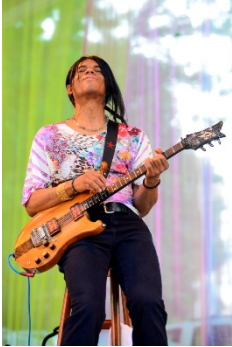


PRESS KIT

*23<sup>rd</sup> Annual*

*Vancouver Wine & Jazz Festival*

*August 25-27, 2023*



***"...this region may be rife with summer festivals, but few capture a finer spirit than the Vancouver Wine & Jazz Festival..."***

(Shawn Vitt, The Oregonian, Portland OR)

***"...the Vancouver Wine & Jazz Festival is a world-class event..."***

(Arturo Sandoval, GRAMMY-winning jazz trumpeter and composer)

***"...the largest festival of its kind in the Pacific Northwest..."***

(KATU 2 ABC TV, Portland, Oregon)

***"This is the BEST concert series in the region..."***

(Dr. Sue Snyder, Bravo! Concerts Northwest Season Subscriber & Donor)





# PRESS KIT CONTENTS

1. Photos of Some Past Performers
2. List of Festival Sponsors
3. Fun Photos!
4. History of Festival
5. Economic Impact & Demographics
6. Proceeds Support Music & Education
7. About Bravo! Concerts Northwest





*Past Festivals have included these GRAMMY-winning and internationally acclaimed musicians:*

*Al Jarreau / Alfredo Rodriguez / Arturo Sandoval / Beausoleil*



*Bela Fleck / Bettye LaVette / Bill Frisell / Billy Childs*



*Blind Boys of Alabama / Blood, Sweat & Tears / Bo Diddley / Bob James*



*Brubeck Brothers Jazz Quartet / Chick Corea / Chuck Mangione / Claudia Vilella / Coco Montoya*



*David Sanborn / David Friesen / Diane Schuur / Dirty Dozen Brass Band / Don McLean*





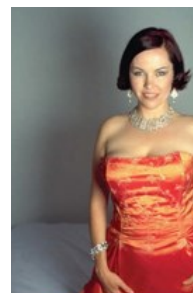
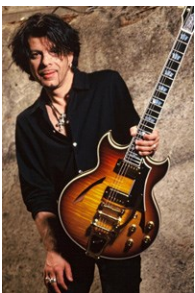
*Dr. John / Eddie Palmieri / Grace Kelly / Heritage Blues Orchestra / James Cotton*



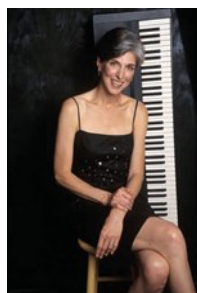
*Jane Monheit / Jean-Luc Ponty / John Hammond / John Mayall / John Pizarrelli*



*Johnny A / Jose Feliciano / Judy Collins / Kenny Loggins / LaVay Smith / Lee Ritenour*



*Los Lobos / Marcia Ball / Mavis Staples / Melissa Manchester / Nicholas Payton*



*Pacific Mambo Orchestra / Poncho Sanchez / Preservation Hall Jazz Band / Ramsey Lewis*





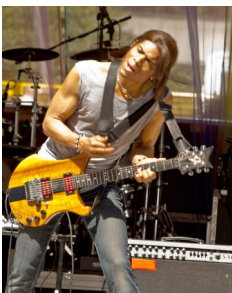
*Regina Carter / Rita Coolidge / Ronnie Baker Brooks / Russell Malone / Ruthie Foster*



*Shemekia Copeland / Spanish Harlem Orchestra / Spyro Gyra / Stanley Clarke*



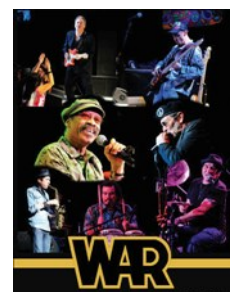
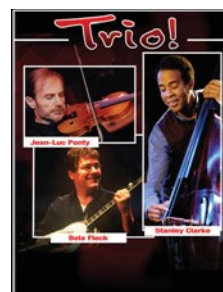
*Stanley Jordan / Take 6 / The 5th Dimension / The Family Stone*



