

OUR EVENTS

Each year, Kansas City Jazz ALIVE celebrates Kansas City jazz icon Charlie “Yardbird” Parker through its *Spotlight Charlie Parker* initiative. Events include educational sessions, panels, a history tour, and showcase performances at various venues throughout the greater Kansas City area. *Spotlight Charlie Parker - 2022* events were held in Kansas City, Missouri between August 21-27, 2022

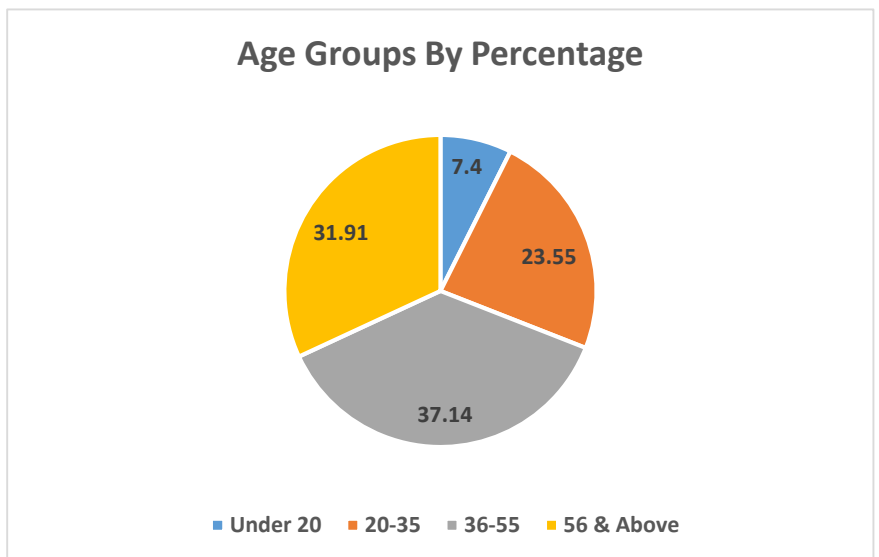
WHO WE SERVE

Kansas City Jazz ALIVE, and its *Spotlight Charlie Parker* initiative, serves five subgroups within the Kansas City jazz sector base, including artists, students, educators, venue owners, and enthusiasts. The primary purpose of the initiative is to:

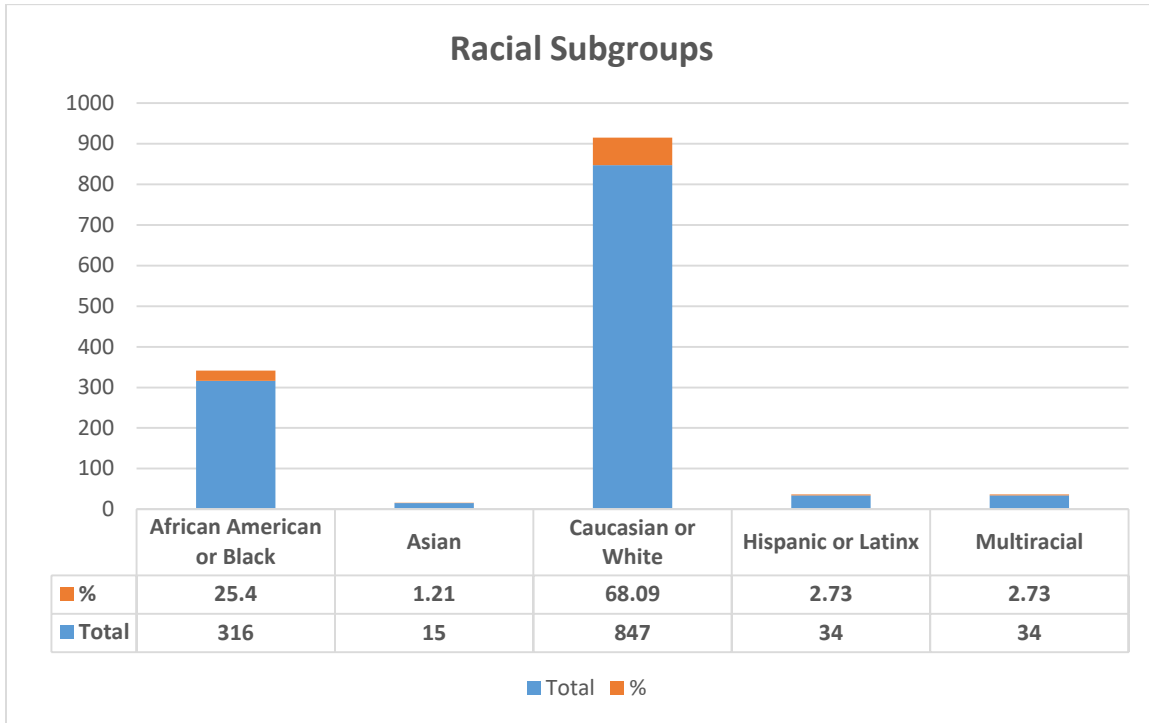
- Celebrate the genius of Charlie “Yardbird” Parker through educational and performance related events,
- Increase awareness of Kansas City and its vibrant jazz scene,
- Support venue owners by driving audience traffic to performances through marketing and promotions,
- Drive economic impact to artists and venues,
- Build collaborative partnerships,
- Support the jazz education of young musicians through applicable programming.

