CLEARWATER JAZZ HOLIDAY

CLEARWATER JAZZ HOLIDAY

World-class live music against the backdrop of warm breezes, brilliant sunsets and great beaches on the Gulf of Mexico

CLEARWATER'S SIGNATURE ANNUAL EVENT

One of the longest-running and best-known FREE live jazz events in the country, the Clearwater Jazz Holiday has presented virtually every jazz luminary of our generation.

Tony Bennett

Patti Austin

Woody Herman

Dizzy Gillespie

Cherry Poppin' Daddies

Herbie Mann

Boney James

Big Bad Voodoo Daddy

Lou Rawls

Tito Puente

Hiroshima

Dave Brubeck

Chuck Mangione

Herbie Hancock

John Pizzarelli

Branford Marsalis

Stanley Clarke

George Benson

Bela Fleck and the Flecktones

Spyro Gyra

Manhattan Transfer

Kenny G

Koko Taylor

Al Jarreau

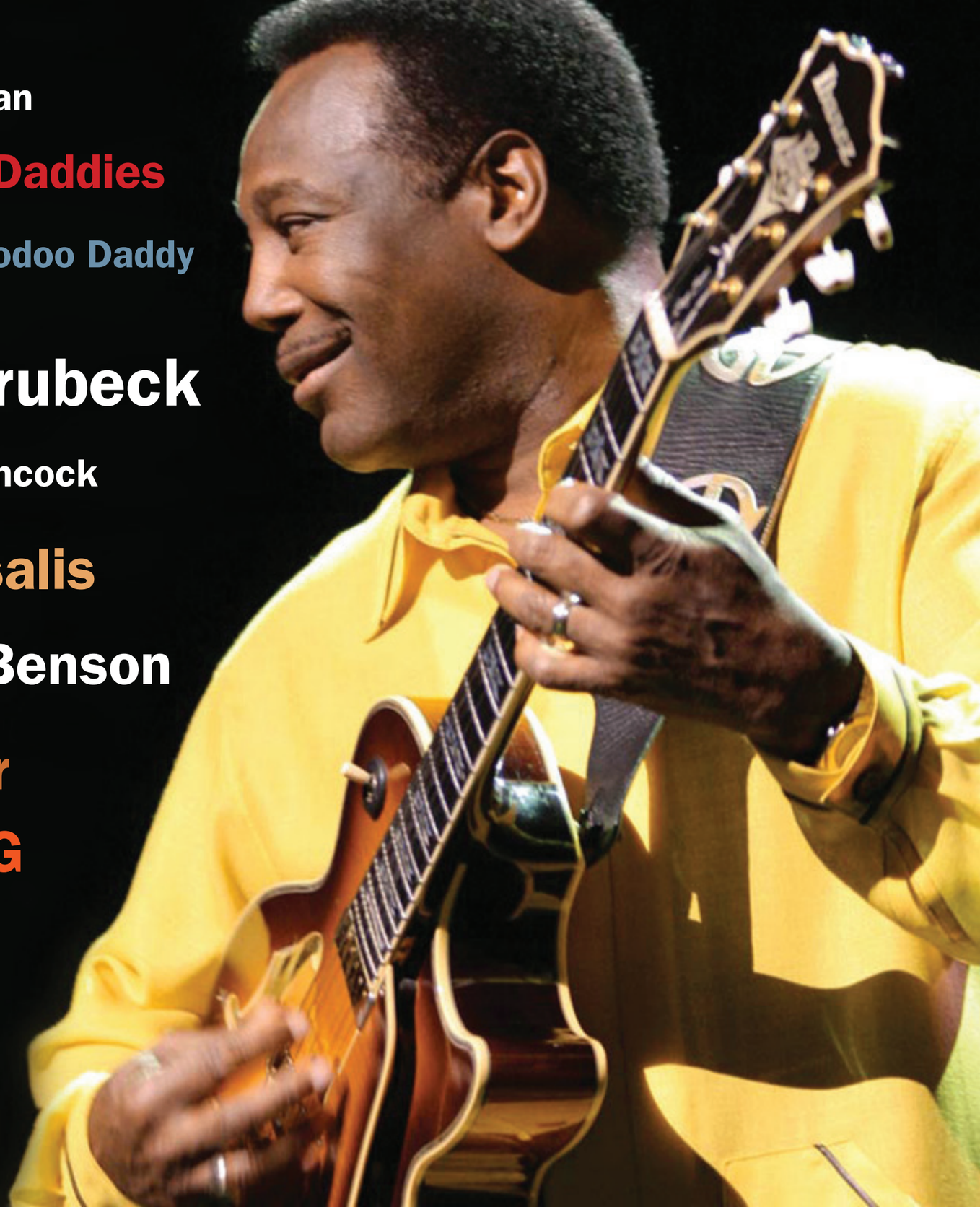
The Neville Brothers

Natalie Cole

Jean-Luc Ponty

David Sanborn

The Rippingtons



- The Clearwater Jazz Holiday is the largest **FREE** outdoor concert in the South East U.S.
