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Monday, November 25, 2019

City Council
c/o City Clerks Office
2nd Floor, City Hall
222 3rd Avenue North
Saskatoon, Sask. S7K 0J5

Dear City Council:

The Saskatchewan Jazz Festival, Inc respectfully requests that this letter requesting a funding increase from \$40,000 to \$60,000 for our City of Saskatoon Cultural Grant be added to the budget deliberations agenda.

As the largest music Festival in Saskatoon serving over 70,000 attendees on a \$1.8million dollar budget annually, we were encouraged that city administration had recommended the Saskatchewan Jazz Festival be given flagship cultural organization distinction. Approved by City Council, the acknowledgement of the Saskatchewan Jazz Festival as a flagship cultural organization was a positive indication of the work, scope, economic and community benefits, and growth of the Festival. Equally important, the distinction elevated the organization to a new and critically needed funding level.

As outlined in the Cultural Grant Program application, the "objective of the Culture Grant Program is to build capacity within the arts and culture sector in Saskatoon" and "to provide funding support to cultural organizations in Saskatoon in recognition of their role in providing cultural activities for Saskatoon residents and visitors, and the contribution they make to the quality of life and economic prosperity of the city for the well-being and prosperity of the community". As outlined in the grant information, flagship cultural organization distinction should reach \$60,000 as the minimum funding level.

We are aware of the changing landscape in the cultural sector and are committed to growing and adapting our operation to meet emerging needs and challenges to achieve financial stability and sustainability. Despite strong financial management, governance structure, staff, volunteers, and

support from tens of thousands of attendees, the challenges to the Saskatchewan Jazz Festival are numerous. Weather, global competition, and economic factors such as currency exchange and continuing increases in operating costs have put considerable and concerning strain on the organizations operating reserve. And while this funding request is critical in the short term, the organization is diligently working to incorporate fundraising and sponsorship strategies that when combined with strong and stable funding will ensure the Saskatchewan Jazz Festival is strong, viable, and sustainable.

We acknowledge and thank the city administration staff for their ongoing consultation and mentorship and we are thankful for the progress city administration has accomplished to support the cultural community. In fact, we are able to submit this request because of the progress made by city administration.

Thank you for your consideration of our request. Should you have any questions, please feel free to contact Kevin Tobin, our Artistic Director, at (306) 653-8350, or kevin@saskjazz.com.

Sincerely,

A handwritten signature in cursive script that reads "Shawna Nelson".

Shawna Nelson
Board Chair
Saskatchewan Jazz Festival, Inc