*The Manhattan Transfer / The Rippingtons / The Temptations / The Yellowjackets*



*Tiempo Libre / Tommy Castro & The Painkillers / Toshiko Akiyoshi / TRIO / WAR*





# A list of current and past Sponsors includes:

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KXL 101 FM  
Pamplin Communications  
Portland Tribune  
Seattle Public Radio  
The Columbian

## MUNICIPAL SPONSOR

City of Vancouver\*

\* = Most Recent  
2022 or 2023  
Sponsor

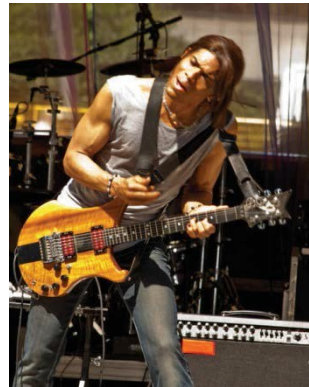
## And Sponsors have FUN!



# SAMPLE FESTIVAL PHOTOS



Volunteers welcome visitors to the Vancouver Wine & Jazz Festival!



internationally acclaimed musicians have performed (Clockwise from left): Russ Freeman & The Rippingtons, Diane Schuur, Stanley Jordan, Grace Kelly, Jose Feliciano, Chris Brubeck and the late, great Al Jarreau.







HUGE crowds always attend the Festival. They listen, dance, sing, and enjoy the music, art, wine and food!



A team of more than 200 volunteers work at the Festival. It's a community event!







Fine artists and crafters, exhibitors, delicious food and more. The BEST in the Northwest!



The Festival is a family friendly cultural event for ALL AGES. Students perform on our Jazz Education Stage, and sponsors enjoy their VIP Suites!





# Vancouver Wine & Jazz Festival—22 Years of Success!

## What is the Vancouver Wine & Jazz Festival?

Awarded “Outstanding Tourism Event” by Clark County, the Festival is the #1 Cultural Tourism event in Southwest WA and is “...**the largest jazz festival of its kind in the Northwest...**” (ABC TV KATU 2 Portland, OR). Since 1998 more than 150,000 visitors and participants have attended.

- **Performing & Cultural Arts:** The Festival is a celebration of the musical, visual, performing, and enological arts and brings together GRAMMY-winning internationally acclaimed musicians, regional jazz & blues bands, Northwest wines, fine artists, and local cuisine.
- **Audience & Cultural Tourism:** An estimated 6-8,000 visitors attend each year. Online ticket sales and onsite surveys demonstrate that visitors have attended from 26 US states, Canada, China, Europe, and Japan, and 68% of the audience is out-of-town visitors.
- **Identity & Image:** The Festival is a world-class event and reflects the lifestyle of the Pacific Northwest – a beautiful region and a great place to live, work, and visit!



## What is the Festival Purpose?

- **ARTS:** To entertain, enrich, and educate.
- **ARTS:** To be a major music and arts festival.
- **ARTS:** To promote Bravo! Concerts Northwest.
- **ECONOMIC:** To provide value to Sponsors.
- **ECONOMIC:** To attract thousands of visitors.
- **COMMUNITY:** To build community and civic pride.
- **MUSIC EDUCATION:** To provide music education opportunities for students.

## What Are 3 Long Term Goals for The Festival?

- **ACHIEVED** – #1 cultural arts event in Southwest Washington.
- **ACHIEVED** – Recognized as a major West Coast cultural event: a “cultural tourism destination.”
- **FUTURE GOAL** – The Festival has a goal of becoming on par with major festivals around the USA such as: Monterey Jazz Festival, Spoleto USA, Oregon Shakespeare Festival, etc. Music Education, Dance, and film may eventually become part of the existing offerings.



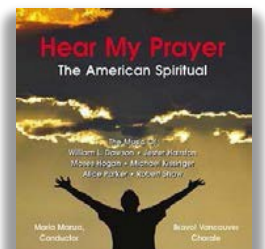
# Vancouver Wine & Jazz Festival—22 Years of Success!