- Attendance reaching up to 70,000 over four days
- Started in 1980, a history of success

THE WORLD-CLASS EVENT ATTRACTS TENS OF THOUSANDS OF VISITORS EACH YEAR TO CLEARWATER

The jazz experience is complemented by the Clearwater area's mild fall weather, miles of world-famous Gulf beaches, brilliant sunsets, nearby attractions, accommodations and dining.

THE ANNUAL JAZZ HOLIDAY IS ADMINISTERED BY A CHARITABLE FOUNDATION

The Clearwater Jazz Holiday Foundation, The City of Clearwater and an all-volunteer staff, "The Jazz Force" plan and execute the hundreds of services needed to accommodate tens of thousands of visitors during the third week in October.

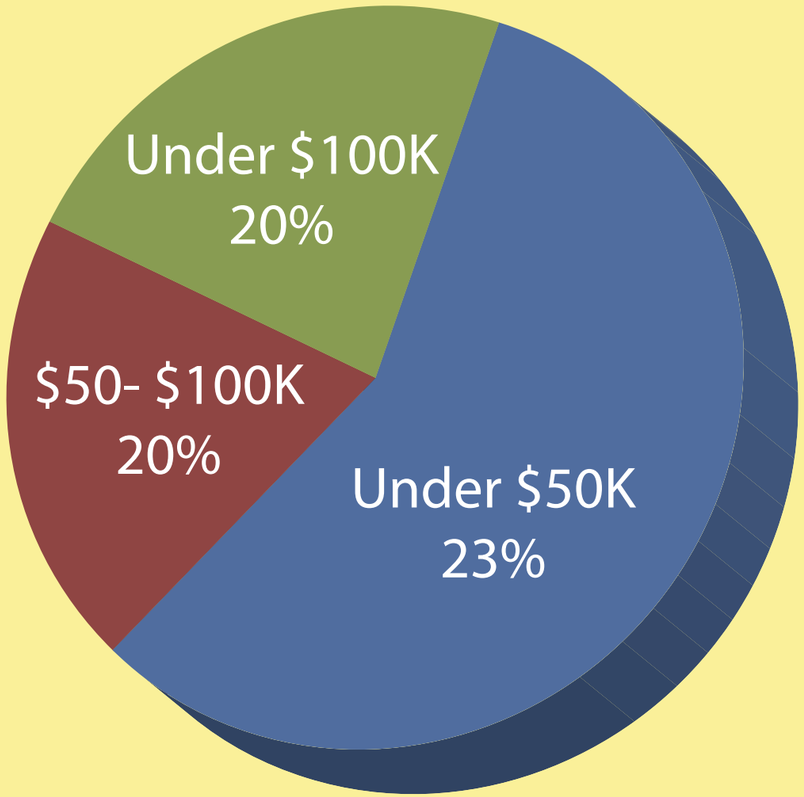
MARKETING OPPORTUNITIES

- Sponsors enjoy a highly effective, planned marketing event— provide to an upscale, high-income, educated audience
- Proven, focused plan to attract out-of-state, drive-in and local attendees
- Extensive media schedule — Print, TV, Radio, Internet and Outdoor

