



Sharing the Vision

2011 TD TORONTO JAZZ FESTIVAL

Beyond Boundaries



For the past 25 years, the TD Toronto Jazz Festival has sought to present the best in local, national and international jazz artists. Established veterans, emerging artists and jazz provocateurs have performed under the tent, in theatres and in clubs, frequently flirting with and pushing beyond established musical boundaries.

The 2011 TD Toronto Jazz Festival – our 25th anniversary – was perhaps our best ever example of moving beyond boundaries. With the help of a Celebrate Ontario grant, our opening night party with Aretha Franklin hosted 18,000 music lovers, all for free. Elsewhere over the ten days, a hip-hop group took to our mainstage. At The Horseshoe Tavern, a crowd of 20- and 30-somethings danced to a sexagenarian soul legend. An opera star sang jazz standards. A comedian used words and rhythm to improvise as well as any horn player. By moving beyond the boundaries of a typical jazz show, we were able to reach more people, in more places, than ever before.

In 2011 we also continued to move beyond borders. Toronto's outstanding jazz talent was featured on our main, outdoor and club stages, as were musicians from across Canada and from no less than 15 other countries around the world. Moving away from our central hub, we presented programming at Shops at Don Mills and in the Distillery District. With expanded educational programming we reached beyond the boundaries of the classroom, providing outstanding performance and training opportunities for emerging jazz artists and audience members of all ages.

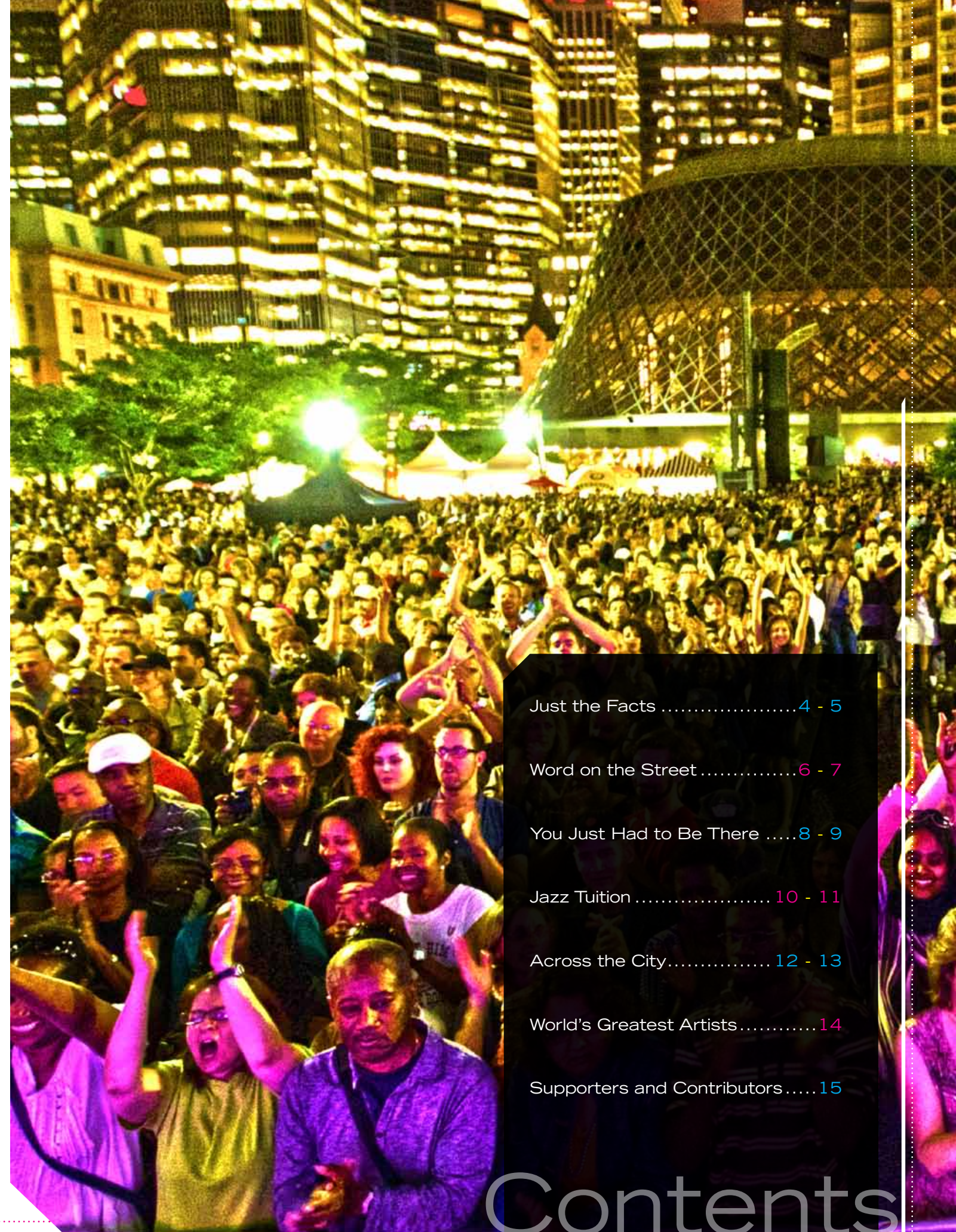
Celebrating a 25th anniversary is quite a feat, and it was a pleasure to look back this year on all of the outstanding musicians who have graced the Festival's stages since its beginnings. We've presented the biggest names in jazz – some as relative unknowns – and there are stories to accompany almost every performance. But the talent is only one part of the Festival. From title sponsor TD to our "Friends of Jazz" to our outstanding audiences, everyone has played a role in creating the success we have enjoyed for 25 years.