**T**he First Annual Vancouver Wine & Jazz Festival took place September 26-27, 1998 in downtown Vancouver. After nearly a year of planning, the Festival premiered to huge weekend crowds. The 1998 Festival was held on the site of the former Lucky Lager Brewery in downtown Vancouver. Jazz vocalist Dianne Schuur entertained a huge Saturday night crowd. 21 wineries, 6 restaurants and 40 fine artists participated.



**E**very year more than 200 people volunteer to support the Festival in various roles: Wine & Beer Servers, Stage Crew, VIP Hospitality, Security, Front Gate Ticket Staff, Setup & Breakdown Crew. . .and more!

**F**ine Art, wine, restaurants, exhibitors: The Festival features fine artists, hundreds of wines, local restaurants, and exhibitors. In 20+ years, the Festival has presented such internationally acclaimed musicians including: Al Jarreau, Alfredo Rodriguez, Allen Toussaint, Arturo Sandoval, BeauSoleil, Bela Fleck, Betty LaVette, Bill Frisell, Billy Childs, Blind Boys of Alabama, Blood, Sweat & Tears, Bo Diddley, Bob James, Bobby Shew, Bud Shank, Booker T. Jones, Chick Corea, Chuck Mangione, Claudia Villela, Coco Montoya, Dan Brubeck Quartet, David Benoit, David Sanborn, Diane Schuur, Dirty Dozen Brass Band, Don McLean, Dr. John, Ed Shaughnessy, Eddie Palmieri, Elvin Bishop, Ernestine Anderson, Ernie Watts, Grace Kelly, Heritage Blues Orchestra, Isaac Scott Blues Band, James Cotton, Jane Monheit, Jean-Luc Ponty, John Hammond, John Jorgenson, John Mayall, John Pizzarelli, Johnny A Blues Band, Jose Feliciano, Judy Collins, Kenny Loggins, Lao Tizer, Lavay Smith & The Red Hot Skillet Lickers, Lee Ritenour, Los Lobos, Louis Armstrong Society Jazz Band, Manhattan Transfer, Marcia Ball, Mavis Staples, Melissa Manchester, Nicholas Payton Quartet, Pacific Mambo Orchestra, Poncho Sanchez, Preservation Hall Jazz Band, Ramsey Lewis, Regina Carter, Rita Coolidge, Ronnie Baker Brooks, Russell Malone, Ruthie Foster, Sara Gazarek, Savoy-Ducet Cajun Band, Seattle Jazz Singers, Shemekia Copeland, Spyro Gyra, Stanley Clarke, Stanley Jordan, Take 6, The 5th Dimension, The Brubeck Brothers Quartet, The Fabulous Thunderbirds, The Family Stone, The Four Freshmen, The Gospel Hummingbirds, The Rippingtons, The Spanish Harlem Orchestra, The Temptations, The Yellowjackets, Tiempo Libre, Tierney Sutton, Tom Grant, Tommy Castro & The Painkillers, Toshiko Akiyoshi Trio, War, and others; as well as more than 100 local and regional jazz bands.



**T**he Festival is a program of and supports Bravo! Concerts Northwest, our 501c3 nonprofit arts organization. Bravo! has presented more than 200 concerts and educational programs since 1993.

**C**orporate Sponsors – receive AMAZING benefits! For sponsorship information contact:  
Dr. Michael Kissinger, Artistic Director  
Tel 360-906-0441 / Cell 360-241-6438  
Email [michael@vancouverwinejazz.com](mailto:michael@vancouverwinejazz.com)  
Email: [concertoffice@bravoconcerts.com](mailto:concertoffice@bravoconcerts.com)

SEE **National Geographic Map of Festival** at (<http://thecentralcascades.com/vancouver-wine-and-jazz-festival/>).

Updated April 2023



# Economic Impact 1998-2022\*

**\$ Impact:** “Day Visitors” spend \$45 per day; and “Overnight Visitors” spend \$126.45 per day. Using these figures\*, we estimate an attendee spends \$95 during and after the Festival. **Since 1998 the Festival has had an estimated \$14,250,000 community economic impact.** (150,000 attendance X \$95 = \$14,250,000).