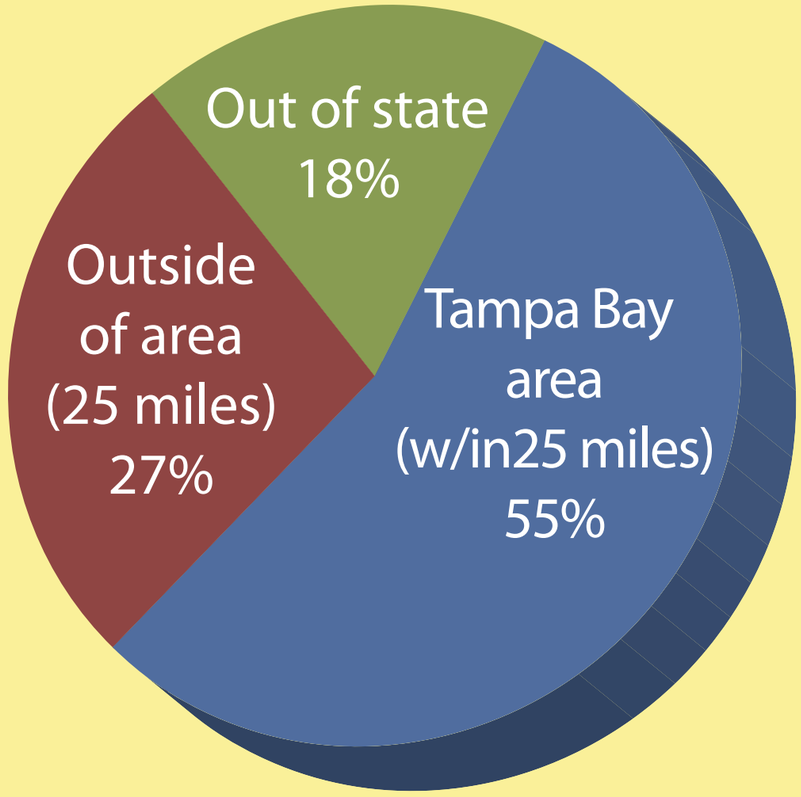
- Event tent venues display products, increase awareness of sponsors and drive incremental sales
- Retail partners provide in-store displays to promote event and sponsors
- On-premise programs with partners promote awareness

AWARENESSS FOR YOUR BRAND

Household Income



Where are you from?



ECONOMIC IMPACT:

Direct from out of area - $3.8 million

Total Direct and Indirect - $7.6 million

TACTICAL MARKETING ELEMENTS

- Collectible Event Posters
- 100,000 brochures distributed through sponsoring companies and outlets
- 40,000 brochures distributed at 1,300 outlets
- 20,000 brochures distributed through co-op programs with Chicago and Canadian Jazz Festivals
- Travel advertising programs target Midwest states and Canadian markets
- Extensive newspaper ROP advertising
- Billboards throughout market
- Television commercials
- Radio spots
- Public relations
- Web, E-mail and Social Media

RECENT YEARS POSTERS

TOP QUALITY, STRATEGIC CREATIVE ADVERTISING & MARKETING PLAN

MARINEMAX

CLEARWATER JAZZ HOLIDAY

30TH ANNIVERSARY

Presented By

Mercedes-Benz

Four Days & Nights of FREE Jazz!

AL JARREAU

BONEY JAMES

THE NEVILLE BROTHERS

CHRIS BOTTI

& MORE!

OCTOBER 15 - 18, 2009 COACHMAN PARK

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In cooperation with RuthEckerdHall.com — RICHARD B. BAUMGARDNER CENTER FOR THE PERFORMING ARTS

St.Petersburg Times tampabay.com STAGE

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Visit www.ClearwaterJazz.com

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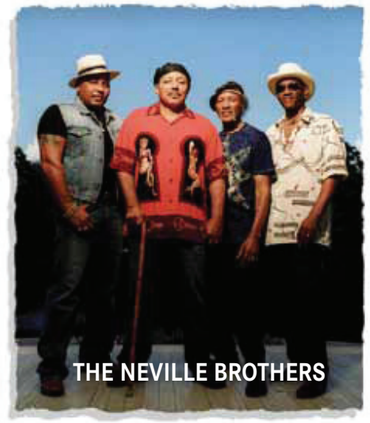
IT'S TIME TO PLAN YOUR CLEARWATER JAZZ HOLIDAY GETAWAY TO SUNNY FLORIDA!