In the end, though, 25 is just a number. A cause for pause and reflection, certainly, but we have much more work to do, and many more boundaries to push. After a great 2011 – and thanks to your continued support – we look forward to 2012, and to building the Festival for the next 25 years.

Sincerely,

A handwritten signature in cursive script that reads "Joshua L. Grossman".

Josh Grossman
Artistic Director



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Just the Facts

Over the past 25 years, the Toronto Downtown Jazz Society has....

- Presented over 25,000 artists, 85% of whom were Canadian
- Presented over 1,900 free public concerts
- Contributed over \$420 million to the GTA economy
- Welcomed over 8.5 million people to the Festival



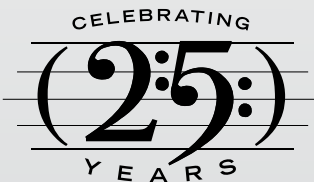
For 25 years, the TD Toronto Jazz Festival has presented some of the biggest and best names in jazz, but the hallmark of a truly great festival is that delicate mix between established names, young lions of jazz and hidden gems. Looking back on a quarter century of memories and music, it is clear to see the Festival struck the right balance. Aside from the obvious names such as Roberta Flack, Miles Davis, Cab Calloway, Dizzy Gillespie and Sarah Vaughan during those first few years, others have graced the line-up playing in much smaller venues. The stars of today were yesterday's musicians making their way through the ranks. Who were some of those artists?

In 1988, a then up-and-coming vocalist was making her debut at George's Spaghetti House. Her name? Diana Krall.

*Harry Connick Jr., is the consummate jazz crooner, but he was not always the established legend he is today. The Toronto Jazz Festival was the very first to introduce HCJ to the Canadian market when he played *The Diamond* back in 1989.*

Listed as one of the 100 Greatest Guitarists of all Time by Rolling Stones Magazine, Derek Trucks made his Festival debut at the tender age of 11 performing with Dr. Hector & the Groove Injectors. Trucks is perhaps the Festival's youngest performer ever.

From its modest beginnings, the Festival has steadily grown over its 25-year history. What once started with just a handful of venues and musicians, and just eight days, is now a ten-day affair spread throughout Toronto featuring some of the brightest and best in music today.



Every year in June, the TD Toronto Jazz Festival kicks off summer and paints the city with jazz. With more than 1,500 musicians, 350 concerts and 40 venues entertaining an impressive 500,000 patrons, the Festival has built its reputation on presenting world class talent. However, none of this would be possible without a world class city to play host. The Festival has evolved over the years and continues to add to the cultural fabric of the diverse city of Toronto, marking late June as one of the most important (and largest) music festivals on the social entertainment calendar.