**Media:** Our websites generate 1 million+ annual hits. Media & promotion includes Radio, Cable, Local TV, OTT, Streaming, Web/Digital, Print, PR Web national press release, etc.

**Audience Demographics:** compiled via surveys, ticket sales, advertising statistics, etc.

**1. Income, Education, Age:** Middle to upper income, educated, professional adults. Age from 35-65.

## **2. Attendance and Visitors vs. Residents:**

- Media estimates attendance at 6-8,000 annually and 150,000 people since 1998.
- 68 % of Festival attendees are out-of-town day and/or overnight visitors
- 32 % of Festival attendees are from Vancouver/Clark County.

**3. Visitors from 27 States and international since 1998:** Alaska, Arizona, California, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Kansas, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Montana, New Mexico, New York, Nevada, North Carolina, Oregon, Tennessee, Texas, Utah, Virginia, Washington, West Virginia; Canada, China, Europe, Japan.

**4. Oregon visitors:** Beaver Creek, Beaverton, Bend, Brightwood, Canby, Cascade Locks, Clackamas, Clatskanie, Cornelius, Corvallis, Damascus, Dayton, Eugene, Forest Grove, Gearhart, Grants Pass, Gresham, Hillsboro, Hood River, Keizer, La Pine, Lake Oswego, Milwaukie, Oregon City, Portland, Salem, Sandy, Sherwood, Tigard, Troutdale, Wilsonville, etc.

**5. Washington Visitors:** Auburn, Bainbridge Island, Battle Ground, Bellevue, Bellingham, Bingen, Bremerton, Brush Prairie, Camas, Carson, Centralia, Des Moines, Federal Way, Kelso, Kirkland, La Center, Lacey, Long Beach, Longview, Lynnwood, Maple Valley, Marysville, Mercer Island, Montesano, Mukilteo, North Bonneville, Olympia, Port Orchard, Port Townsend, Puyallup, Renton, Richland, Ridgefield, Seattle, Spanaway, Spokane, Tacoma, Toppenish, Vashon Island, Washougal, Wenatchee, White Salmon, Winlock, Woodland, Yacolt, Yakima, etc.

## **6. Participants:**

- **Headline Bands** – GRAMMY-winning internationally acclaimed jazz, blues, pop, gospel musicians.
- **Regional Bands** – More than 150 regional and student jazz bands have performed.
- **Fine Artists & Crafters** – The Festival has featured more than 500 visual artists.
- **Wine & Food** – Northwest wineries are featured. Local restaurants participate.
- **Volunteers** – 200 volunteers and 22 volunteer staff provide more than 2,000 hours of work.

**\*Sources:** this data compiled by the Festival from 1998-2022. (**Other Sources:** economic impact research for Festival and Events by the Michigan State University Center for Economic Analysis, Convention Industry Council, APEX Initiative; etc.)



# 2022 Festival Visitor Demographics:

NOTE: This Visitor Demographic information was collected from advance online tickets sales.

- **20% of Visitors traveled greater than 50 miles round trip, from 52 to 6,032 miles.**
- **68% of all attendees are Visitors to Vancouver, traveling round trip from 20 to 6,032 miles.**
- **32% of all attendees are Vancouver Residents.**

## ALL STATES & COUNTRIES OF VISITORS

In 2022 Visitors traveled from the following 15 STATES and CANADA:

- |                           |                    |                   |
|---------------------------|--------------------|-------------------|
| 1. Vancouver B.C., Canada | 7. Michigan        | 13. Texas         |
| 2. California             | 8. Mississippi     | 14. Utah          |
| 3. Colorado               | 9. New Mexico      | 15. Washington    |
| 4. Georgia                | 10. North Carolina | 16. West Virginia |
| 5. Idaho                  | 11. Oregon         |                   |
| 6. Louisiana              | 12. Tennessee      |                   |

## VISITORS TRAVELING FROM CITIES & STATES GREATER THAN 50 MILES FROM VANCOUVER

In 2022 Visitors from the following 77 Cities & States traveled greater than 50 miles Round Trip:

- |                    |                          |                      |                      |
|--------------------|--------------------------|----------------------|----------------------|
| 1. Albuquerque, NM | 21. Eugene, OR           | 40. Lakeway, TX      | 60. Sacramento, CA   |
| 2. Auburn, WA      | 22. Federal Way, WA      | 41. Long Beach, WA   | 61. Salem, OR        |
| 3. Bakersfield, CA | 23. Fremont, CA          | 42. Longbranch, WA   | 62. Sandy, OR        |
| 4. Bastrop, LA     | 24. Gainesville, GA      | 43. Longview, WA     | 63. Seattle, WA      |
| 5. Beavercreek, OR | 25. Gearhart, OR         | 44. Los Angeles, CA  | 64. Sherwood, OR     |
| 6. Bellevue, WA    | 26. Georgetown, TX       | 45. Maple Valley, WA | 65. Spanaway, WA     |
| 7. Bellingham, WA  | 27. Glenwood, WA         | 46. Marquette, MI    | 66. Tacoma, WA       |
| 8. Belmont, CA     | 28. Grants Pass, OR      | 47. Marysville, WA   | 67. The Dalles, OR   |
| 9. Bend, OR        | 29. Greenville, NC       | 48. Morgantown, WV   | 68. Tillamook, OR    |
| 10. Bingen, WA     | 30. Hillsboro, OR        | 49. Mukilteo, WA     | 69. Toppenish, WA    |
| 11. Boise, ID      | 31. Hood River, OR       | 50. N Bonneville, WA | 70. Vancouver, BC    |
| 12. Brea, CA       | 32. Huntington Beach, CA | 51. Nashville, TN    | 71. Wenatchee, WA    |
| 13. Bremerton, WA  | 33. Jackson, MS          | 52. Ogden, UT        | 72. West Linn, OR    |
| 14. Camarillo, CA  | 34. Keizer, OR           | 53. Olympia, WA      | 73. White Salmon, WA |
| 15. Canby, OR      | 35. Kelso, WA            | 54. Oregon City, OR  | 74. Wilsonville, OR  |
| 16. Carson, WA     | 36. Kirkland, WA         | 55. Parker, CO       | 75. Winlock, WA      |
| 17. Centralia, WA  | 37. La Mesa, CA          | 56. Port Orchard, WA | 76. Yacolt, WA       |
| 18. Damascus, OR   | 38. La Pine, OR          | 57. Puyallup, WA     | 77. Yakima, WA       |
| 19. Dayton, OR     | 39. Lacey, WA            | 58. Renton, WA       |                      |
| 20. Des Moines, WA |                          | 59. Richland, WA     |                      |

## FARTHEST & CLOSEST CITIES GREATER THAN 50 MILES

Farthest distance traveled greater than 50 miles Round Trip:

- 6,032 Miles: Greenville, NC

Closest distance traveled greater than 50 miles Round Trip:

- 52 Miles: Wilsonville, OR





# 100% of Festival proceeds supports Bravo! Concerts Northwest: Music Programs and Arts Education

## Bravo! Concerts Northwest is:

- FOUNDED: 1993
- 501c3 Nonprofit Arts Organization
- Vancouver Wine & Jazz Festival
- Bravo! Northwest Concert Series
- 30-Voice Bravo! Northwest Chorale
- Northwest Chamber Orchestra
- Concert series of classical, sacred, jazz, chamber music
- Over 200 concerts and programs, 60,000 people served
- Northwest Concert tour with Dubrovnik Symphony Orchestra
- Croatia Tour with Dubrovnik Symphony Orchestra
- National Tour to Washington D.C. and New York City
- CD Recordings & TV Broadcasts
- Dubrovnik Jazz Festival
- Music & Arts Education
- Arts Partnerships: Portland Opera, Dubrovnik Symphony Orchestra, NATO Jazz Orchestra, Duke Ellington School of the Arts, Sno-King Chorale, Tears of Joy Puppet Theatre, Washington State Ballet, Portland Youth Choir, 56<sup>th</sup> US Army Band, Seattle Jazz Singers, Vancouver School of Arts & Academics, Washington State School for the Blind, Vancouver, and Portland schools, etc.
- Guest Artists: Diane Schuur, Grace Kelly, Oregon String Quartet, Brubeck Brothers, Melissa Manchester, Stanley Jordan, Gospel Hummingbirds, Rita Coolidge, Broadway baritone Douglas Webster, etc.