MARINEMAX CLEARWATER JAZZ HOLIDAY 30TH ANNIVERSARY

Presented By Mercedes-Benz



THE NEVILLE BROTHERS

FOUR DAYS & NIGHTS OF FREE WORLD-CLASS JAZZ

OCTOBER 15-18, 2009 AT BEAUTIFUL COACHMAN PARK

CLEARWATER JAZZ 'N ART WALK

October 17 & 18, 2009

www.jazznartwalk.com

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CLEARWATER DOWNTOWN DEVELOPMENT BOARD

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October 15-18, 2009 • 800-753-3954

For Special Rate, Mention Group Code CLSGS

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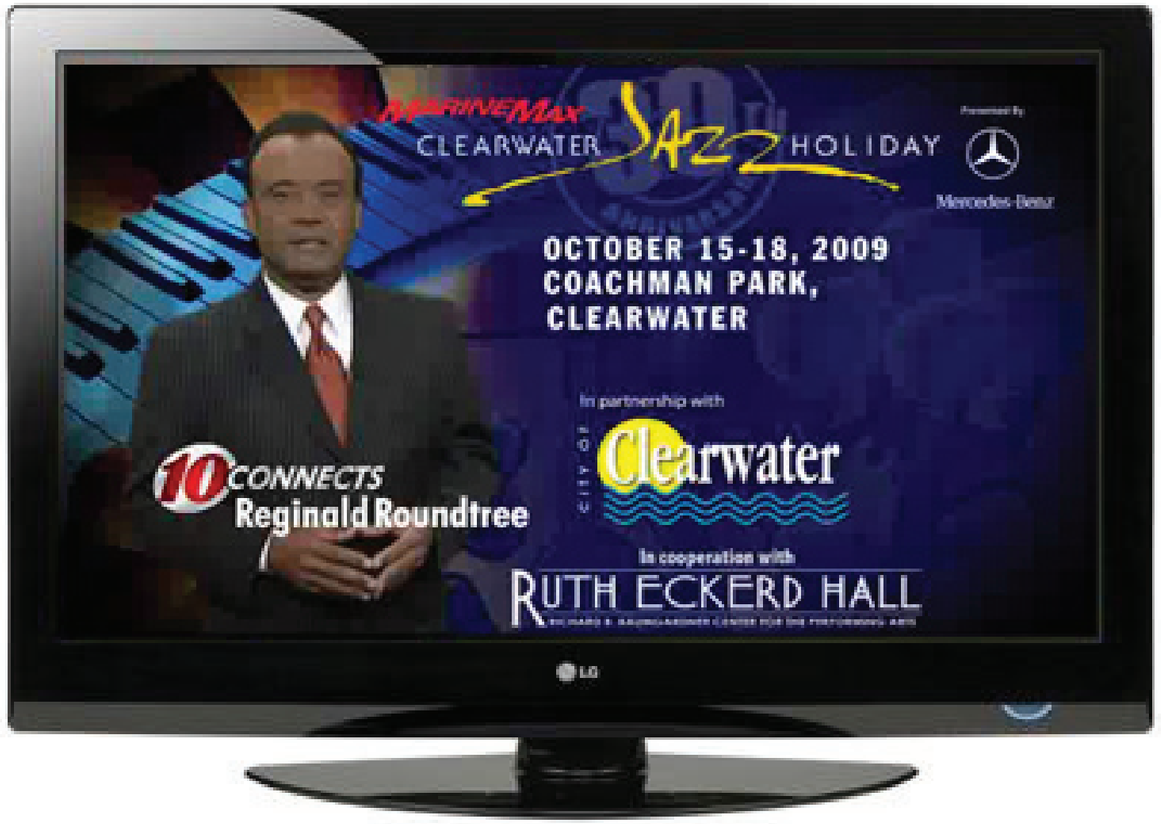
EVENT PROMOTED WITH RADIO & TV ADVERTISING



October 3-4 • Main Street Masters of Art Festival
Historic Downtown Melbourne, Brevard County – C
(321) 724-1741 • www.downtownmelbourne.com
One of Brevard's newest and best art festivals. 10 a.m.-5 p.m.; Free

October 3-4 • 31st Annual Destin Seafood Festival
Destin, Okaloosa County – NW
(850) 837-6241 • www.destinseafoodfestival.org
Celebrate with fresh local seafood from some of the area's favorite restaurants. Live entertainment from nationally known and local artists, arts & crafts, children's activities, and more. Fri. 4 p.m.-10 p.m., Sat. 10 a.m.-10 p.m., Sun. 11 a.m.-4 p.m.; Check website for fees.