- 70% of attendees are between the ages of 19 and 59 years
- Male:Female Ratio 53:47
- 62% of attendees earn more than \$80,000
- 92% of attendees agree that the Festival enhances quality of life for residents
- 78% of attendees rated the quality of the Festival entertainment as "Excellent"
- Total economic impact of the 2011 Festival estimated at \$22.7M



Aretha Franklin takes a photo of the audience

Word on the Street

The TD Toronto Jazz Festival took all social media channels by storm this season to better connect with patrons, volunteers and other valued stakeholders. Social media is now one of the best strategies, leveraging web-based and mobile technologies, to communicate, engage and exchange useful information with people all around the world. Sharing pictures, answering questions, the latest concert updates, contests and of course a real time play-by-play of all the excitement were just a few of the ways Festival-goers were kept in the loop. Across Facebook, Twitter, Flickr, and the Festival website, fans were buzzing about all that the 25th year had to offer. Word on the street is that people were thrilled, and here's the proof...



manfrommuskogee
“...@TorontoJazzFest you are a class act. Amazing lineup this year. #tdjazzfest...”

misstraceyolan
“Hey @TorontoJazzFest #ArethaFranklin has been trending for over 24hrs now! Nicely done.”

eugene_rosos
“Going down to the @TorontoJazzFest for a little culture #fb.”

HeidyMo
“@torontojazzfest Spanish Harlem Orchestra rocked it last night! Great last min addition. For those who missed it, you missed BIG!!”

tomouse
“Smokin hot Average White Band & Stax heroes ripped another killer show at @torontojazzfest #TDjazzfest#Toronto”

Editorial & Advertising

Word gets around...the Festival garners local, national and international attention with editorial impressions reaching over 48 million (print – 34.4 million; broadcast – 14.2 million) and advertising impressions reaching over 59 million (print – 21.5 million; broadcast – 21.2 million; online – 1.4 million and outdoor – 15 million).

Facebook

Keeping with the trends, the TD Toronto Jazz Festival created a whole new Facebook page to better connect with loyal followers. Launching just one month before the Festival kicked off, the page attracted more than 1,200 “likes”, the latest Facebook popularity metric. A go-to spot for updates, pictures, videos and conversing jazz fan to jazz fan, Facebook is where patrons headed to be a part of this growing social network.

Twitter

140 characters does not seem like a lot, but multiply by 808, and that's how many times @TorontoJazzFest was mentioned during the Festival's 10 days of non-stop musical fun. Twitter is one of the most popular social media tools, allowing users to share information, pictures, videos and their favourite Festival moments in real time. With over 5000 followers, the TD Toronto Jazz Festival can connect with fellow tweeters everywhere to converse on the hottest jazz topics. This year, Aretha Franklin and Bootsy Collins took over the Twittersphere and became trending topics, a feat the Festival is happy to brag about.

Website

After a recent facelift, the Festival website has anything and everything related to Toronto Downtown Jazz and beyond. Looking for artists categorized by day? Venue? Genre? Look no further because www.torontojazz.com has it all. Experiencing a surge in popularity, the Festival's 25th anniversary brought in record traffic to the site. With 148,521 unique visitors and 1,060,423 page views between April 2011 and July 2011, there is no doubt this is the place for everyone, from the jazz experts to the musical neophytes. To celebrate the Festival's silver anniversary, a mobile website was also created, making it much easier for patrons to browse all the Festival happenings on their smartphones.

You Just Had To Be There

Every year the Festival breaks new ground with never before seen performances, collaborations, record crowds and some behind the scenes surprises. The 25th Festival anniversary was no exception, boasting some of the most memorable moments for staff, patrons, volunteers and everyone in between. Branford Marsalis and Joey Calderazzo presented a world premiere performance, opera legend Jessye Norman wowed crowds, and Canada's jazz sweetheart Nikki Yanofsky closed down the Festival with everyone's favourite Olympic tune, *I Believe*. What can we say? You just had to be there...

Kicking off 10 days of non-stop music and fun has never been easier! Aretha Franklin brought down the house (and stopped traffic) with a remarkable performance that attracted 18,000 fans and closed King Street for a party that lasted well into the late night. Classics like *Natural Woman* and *Say a Little Prayer* had patrons marveling in the glory of the Queen of Soul, a free show for the ages!



We lost count, but Bootsy Collins managed to squeeze a record number of people (and amps) on stage for a loud, colourful, and funkadelic show under the tent. Between his multiple, glittery costume changes and walk through the crowd mid-song, diehard Bootsy fans enjoyed a once in a lifetime performance. Wonder if his star-framed glasses will start a trend...



Gee baby, ain't I good to you? I think all patrons would be in agreement that the answer on this evening was yes. What started out as a simple double bill turned into an amazing onstage moment when Molly Johnson joined the legendary Count Basie Orchestra to sing this romantic jazz classic. The unexpected collaboration of two music giants had audiences captivated, even more so than a diamond ring or big Cadillac car.

