce Initiative, which aims to increase labor force participation in Temple University's self-defined 8 ZIPcode footprint, as well as a redevelopment project that seeks to revitalize blighted blocks in the Tioga section with workforce housing for employees of Temple University and Health System. We believe that cultural programming can help improve quality of life and social cohesion in neighborhoods that still need investment.

The second strategy in the proposal is to help bolster the existing programming of the successful Jazz Philadelphia Summit to include more music year-over-over year, and to grow the event into an international jazz festival. Having a high-profile jazz event would no doubt attract tourists from throughout the region and world, fill hotel rooms, generate revenue for local businesses, and retain and create jobs.

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economyleague.org

Economy League | GREATER PHILADELPHIA

Having participated in last year's Jazz Philadelphia Summit on their Economic Impact of the Arts panel, I can say that Jazz Philadelphia and its partners are the right organizations to lead this effort. Knowing that I was joined on stage at the Kimmel Center for the Performing Arts by members of City Council, festival directors from the Berks Jazz Fest and Pittsburgh International Jazz Fest—as well as the city's Chief Cultural Officer—I can say they already have experience pulling in diverse key partners and examining best practices. Multi-year seed funding from the state would allow time for these partners to refine their approach and create a sustainable suite of programming.

Finally, a yearly, multi-month arts trail of community jazz festivals culminating in an international jazz festival would no doubt attract additional investment from outside Pennsylvania. At the same time, it would honor the heritage of our city's deep jazz roots as the home of Coltrane, Sun Ra, Holliday, and many others. We would do well to support the next generation of jazz greats from Pennsylvania.

Sincerely,

Jeff Hornstein
Executive Director

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economyleague.org

CITY OF PHILADELPHIA

OFFICE OF ARTS, CULTURE AND THE CREATIVE ECONOMY
116 City Hall
Philadelphia, PA 19107
(215) 686-3989

KELLY R. LEE
Chief Cultural Officer

June 27, 2019

Karl Blischke
Executive Director
Pennsylvania Council on the Arts
16 Finance Building – Commonwealth & North Streets
Harrisburg, PA 17120

Mr. Blischke:

Philadelphia is home to many cultures and artistic traditions that deserve celebration and investment, and jazz has long been a major part of our city's heritage. The Office of Arts Culture and Creative Economy (OACCE) in Philadelphia is pleased to support the application of WRTI, Jazz Philadelphia, and the Philadelphia Jazz Project to receive funding through PCA's Creative Communities Grant Program.

While Philadelphia has experienced a loss of dedicated jazz clubs over time, jazz continues to remain a major part of Philadelphia's culture in every neighborhood in the city. All year round, it's presented in churches, in public parks, in homes, in museums and galleries, and at community music festivals, among many other places. During jazz appreciation month in April, OACCE leads the City's celebration of Jazz Appreciation Month; promoting more than 300 events and presenting concerts, dance lessons, art exhibits and film screenings throughout Philadelphia's diverse neighborhoods. Our Philly Celebrates Jazz campaign was created to celebrate the past and present of Jazz in Philadelphia, and momentum has begun to build in the jazz community in a promising way.

The application from WRTI, Jazz Philadelphia, and the Philadelphia Jazz Project seeks provide collective marketing and artist development of jazz festivals that happen beyond April and across the city – creating a service program to support Philadelphia's jazz community, by developing a stronger brand for Philadelphia as a jazz destination will give more Philadelphia jazz musicians access to promotion and professional development. We often lose some of our most talented artists and musicians to other locales with stronger branding and infrastructure as jazz cities—New York and New Orleans among them. Connecting and convening the jazz community gives it strength, and will help build a more sustainable environment for these artists to thrive and grow.

I urge your support of this application and thank you for considering investing in Philadelphia.

Sincerely,

Kelly Lee
Chief Cultural Officer
City of Philadelphia

PEC

PEOPLE'S EMERGENCY CENTER

Nurturing Families, Strengthening Neighborhoods, Driving Change.

June 11, 2019

Sarah Merritt
Director of Pennsylvania Creative Communities
216 Finance Building
Harrisburg, PA 19120

Dear Ms. Merritt,

People's Emergency Center Community Development Corporation (PECCDC) lends its full support to WRTI, Jazz Philadelphia, and the Philadelphia Jazz Project's application to PCA's Creative Communities Pilot Initiative in support of co-marketing our community jazz festivals and of working toward building an International Jazz Festival within our city. As a proponent of the Philly jazz scene and a local leader in community development, PECCDC enthusiastically supports this project and is excited about its potential impact. Through a coordinated and collaborative effort led by WRTI, Jazz Philadelphia and others, we believe this project will help boost the signal of Philadelphia's jazz scene throughout the region and beyond.