October 3-November 31 • Scott's Maze Adventures
Mount Dora, Lake County – C
(352) 383-6900 • www.longandscottfarms.com
Scott's Maze Adventures features a seven-acre corn maze, three-acre tree maze, picnic area, fishing pond, '60s Super Slide and hayrides. Sat. 10 a.m.-5 p.m., Sun. 1 p.m.-5 p.m.; $2; ♿

October 3-January 3 • Amazon Voyage: Vicious Fishes and Other Riches
Gainesville, Alachua County – NC
(352) 846-2000 • www.flmnh.ufl.edu
The Florida Museum of Natural History features this voyage on the Amazon River, visiting the flooded forest, aquatic animals, and the people who live and study there. Mon.-Fri. 10 a.m.-5 p.m., Sunday 1 p.m.-5 p.m.; $8 Florida residents, $5 ages 12 and under; ♿

October 4-11 • Amelia Island Jazz Festival
Fernandina Beach, Nassau County – NE
(904) 504-4772
Under the creative direction of renowned jazz drummer and bandleader Les DeMerle, this week-long series will light up the island with world-class jazz artists. Events will be held at St. Peter's Church Courtyard and other venues on the island. Times & fees vary; ♿

October 7, 14, 21 & 28 • Storytime at the Zoo
Sanford, Seminole County – C
(407) 323-4450 • www.centralfloridazoo.org.
Pre-school-age children will enjoy animal stories along with a special visit from zoo animals, presented by Orange County Library System storytellers. 10 a.m.-10:30 a.m.; Free; ♿

October 9-10 • Indy Car/Grand-Am Rolex Sports Care Series
Homestead, Miami-Dade County – SE
(305) 230-5000 • www.homesteadmiamispeedway.com
Homestead-Miami Speedway is the first to host all of North America's premier motorsports championships: the Indy Car, Firestone Indy Lights and Grand-AM Rolex Sports Car Series, NASCAR's Sprint Cup, Nationwide and Camping World Truck Series. Fees vary; ♿

October 9-11 • Cotee River Bike Fest
New Port Richey, Pasco County – CW
(727) 842-7651 • www.coteeriverbikefest.com
Join riders from around the Southeast for activities like live music, Daisy Duke & tattoo contests, riders' skill shows, a benefit ride, and fire truck pull. Held downtown and in the West Pasco area. Fri. 5 p.m.-10 p.m.; Sat. 9 a.m.-10 p.m., Sun. 9 a.m.-4 p.m.; Free; ♿

October 10 • Tchaikovsky Spectacular Concert!
Melbourne, Brevard County – C
(321) 242-2024 • www.brevardsymphony.com
Join the Brevard Symphony Orchestra in concert at the King Center for the Performing Arts with an all-Tchaikovsky program. 8 p.m.; tickets $34-$45.

October 10 • Scarecrow Festival
Dade City, Pasco County – CW
(352) 567-0284 • www.dadecitymainstreet.org
An old-fashioned carnival strip will include scarecrow-making, pony and hayrides, games, and vendors. Held at Meridian Avenue and 6th Street. 10 a.m.- 2 p.m.; Admission free; ♿

October 11 • Treasure Coast Bridal Expo
Vero Beach, Indian River County – CE
(772) 770-2263 • www.veroheritage.org
Expo features vendors from bridal wear and jewelers to bankers. 1 p.m.- 4 p.m.

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EVENT

Clearwater Jazz Festival

October 15-18, 2009

Celebrating its 30th year, the sounds of Jazz music take over Coachman Park in downtown Clearwater, during the MarineMax Clearwater Jazz Holiday presented by Mercedes-Benz.

As one of the longest-running and best-known free jazz events in the country, the festival attracts upwards of 60,000 music lovers to the area, while presenting diversity in styles with a wide variety of music for guests to enjoy. To date the festival has been host to such legendary talents as Tony Bennett, Woody Herman, Buddy Rich, Dizzy Gillespie, Herbie Mann, Stephan Grappelli, Stan Getz, and the Count Basie Orchestra, to name only a few. Today's most popular and innovative jazz stars have also made stops in Clearwater, including Bela Fleck and the Flecktones, Kenny G, Manhattan Transfer, Patti Austin, Natalie Cole, Medeski, Martin & Wood and George Benson.