Because jazz is all about improvisation, why not invite a comedian who is a master at the craft? Reggie Watts performed a musical comedy hybrid show that can only be described using one word: outrageous. Was it his one painted fingernail? How about his out-of-control hair? Maybe the speaker he blew just as his show was coming to a close? Whatever it was, you just had to be there!



Jazz Tuition

Since its beginnings, jazz has thrived as an oral tradition, with each generation passing on wisdom to the next, often for free, and often on the bandstand. Each year the TD Toronto Jazz Festival seeks to carry on this tradition, and in 2011 we were pleased to expand our educational programming to include free mentorship, performance and workshop opportunities in support of emerging artists and jazz fans of all ages.



Groove & Graffiti

Groove & Graffiti is a hands-on workshop that helps local high school kids translate the creative inspiration of music into a positive visual art form on canvas. Now in its eighth year, this workshop is the perfect union of artistic collaboration and creation while providing constructive and professional direction.



Groove & Graffiti workshop

Jazz for the Teach

This three-hour session, aimed at junior and high school music teachers seeking to enhance their jazz teaching skills, covered a range of topics from jazz history, to jazz improvisation, to jazz technique, and concluded with a jam session. After all – great students need great teachers!

The Artistic Director's Guide to Jazz

Seeking to go “beyond the bio”, the online Artistic Director's Guide to Jazz provided an in-depth, personal look at some of the artists performing at the 2011 Festival. In each entry, Artistic Director Josh Grossman described what made an artist great, using personal anecdotes, video clips and more.



Randy Weston chats with students

Youth Jazz Showcase

The 2011 Youth Jazz Showcase provided an outstanding opportunity for mentorship and performance. The Youth Jazz in the City Honour Combo (Toronto), the Berklee Global Jazz Institute Quartet (Boston), and the winners of the Sapporo Jazz Festival competition (Japan) were brought together for one day of musical collaboration and then an afternoon of performance at The Rex Hotel. The Showcase provided a unique insight into the jazz being performed by young musicians in three different countries.

TDJ News Corps

A new initiative for 2011, the TDJ News Corps provided unprecedented access and mentorship for four post-secondary journalism students with an interest in writing about music. Each student was given full festival media accreditation, allowing them to review concerts, interview artists and experience the festival from behind the scenes; each student was also connected with a mentor, this year featuring three of the city's top arts journalists. A special page on our website was created to feature News Corps articles, and each student was encouraged to pursue other publishing options.

Ken Page Memorial Trust Workshops

The Ken Page Memorial Trust Workshops provided a welcoming environment in which the general public could learn about jazz from a variety of



a KPMT workshop

perspectives. Each day during the Festival, either former Artistic Director Jim Galloway or current Artistic Director Josh Grossman sat down with a local jazz performer, educator or media personality to discuss each guest's experience in jazz. Topics ranged from the history of jazz in Toronto to jazz education to jazz on the radio to free jazz, and each session provided a unique insight into the inner-workings of the jazz community.

The Big Band Slam

Back for its second year in 2011, the Big Band Slam was one of the Festival's most exciting events, showcasing big bands from four local Toronto high schools. The talent and enthusiasm on display during the Big Band Slam should make us all feel confident about the future of jazz. As for the students, a performance at The Rex Hotel during the Festival is a gig they will not soon forget.



Heavyweights Brass Band plays Metro Square

Across the City



From the 416 to the 905 to the 647, the TD Toronto Jazz Festival has expanded its footprint to touch upon neighbourhoods across the city. What once began with just four venues has now stretched from downtown to uptown, from the East side to the West side. The Festival makes every attempt to ensure that programming is accessible to all and that there is something for every musical taste and budget. Whether it is free concerts or just an unlikely venue (say, maybe a church), there is no limit to where the Festival will end up next.

Metro Square

The Festival returned to where it all started 25 years ago – the Entertainment District. Metro Square, the new hub of the Festival, provided lots of green space for patrons to kick back and enjoy the music. Conveniently located minutes away from other host venues, Metro Square was the perfect backdrop for the cool sounds of jazz as the Festival celebrated its silver anniversary.

Distillery District

The historic Distillery District was a beautiful addition to the Festival line-up and it just seemed apropos to bring a jazz festival back to one of the city's most happening spots today.

Horseshoe Tavern

It does not get more legendary than the Horseshoe Tavern. It is where legends are made and historic concerts happen. Soulive and Lee Fields were no exception, making these two shows definite highlights.