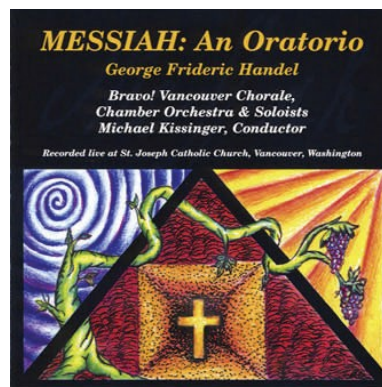
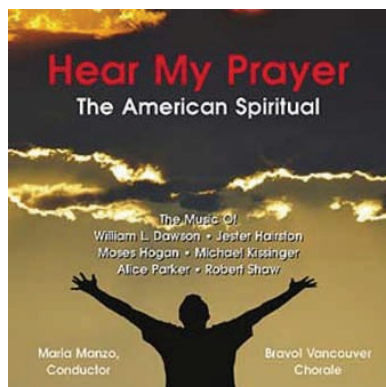


## The MISSION of Bravo! is:

*"Bravo! Northwest is a music organization committed to the Performance, Presentation, Appreciation, and Advancement of the Arts in our Community."*



Tel: 360-906-0441 [www.bravoconcerts.com](http://www.bravoconcerts.com)





## Bravo! Concerts Northwest — A Brief History

Founded in 1993, Bravo! Concerts Northwest is one of the most successful and creatively diverse arts organizations in our region. Bravo! is a 501c3 nonprofit arts corporation based in southwest Washington. Our scope is local,



regional, and international. Our focus is on music performance, presentation, and education. These currently include: our [Bravo! Vancouver Concert Series](#) and [Concerts At The Madeleine Old Church](#) Series; the [Vancouver Wine & Jazz Festival](#); Music Education projects such as Masterclasses and Workshops for students, our Jazz Education Stage and a new Concerts For Kids program; and Regional Arts Partnerships and International Arts Partnerships – such as the Dubrovnik Jazz Festival; Recordings, Music Tours and more. Our Mission Statement is:

*“Bravo! Concerts Northwest is a music organization committed to the Performance, Presentation, Appreciation and Advancement of the Arts in our Community.”*



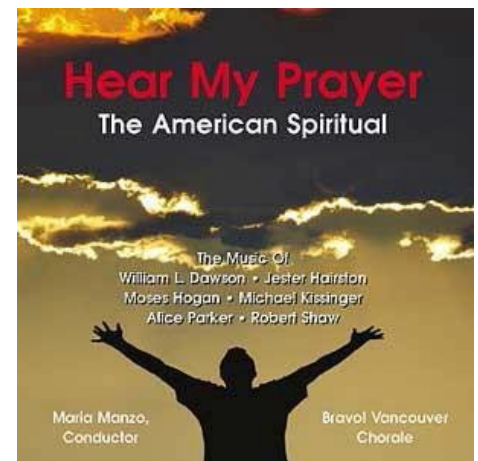
Over the past 30 years, Bravo! ([www.bravoconcerts.com](http://www.bravoconcerts.com)) has presented more than 250 concerts and educational programs to more than 60,000 people ranging from students to adults. We present sacred, classical, jazz, pop, contemporary, American and chamber music concerts on our concert series. The series features nationally recognized soloists and conductors, the Bravo! Chorale, Chamber Choir, Northwest Chamber Orchestra and Jazz Ensembles; and nationally acclaimed guest artists such as Grace Kelly, Diane Schuur, Dan Brubeck, and others.



The Bravo! Chorale is an auditioned choir of singers who have a passion for singing and a love for music. The Chorale ranges in experience from accomplished amateurs to trained professionals. The Chorale has performed most of the major choral music of the 19th and 20th centuries, including Johannes Brahms' German Requiem, J.S. Bach's St. Matthew Passion, the Requiems of Mozart, Gabriel Fauré, Maurice Duruflé, John Rutter and Giuseppe Verdi; Joseph Haydn's Te Deum and Creation; Rachmaninoff's Solemn Vespers; Beethoven's Christ on the Mount of Olives, and 9th Symphony; Felix Mendelssohn's Elijah and St.