In addition to jazz musical performances, visitors with a penchant for the arts can take advantage of the festival's Jazz 'N Art Walk, held in downtown Clearwater, Oct. 17-18 2009. An added dimension to the 30th Anniversary event, the Clearwater Jazz Holiday Foundation is producing the Second Annual Clearwater Jazz'N Art Walk on the 500-600 blocks of Cleveland Street. Artwork from 50 different mediums will be on display and for sale to the public. The Clearwater Jazz 'N Art Walk offers a total purse of $5,000 for the top three artists selected by a panel of judges. The show prominently features student art as part of the Holiday's continued commitment to education in the area of jazz music and the arts.

Complimented by Clearwater's temperate weather, miles of breathtaking beaches and nearby attractions, this FREE community event, has been center-stage for numerous scholarship and educational activities to benefit the music students of this community - from the blues-loving beginners to piano-playing proteges - and everyone in between.

For more information about the 30th MarineMax Clearwater Jazz Holiday presented by Mercedes-Benz, call the Clearwater Jazz Holiday office or visit their Websites.

Clearwater Jazz Holiday
727-461-5200 | www.clearwaterjazz.com
www.jazznartwalk.com

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MarineMax CLEARWATER JAZZ HOLIDAY 30th ANNIVERSARY
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BONEY JAMES
CHRIS BOTTI
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DON'T MISS THE SECOND ANNUAL
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SATURDAY & SUNDAY OCTOBER
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Interested in opening a store in John's Pass?
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Grubb & Ellis|Commercial FL and Commercial FL Management have been assigned to lease and manage space at John's Pass Village and Boardwalk.
What This Means to You:
World class service providing Tenants the tools and resources needed to be successful in this high profile retail environment. Our goal is to ensure all parties are satisfied with the leasing and occupancy experience.
Grubb & Ellis|Commercial Florida will handle all brokerage aspects of the leasing process. We will work jointly with the Tenant and Landlord to ensure all parties are represented towards a mutually beneficial lease execution.
Once a lease is executed, Commercial Florida Management will be available to assist setting up and establishing your business at John's Pass Village and Boardwalk. Afterwards, management is available to maintain your business needs and promote a successful leasing experience.
Space is available in the southern portion of John's Pass, featuring Hubbard Marina, The Friendly Fisherman, Bubba Gump Shrimp Co. Restaurant and more. There are availabilities in the boardwalk and village sections, and dock space is available for watersport or boat-related businesses.
Contact us today for availability at John's Pass Village and Boardwalk!
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Vice President
direct: (813) 830-7537
mseifert@commercialfl.com
(813) 639-1111
www.commercialfl.com
COMMERCIAL FLORIDA MANAGEMENT
Ashley Klingler
Asst. Property Manager
direct: (813) 830-7962
aklingler@commercialfl.com

EVENT
Clearwater Jazz Holiday
COACHMAN PARK
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FALL 2009

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Discover Clearwater.
Again ... or for the very first time!
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Here are a few tips to help you rediscover Clearwater, Again ... or for the very first time.
THE COUNTRY'S BEST BEACH
A "NEW" CLEARWATER BEACH
COME ON IN, THE WATER'S FINE
NOT ALL THE FUN IS AT THE BEACH!
BE INSPIRED BY DOLPHINS

tations about it, or how "they" feel about it—but how does it make you feel? This is a very true way to evaluate anything, especially music and art. Does it make you feel heavy or light? Happy or sad? Exhilarated, content, bored, angry, grieved, apathetic or dead? Are you awake after it's over? Does it brighten you up or give you a headache? Does it make you feel loose and ...acious, or does it make ...a tight and nervous?

"There's a beautifully ... thing to relate to, ...n is something that is ...s easy and simple. ...s no effort involved. ...nother thing is that ...kes you feel good ...a cleanliness and ... about it. These ...ffective tools for ...where it's at."

...ere's another ...is observable. ...there's any ...ople in the ...e the course ...artists. The ...a lifestyle ...ose with ...he med- ...newspa- ...institu- ...artists ...eople ...life

...and ...o- ...."

...—and he ...create his art and com- ...with these things in mind. And if he pays attention to all the aspects involved, and develops his ability to communicate well, wonderful things can and will happen—and conditions around us will improve and our environment will become safer and more beautiful. This is what true art can do, and there's nothing more fulfilling than doing that.