PECCDC's West Philadelphia communities continue to face a wide variety of issues related to decades of neglect and limited access to information and resources. With numerous investments being made in parts of our target area and the subsequent neighborhood changes brought on by the expansion of local colleges and institutions, our community is at a tipping point between affordability and gentrification. Through creative placemaking, we seek to help chart a fair and equitable future for our community—one which preserves and enhances our unique identity through dialogues around race and culture and the promotion of local culture and heritage.

PECCDC's annual Lancaster Avenue Jazz and Arts Festival, now in its 13th year, brings together thousands of neighbors and visitors from throughout the region for a one-day celebration of Philadelphia's rich jazz history and the continuing revitalization and storied history of our West Philadelphia neighborhoods. Held in the Saunders Park at the corner of 39th Street and Powelton Avenue on the third Saturday in July, our festival includes live jazz performances, numerous arts vendors, and presentations about jazz in Philadelphia. The goal of this free, family-friendly event is to expose disadvantaged residents within our surrounding neighborhoods to high-quality jazz music, to promote local businesses and neighborhood groups, and to facilitate greater community pride and interaction.

A major goal is for PECCDC to introduce residents in our under-served communities to the thriving arts and cultural community which exists throughout Philadelphia and the surrounding region. While numerous art

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Community Development, Digital Inclusion, & Policy
Families First
3939 Warren Street
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P: 267-777-5865

Housing & Services
Gloria's Place
3902 Spring Garden Street
Philadelphia, PA 19104
P: 267-777-5868

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galleries, music venues, and arts organizations exist within a 5-mile radius of these neighborhoods, many of our more under-served residents rarely leave the community. Our long term desired outcome is to generate interest and enthusiasm for the arts in general, encouraging residents to explore the vast network of cultural institutions that Philadelphia has to offer. Co-marketing our community jazz festivals will help give residents a reason to visit other neighborhoods and bring additional dollars to local businesses.

In addition to the Lancaster Avenue Jazz & Arts Festival, PECCDC has implemented a number of other place-based community arts projects in recent years. From our Neighborhood Time Exchange artist residency project with the Mural Arts Program, to a new exciting partnership with the Barnes Foundation, we continue to create opportunities in which artists and culture-bearers of color can maximize their potential, and where all people are able to participate equitably.

I hope the PCA will join me in seeing the immense potential that strategically co-marketing our community jazz festivals, culminating in a yearly International Jazz Festival, would have on not only Philadelphia, but Pennsylvania as a whole. Thank you for your consideration.

Sincerely,

James Wright
Director of Community, Economic & Real Estate Development
jameswright@pec-cares.org
(267) 777-5853

VISIT PHILADELPHIA
visitphilly.com uwishunu.com

June 21, 2019

Dear Pennsylvania Council on the Arts:

On behalf of VISIT PHILADELPHIA, the official tourism marketing agency of Philadelphia and the five-county region, I am pleased to write in support of the joint proposal developed by WRTI, the Philadelphia Jazz Project and Jazz Philadelphia. This project seeks funding through the Creative Communities grant program and has strong potential to increase civic pride among residents, drive regional visitation from leisure travelers, and generate economic impact for Greater Philadelphia and the Commonwealth.

VISIT PHILADELPHIA recognizes that to increase growth and opportunity in our region, we must build momentum through strategic collaborations. To that end, with the necessary funding, the community jazz festivals will empower local artists to collaboratively strengthen Philadelphia's position as a vibrant arts destination while offering visitors new reasons to come to Philadelphia, do more and stay longer.

Greater Philadelphia's tourism and hospitality industry is vital to the region's economy. In 2017, the industry generated $11.5 billion in total economic impact and $7.1 billion in direct visitor spending. Of that spend, entertainment and recreation accounts for 11% ($786 million); the community jazz festivals proposed by this project will increase direct visitor spending while supporting some of the 98,300 jobs within the tourism and hospitality industry.[1]

The leisure segment is a key driver of Philadelphia Center City hotel demand, topping 1.1 million room nights in 2018, a year in which one-in-three hotel bookings were here for leisure—or here to have fun.[1] This festival will provide an exciting, fun reason for visitors to book a hotel room and stay overnight.

We are pleased that these leaders of Philadelphia's arts and cultural offerings are actively working together on behalf of Philadelphia's jazz community to bring to the region a set of jazz festivals for the benefit of residents and visitors alike.

Thank you for your consideration of this proposal and thank you investing in Greater Philadelphia.

Sincerely,

Jeff Guaracino
President & CEO
VISIT PHILADELPHIA

[1] *Sources: Econsult Solutions, Inc. and Longwoods International*