



# Halifax Jazz Festival HRM Signature Events Program



HALIFAX  
**JAZZ**  
FESTIVAL

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## HIGHLIGHTS

- 88 performances including 64 Free concerts in HRM's vibrant public spaces
- Website traffic 119,000 Unique visitors +64.4% increase over last year
- 20% Increased attendance and expanded audience demographics
- Gender equality, racial diversity & safe spaces

# Goal #1

Grow audiences for Halifax Jazz Festival by 25% over the next three years.

Diversify audiences

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graph TD; A[Diversify audiences] --- B[Build on reputation as a multi-day experiential tourist destination]; B --- C[Expand our audience in HRM to underserved communities];
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Build on reputation as a multi-day experiential tourist destination

Expand our audience in HRM to underserved communities

## Goal #2

Double the number of in-year performances and educational workshops across HRM.

Partner with community presenters

Focus on youth retention to build future audiences

Expand CMW programming to include in-year programming

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## Goal #3

Increase profile as a leader in the festival arena.

Sharing information and resources

Engage with regional and national industry associations

Inclusive initiatives for accessibility and safer spaces

To achieve these goals investment in staffing, marketing and programming is required.

Fundraising, foundations, sponsorship development and VIP Experiences

Expanding ticket and concession revenues

Funding & employment programs



Thank you