Paul Oratorio and others. The Chorale also performs Broadway, American folk, Spirituals, Pop, Contemporary, and Jazz – such as Duke Ellington's Sacred Concert, Dave Brubeck's To Hope: A Celebration and the premier of Michael Kissinger's Sacred Cantata and Jazz Requiem. The Chorale has toured with the [Dubrovnik Symphony Orchestra](#) in Croatia and the Pacific Northwest; and has performed with the Duke Ellington School of the Arts Jazz Orchestra in Washington D.C. and Lincoln Center in New York City.

The Chorale has released two CD's: [Hear My Prayer: The American Spiritual](#) – a collection of classic Spirituals and new spirituals by contemporary American composers; and a live recording of George Frideric Handel's classic [Messiah – An Oratorio](#).



**Collaborative Partners** for music projects have included: Oregon Bravo Youth Orchestra, Pacific Youth Choir, Portland Opera, Dubrovnik Symphony Orchestra, jazz singer Diane Schuur, saxophonist Grace Kelly, pop singer Melissa Manchester, The Brubeck Brothers Jazz Quartet, Broadway baritone Douglas Webster, 56<sup>th</sup> US Army Band, guitar virtuoso Stanley Jordan, Seattle Jazz Singers, Sno-King Chorale, Duke Ellington School of the Arts Jazz Orchestra, Washington State Ballet, Washington State School for the Blind, Oregon String Quartet, Tears of Joy Puppet Theatre, Battle Ground High School, Vancouver School of Arts & Academics, Camas High School, and others.



Since 1998, Bravo! has produced the [Vancouver Wine & Jazz Festival](http://www.vancouverwinejazz.com). The Festival features internationally acclaimed GRAMMY-winning jazz, blues and pop artists, Northwest wines, fine artists, exhibitors, and local restaurants. The Festival

([www.vancouverwinejazz.com](http://www.vancouverwinejazz.com)) is the #1 Cultural Tourism event in Southwest Washington and is “...the largest festival of its kind in the Northwest...” (ABC TV KATU 2, Portland, OR).

An estimated 150,000 people have attended the Jazz Festival since its founding in 1998, with visitors from 27 U.S. States, China, Japan, Europe, and Canada.

The Festival has presented internationally-acclaimed artists including: Al Jarreau, Allen Toussaint, Arturo Sandoval, Bela Fleck, BeauSoleil, Bill Frisell, Blind Boys of Alabama, Blood, Sweat & Tears, Bo Diddley, Booker T. Jones, Bobby Shew, Brubeck Brothers Quartet, Chick Corea, Chuck Mangione, Claudia Villela, Coco Montoya, David Sanborn, Diane Schuur, Dirty Dozen Brass Band, Don McLean, Dr. John, Eddie Palmieri, Ed Shaughnessy, Ernie Watts, Four Freshmen, Grace Kelly, Heritage Blues Orchestra, James Cotton, Jean-Luc Ponty, Joey DeFrancesco, John Hammond, John Jorgenson, John Mayall, John Pizzarelli, Jose Feliciano, Judy Collins, Kenny Loggins, Lavay Smith, Lee Ritenour, Los Lobos, Marcia Ball, Mavis Staples, Melissa Manchester, Nicholas Payton, Poncho Sanchez, Preservation Hall Jazz Band, Ramsey Lewis, Regina Carter, Rita Coolidge, Ronnie Baker Brooks, Russell Malone, Ruthie Foster, Sara Gazarek, Shemekia Copeland, Spanish Harlem Orchestra, Spyro Gyra, Stanley Clarke, Stanley Jordan, Take 6, The Gospel Hummingbirds, The Louis Armstrong Society Jazz Band, The 5th Dimension, The Rippingtons, The Savoy-Doucet Cajun Band, The Temptations, The Yellowjackets, Tierney Sutton, Toshiko Akiyoshi, WAR, and others; and more than 100 local and regional jazz bands.



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