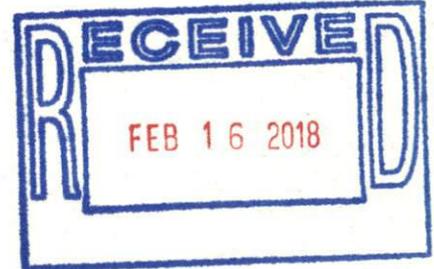


JEFFERSON STATE CHORAL COALITION

THE AMERICAN JAZZ & POPULAR MUSIC CHORAL ENSEMBLE

15 February 2018

Diana Shiplet
Administrative Analyst
City of Ashland



Re: Financial Assistance Award Contract
Awarded to: Jefferson State Choral Coalition

Dear Diana and the Grant Committee,

We are reporting back to you regarding our usage of the grant you awarded us.

The \$5000 grant applied to two concerts and was divided into two areas.
Concerts:

July 4th, 2017 with guest artist, Craig Chaquico in Lithia Park
Jefferson State of Mind

November 18, 2017 with guest artist, Darlene Reynolds-Cooper
A Holiday-Gospel Celebration

Areas:

Guest Artists - \$3500

Advertising - \$1500

Regarding advertising, we realized we could easily spend the whole \$1500 for just one of the concerts. Since there would already be numerous tourists in Ashland on the 4th of July, we decided to use most of the money to bring tourists back in to town for the November concert.

The July 4th concert was a repeat performance of our Spring Concert on May 20th in the SOU Music Recital Hall. As we began advertising for that concert, we realized that we needed to wait on advertising the 4th of July concert because if people knew they could see the concert for free on July 4th, they might not be inclined to purchase tickets for the May concert.

Jefferson State Choral Coalition ~ P.O. Box 3584, Ashland, OR 97520 · JeffersonStateChoralCoalition.com

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Since our expenses for the May concert were considerable (over \$13,000.00), we needed to sell as many tickets as possible.

So we didn't start advertising the July 4th concert until the night of the May 20th concert. We knew from ticket sales that we had Craig Chaquico fans from as far away as San Francisco and Palo Cedro, California; Longview, Washington; and more locally, Bandon, Bend, Klamath Falls, Roseburg and Mt. Shasta. And we encouraged them to spread the word and even make a return trip on July 4th.

We knew from Kelsey Frantz that approximately 20,000 people watch the 4th of July Parade. So to reach the tourists already in Ashland, we felt that the float we would enter in the Parade that morning would be our best advertising. Our float carried 24 of our singers with more singers walking and dancing along side as we sang our way through downtown Ashland. Two of our singers carried an 8 foot tall sign inviting the Parade-watchers to our show in the Bandshell.

After the Parade and throughout the day we maintained a Booth in the Park to advertise the evening concert and our singers who manned the Booth informed many passers-by that the fun activities in the Park would be extended into the evening by our Free to the Public concert. Lots of folks said they planned to stick around and we encouraged them to bring take-out food from several of the restaurants close by and picnic out on the lawn in front of the stage. The enclosed photo shows that our concert was enjoyed by approximately 300-350 attendees. Also enclosed is a signed "thank you" photo from our Guest Artist, Craig Chaquico. I've enclosed a second photo of our audience enjoying Craig's solo performance.

The 2nd of the two concerts, on November 18th in the SOU Music Recital Hall was sold out! We purchased an advertising package from The Oregonian in Portland that included an ad in their Entertainment section, a week of Online Impressions, and a spot in the Holiday Events guide. I wish there was a way to determine how many out-of-towners we had in our audience. We do have a PayPal receipt from an online ticket purchaser in Olympia, Washington. But most of our sales were cash purchases. The

audience turn-out would certainly indicate that we reached beyond our usual demographic.

Here are our guest artist and advertising expenses for both concerts:

	<u>Guest Artist</u>	<u>Advertising</u>
<u>4th of July with Craig Chaquico</u>		
Craig Chaquico (add'l. \$2500.00 from operating fund for total of \$5000.00)	\$2500.00	
Parade, Booth & Banners (add'l. \$392.58 from operating fund for total of \$499.12)		\$ 106.54
(Our total cost for July 4th concert: \$6990.62)		
<u>November 18th with Darlene</u>		
Darlene Reynolds-Cooper	\$1000.00	
Oregonian Ad Package Advertising Design (add'l. \$92.12 from operating fund for total of \$125.12)		\$1360.46 33.00
(Our total cost for 11/18 concert: approx. \$18,000.00)		
AREA TOTALS	\$3500.00	\$1500.00
TOTAL		\$5000.00

We learned a lot in our first year as a nonprofit. We tried things we've never tried before and we achieved them, thanks in part to your support.

We're very grateful for your generosity.

Markita & Kirby Shaw, Directors
& the singers of Jefferson State Choral Coalition

JEFFERSON STATE CHORAL COALITION with CAARE CHARMED JULY 4th, 2017





Erving Chaquico Concert
July 4th, 2017