

JAZZ FORUM
1 Dixon Lane Tarrytown, New York 10591
(logo and website under construction)

THE MARKET NEED & INITIAL PRESS COVERAGE

The January 2017 issue of [Westchester Magazine](#) named “jazz clubs” #3 on a list of the most needed additions to life in our county and #9 is “cooler music clubs”

#3 - Jazz Clubs: “No, not restaurants that feature occasional guest performers, but bona fide cabaret-style clubs that host music performances during all business hours. Not enough jazz fans in Westchester? No worries: Pair the exceptional music with great food, and all will be well in Westchester.”

#9 - Cooler Music Clubs: “Not naming any names, but there are three fabulous music clubs near Westchester — in Beacon, Pawling, and Piermont — that consistently draw big-name touring talent and charge fair prices. What is Westchester, chopped liver?”

Additionally, most press outlets are graciously holding off on articles until we are closer to opening, but the [Journal News](#) thought this was just the right time to write about Mark Morganelli and the forthcoming [Jazz Forum](#).

CLUB PROGRAM OUTLINE

Overview

As a program of [Jazz Forum Arts](#), a non-profit 501(c)3 arts presenting organization, the Jazz Forum will operate as a jazz club for weekend programming from March through our New Year’s Eve celebration each year.¹ The club will be closed during the unpredictable winter months of January and February.

During the summer months of June through August, the Jazz Forum will operate concurrently with the Jazz Forum Arts free outdoor summer music series.²

Performances and Schedule

Mark Morganelli will curate the performances, focusing on top-notch jazz artists for Friday and Saturday nights (two sets each night at 8 and 10 pm); Sundays from 4-7 pm will feature fantastic Brazilian groups and [caipirinhas](#) from the bar!

Mark is recruiting the finest musicians to perform during the first year after the club opens in March, including [Wynton Marsalis](#), [David Sanborn](#), [Joe Lovano](#), [Eliane Elias](#), [Roy Hargrove](#), [Roberta Gambarini](#), [Kenny Barron](#), [Jimmy Cobb](#), [John Patitucci](#), [Gary Smulyan](#) and [Maya Azucena](#).

Once a month on Saturday afternoons, we will offer workshops for students and music lovers of all ages with various artists from the spectrum of Jazz, including Brazilian, Latin and World Music genres.

Visual Arts Gallery

We will present a rotating exhibit of local and regional artists in the club space which will be available for sale. We plan to serve as the Tarrytown site in the annual [RiverArts](#) Artists’ Studio Tour and will continue to participate in RiverArts’ Rivertowns Music Tour.

¹ During the balance of the week, the space will be available for community-based rentals and private parties.

² Now in its 18th year in Dobbs Ferry and in other Westchester towns, this outreach program of Jazz Forum Arts included 35 free concerts.

Bar and Food Menu

The club will offer fine Italian wines, local draft beers, and a full bar of major brands and artisanal favorites. The menu concept will complement the local restaurants, and offer “quiet food” of charcuterie and cheeses, olives, specialty breads, biscotti, homemade cookies, artisanal chocolate truffles and Italian ices. We are sourcing our food from local purveyors, including [Campbell Meats](#) for charcuterie, [Pane D'Oro](#) for specialty breads and [What's For Dessert & Nutmeg Cafe](#) for sweets.

Our staff are seasoned professionals who are totally committed to providing gracious service and a welcoming and warm environment for patrons.

Planned Opening Date

We plan to open in mid-March for family and friends, with a formal opening later in March.

Cover Charges and Minimums

Friday and Saturday Performances

- For all regular performances, the cover charge is \$20 with a \$10 minimum (per person/per set.) If there are available seats, those attending the first set may stay for the second, with only an additional \$10 minimum and no second set cover charge.
- For special performances of high-profile artists, the cover charge will increase while the minimum will remain the same.

Sunday Performances

- A single cover charge of \$20 and \$10 minimum will entitle listeners to enjoy both sets.

Saturday Workshops

- Fee structure will vary, depending on particular offerings, but remain very affordable.

Parking

We have secured parking at two nearby locations (Key Bank & Chase customer parking lots), reserved exclusively for Jazz Forum patrons during weekend hours.

Tax Status of Club

Jazz Forum will operate as a program of Jazz Forum Arts, a 501(c)3 non-profit arts presenting organization founded in 1985.

CHARTER DONOR PROGRAM OUTLINE

As a Charter Donor, you will be a supporting partner of Jazz Forum Arts in launching the first (and only) dedicated jazz club in Westchester. You have the opportunity to be celebrated for the life of the club as part of the team that made this non-profit venture possible. You will be instrumental in giving Westchester residents and visitors fine music, great food and drink, and a warm and welcoming “place to be”. You will be investing in something you care deeply about and be able to call the Jazz Forum your home for art and community.

Once the club is up and running, we will offer annual memberships. Charter Donors will be separately recognized, in perpetuity, as a member of the core group of folks who were instrumental in starting the Jazz Forum.

At the \$10,000 level, the benefits are:

- Sole sponsorship of a weekend of performances (of your choice) from the first year roster. This will be recognized in all our print and social media publicity in coordination with you.
- Host to 20 friends during that weekend (waived cover charges)
- Waived cover charges for six people for all events during the first year

At \$5,000:

- Small group sponsorship of a weekend of performances (of your agreed-upon choice) from the first year roster, recognized in our print and social media publicity.
- Host to 10 friends during that weekend (waived cover charges)
- Waived cover charges for four people for all events during the first year

At \$2,500:

- Group sponsorship of a Friday-Saturday or Sunday performance from the first year roster, recognized in our print and social media publicity.
- Host to four friends during that weekend (waived cover charges)
- Waived cover charges for two people for all events during the first year

At \$1,000:

- Waived cover charges for two people for four performances during the first year

Donors' Media Exposure

At all levels, Charter Donors will be recognized on a hand-carved wooden plaque in the front entrance of the club and in all social media, on our website and in all print materials. Of course, donors may opt out of public recognition.

Use of Donor Funds

All contributions will assist Jazz Forum Arts in covering artists' fees, special recordings, marketing and other operating expenses. Capital expenses for the build-out of the space is not a cost to Jazz Forum Arts.