In 2022, Spotlight Charlie Parker presented and highlighted a total of 24 total events throughout Kansas City. A list of specific events and participant statistics are provided in this summary document. Of the 24 total events held in 2022, statistics were collected at 16 events. The aggregate of these events includes the following statistical and demographic results:

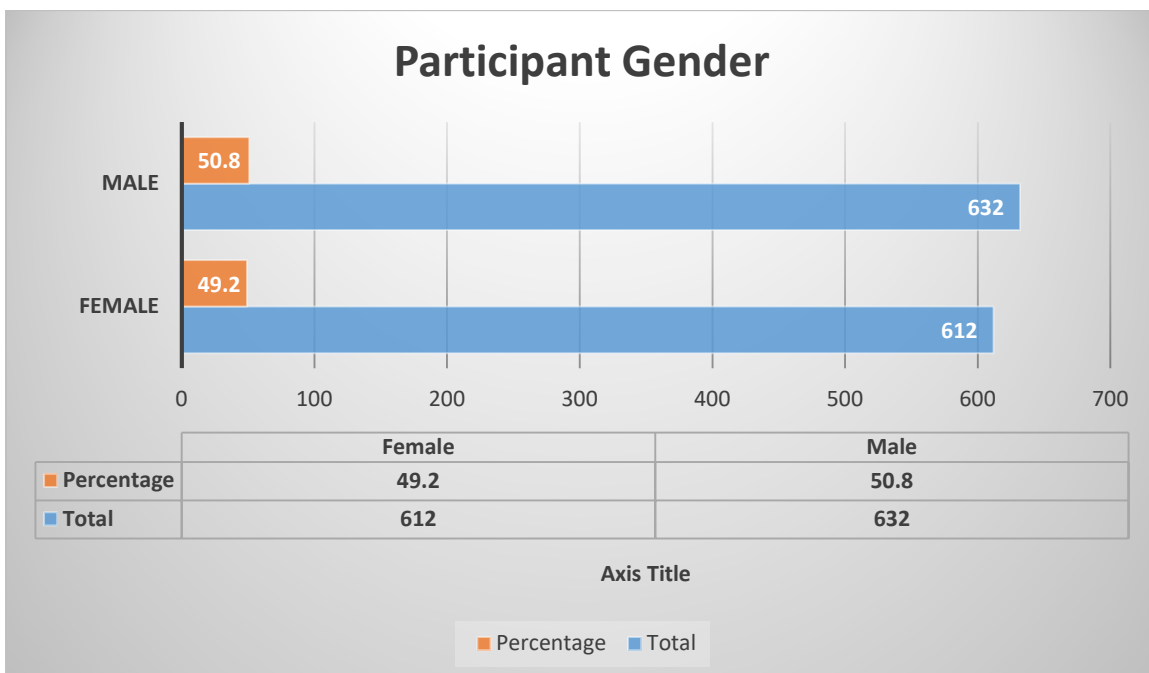
- 1,244 total participants included artists, students, venue owners, educators, and enthusiasts.
 - Jazz ALIVE provided a robust level of advertising and promotions with strong presence on social and broadcast media platforms.
 - *Spotlight Charlie Parker, 2022* is estimated to have a reach of 1.5M
 - All 2022 events were presented at venues and institutions in Kansas City, Missouri
- *Age Groups:*
 - Under 20: 92/ 7.4%
 - 20 – 35: 293/ 23.55%
 - 36 – 55: 462/ 37.14%
 - 56 & Above: 397/ 31.91%



- **Racial Subgroups:**
 - African American or Black: 316/ 25.40%
 - Asian: 15/ 1.21%
 - Caucasian or White: 847/ 68.09%
 - Hispanic or Latinx: 34/ 2.73%
 - Multiracial: 34/2.73%