Shops at Don Mills

The Festival made a return trip to the city's east end entertaining music lovers and shoppers alike as the open air center played host to some of the brightest and best names in the local scene today.

The spirit of family and community is the cornerstone of the Festival and the driving force behind everything we do. Whether it is free programming, educational opportunities or new initiatives to encourage fun for the whole family, the Festival always has its most loyal patrons in mind.



Saidah Baba Talibah plays a free show

Free Programming

To make jazz accessible to all, free programming made up more than half of the Festival's focus. From straight-ahead to big band to music that is jazz influenced, the range of free concerts offered this year was more than enough to provide a snapshot of what encompasses jazz. Programming like this allows patrons to take a risk-free musical adventure with nothing to lose, and everything to gain.

Volunteers

A small army of dedicated volunteers is what helps make this Festival run so smoothly. Volunteers are the front line workers who are sometimes the only point of contact patrons have with the Festival. Without our volunteers, the Festival just could not happen. Thank you!

Canada Day

From morning, noon 'til night the Festival celebrated the nation's birthday with non-stop entertainment. With live music, free face-painting for the kids, break-dancers and the legendary Roots crew, Metro Square was the place to be.



Distillery District





Paco De Lucia

World's Greatest Artists

A world class Festival has world-class performers, and after 25 years, the TD Toronto Jazz Festival has continued to live up to this reputation. The Queen of Soul, a banjo master, the original performer of Take 5 and a world renowned Flamenco guitarist were just a few of this season's biggest and brightest stars. From soul to hip-hop, and from Latin to blues - throw in some good old-fashioned jazz and the Festival presented another great season with a little something for everyone.

In his 92nd year, Dave Brubeck returned to Toronto for yet another awe-inspiring show. As if no time had passed, Brubeck played a sold out show at Koerner Hall, a performance that had the audience on its feet. Two-time Grammy Award winning singer-songwriter Dee Dee Bridgewater and opera legend Jessye Norman also graced the Koerner Hall stage for what were exciting memories in the making.

Musical legends joined forces as Stanley Clarke, Chick Corea, Jean-Luc Ponty, Lenny White and Frank Gambale brought Return to Forever IV to the Sony Centre for an unprecedented performance. Stax! also featured amazing musical collaboration, bringing Steve Cropper, Duck Dunn and Eddie Floyd together again under the Mainstage Marquee. Audiences received a real treat when Eddie Floyd invited some dancing partners on stage to boogie down to some real Southern blues.

Although it is not your parent's jazz, banjo master Bela Fleck and the Flecktones and Flamenco guitar legend Paco de Lucia performed masterfully for ecstatic fans. The camped-out enthusiasts and standing ovations were all the evidence needed. The Spanish Harlem Orchestra added a Latin flavour that had everyone in attendance off their chairs and on their feet.



Randy Weston



Bela Fleck and The Flecktones

Piano masters Randy Weston, Jacky Terrasson, Vijay Iyer and Kenny Barron tinkled the ivories to perfection at Glenn Gould Studio. With the perfect backdrop, Dave Holland, Kurt Elling and The Bad Plus were among the artists that wowed at Enwave Theatre, the Festival's Jazz by the Lake series.

The 2011 TD Toronto Jazz Festival truly was a silver anniversary to remember. Our audiences got to enjoy the greatest international and local talent around at this season's treasured venues...



Return to Forever IV

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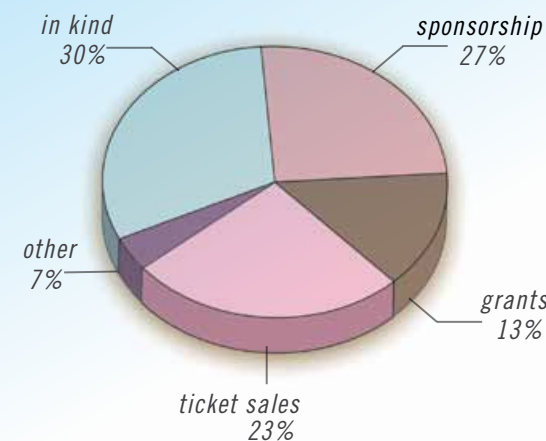
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The Toronto Downtown Jazz Society would like to gratefully acknowledge its donors, sponsors, grant makers and significant in-kind contributors for their continued support.



Toronto Downtown Jazz Society

Our mission is to promote the art of jazz and to engage a diverse public through an internationally-renowned organization devoted to year round activities and initiatives.

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Charitable Registration Number 12969 0269 RR0001