

# **For Immediate Action:**

## Designation of Prescott Downtown Jazz Zone

\* Zone location is a suitable possibility for area regarding Cortez St. corridor between Gurley St. & Sheldon St, to include Hassayampa Inn (**cornerstone of the jazz zone**).

\* Erect street signs, plaque or monument to highlight the area's jazz zone and activities.

# **MONTH OF APRIL, 2011:**

## Zone/Fest Publicity Campaign

**In 2001 the Smithsonian Institute dedicated the Month of April as Jazz Appreciation Month, (JAM) which offers the most excellent timing and opportunity to enlist JAM support for raising public awareness regarding the Prescott area's history and jazz zone, through newspaper articles and programs during Jazz Appreciation Month.**

- We will encourage Sharlot Hall and the Historical Societies to do a special program/exhibition during April.

- Prescott Jazz Society will collaborate with youth organizations, the local museum, public library, (NAU-NPR) college and public radio/TV station, other arts and humanities organizations along with traditional media outlets to create a community-wide promotion.
- Organizing a local tour of significant jazz sites/venues during April w/venue support.
- PJS will encourage the libraries to feature jazz related CDs, books, and videos during April.
- Enlist cooperation of Elks Theater to present a special exhibit/program/performance regarding local jazz history and honoring local jazz figures that have joined the ancestors,

(may also consider including a swap-fest and connectively developing an on-going program for collecting unwanted jazz CDs for donating to nursing homes).

- Explore Elks Theater event possibilities for linking up with other jazz societies in the state or region to arrange block booking of a touring jazz band or just bringing a single celebrity to perform w/locals.
- Also considering possibility of organizing and presenting a jazz ball/dance (Prescott Resort or Hassayampa Inn) for celebrating the big-dance band era.

# Financial Support/Funding

## *Annual increase in Tourism:*

- Will receive financial assistance from City of Prescott (B & B Tax?) with matching fund proposals (RFP) to local/regional/national art organizations.
- Jazz Venues/Owners will be expected to contribute a matching amount for increased entertainment investments.
- Restaurants w/no entertainment menu ?? will also be solicited for auxiliary funds as their businesses will benefit from the increase in foot traffic.
- Selected admission charges will apply (i.e., Prescott Resort, Hassayampa Inn/Ballroom, Elks Theater, etc.)

## SUMMARY STATEMENT:

Everyone benefits from increased tourism which a Prescott 'jazz zone' (with proper promotion) will affect, without doubt or question. There is not another jazz scene (ability to walk from one venue to the next) in the whole state of AZ or the southwest including most of California. However, jazz scenes/zones have traditionally existed and continue to thrive throughout the world.

More information: 928-237-7908