- **Gender:**
 - Female: 612/ 49.20%
 - Male: 632/ 50.80%



2022 Spotlight Charlie Parker

Chart of Participant Demographics

DATE	EVENT	LOCATION	ATTENDANCE	AGE GROUP				ETHNICITY					GENDER	
				UNDER 20	20-35	36-55	55& UP	WHITE	BLACK	LATINX	MIXED	ASIAN	MALE	FEMALE
21-Aug	JAZZ BRUNCH W/ MILLIE EDWARDS & DAN STURDEVANT	THE PHOENIX	65	0	20	25	20	48	16	0	0	1	30	35
21-Aug	LATE NIGHT JAM SESSION	MUTUAL MUSICIANS FOUNDATION	32	4	20	6	2	15	12	2	2	1	22	10
22-Aug	CD RELEASE & JAM W/ Houston Smith & Morgan Faw	BLUE ROOM/ CD Release	74	5	15	19	35	32	37	0	5	0	36	38
23-Aug	"CHARLIE PARKER'S KANSAS CITY" PRESENTATION AND PANEL DISCUSSION	TRUMAN AUDITORIUM, KC PUBLIC LIBRARY PLAZA BRANCH	92	0	14	38	40	70	14	2	4	2	44	48
23-Aug	Mike Pagan Solo Performance	CAFÉ TRIO	DEMOGRAPHICS NOT CAPTURED											
23-Aug	Tyrone Clark Performance	GREEN LADY LOUNGE	DEMOGRAPHICS NOT CAPTURED											
23-Aug	Alyssa Murray Solo Performance	CORVINO SUPPER CLUB & TASTING ROOM	40	0	16	18	6	36	4	0	2	0	26	14
24-Aug	Charles Williams Performance	EDDIE V's	200	0	50	100	50	168	24	6	0	2	100	100
25-Aug	BRAM WIJNANDS Performance SPOTLIGHT CHARLIE PARKER MEET & GREET	KC BIER CO.	128	2	35	51	40	111	14	2	1	0	74	54
25-Aug	Matt Villinger Performance	MAJESTIC STEAK HOUSE	58	0	12	18	28	46	5	2	1	4	26	32
26-Aug	Brant Jester + Carl Allen Performance	MAJESTIC STEAK HOUSE	65	5	15	31	14	54	7	3	1	0	35	30
26-Aug	Lori Tucker Trio Performance	JOHNNY'S JAZZ BAR & GRILL	26	0	14	8	4	18	6	0	2	0	13	13
26-Aug	Lonnie McFadden Quartet Performance	LONNIE'S RENO CLUB	DEMOGRAPHICS NOT CAPTURED											

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				UNDER 20	20-35	36-55	55& UP	WHITE	BLACK	LATINX	MIXED	ASIAN	MALE	FEMALE
26-Aug	"ODE 2 BIRD" w/ MORGAN FAW & HOUSTON SMITH	BLUE ROOM/ Ode 2 Bird	82	0	18	33	31	35	42	2	3	0	39	43
27-Aug	LATE NIGHT JAM SESSION	MUTUAL MUSICIANS FOUNDATION	42	4	25	11	2	20	17	2	2	1	27	15
27-Aug	"EARLY BIRD" KANSAS CITY JAZZ HISTORY TOUR	18th & VINE JAZZ DISTRICT	27	0	6	11	10	24	3	0	0	0	15	12
27-Aug	BIRD BOOT CAMP	PASEO ACADEMY	62	32	7	17	6	19	33	8	2	0	27	35
27-Aug	BIRD MUSICAL SALUTE	AMERICAN JAZZ MUSEUM	150	40	20	60	30	68	70	2	8	2	70	80
27-Aug	"IN THE YARD" JAZZ FILM SCREENINGS	AMERICAN JAZZ MUSEUM	DEMOGRAPHICS NOT CAPTURED											
27-Aug	"IN THE YARD" OUTDOOR CONCERT	AMERICAN JAZZ MUSEUM	DEMOGRAPHICS NOT CAPTURED											
27-Aug	Candace Evans Performance	CAFÉ TRIO	DEMOGRAPHICS NOT CAPTURED											
27-Aug	Danny Embry Trio	GREEN LADY LOUNGE	DEMOGRAPHICS NOT CAPTURED											
27-Aug	Leslie MacLean Trio	BLACK DOLPHIN	DEMOGRAPHICS NOT CAPTURED											
27-Aug	FINALE CONCERT FEATURING THE BOBBY WATSON QUARTET	TOM'S TOWN DISTILLERY	101	0	6	16	79	83	12	3	1	2	48	53
	TOTALS		1244	92	293	462	397	847	316	34	34	15	632	612
	ATTENDANCE TOTAL	1244	2225	175	517	836	697	1529	553	64	57	26	1132	
	PERCENTAGE OF TOTAL	100%	7.40%	23.55%	37.14%	31.91%	68.09%	25.40%	2.73%	2.73%	1.21%	50.80%	49.20%	