So let's do it. **DB**

...group, adds

...ere is it at?

There's something which can be known, felt and experienced, given honesty with oneself. And that is how something makes you feel. Not what you "think" about it, or analytical compu-

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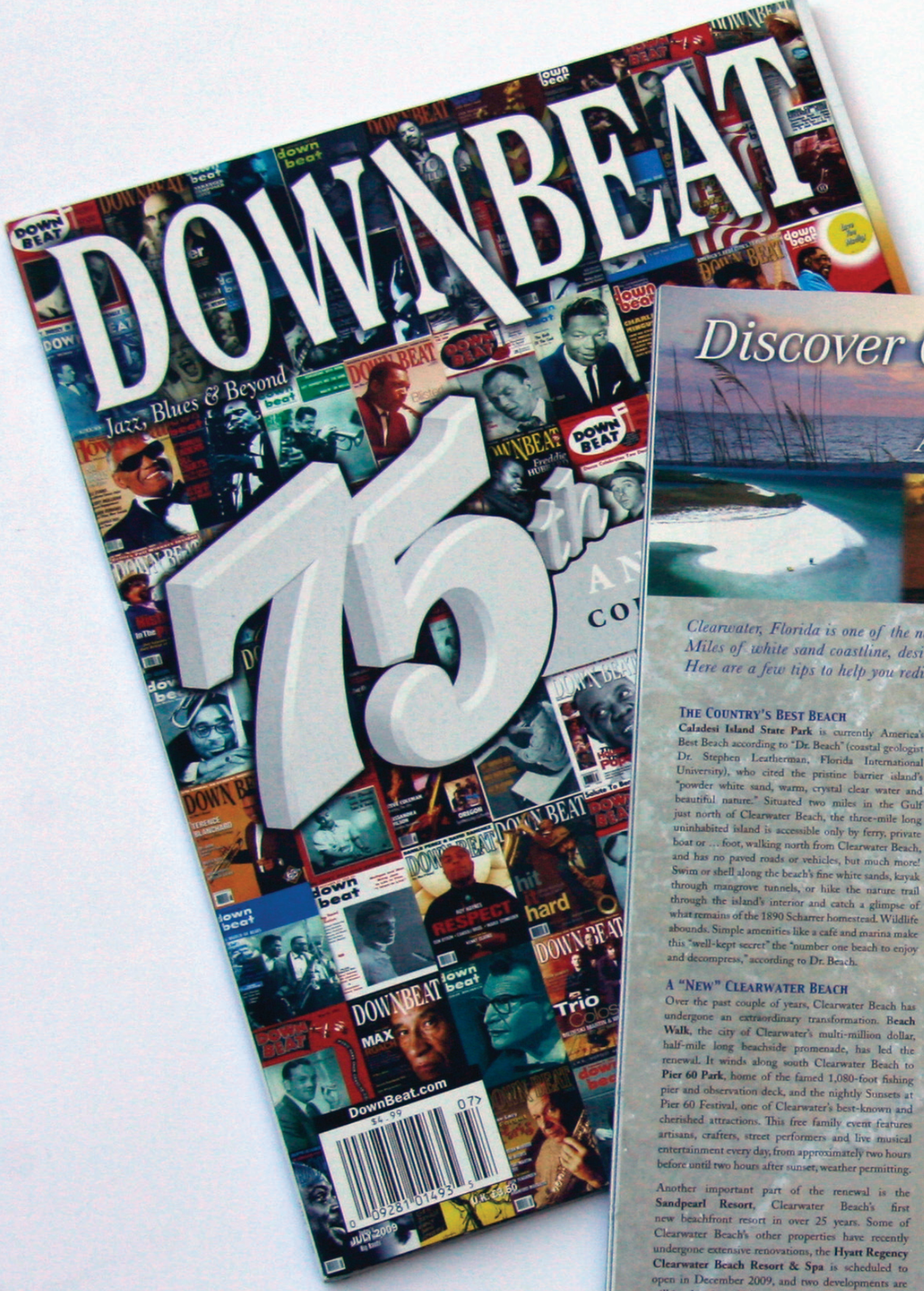

Discover Clearwater.

Again ... or for the very first time!

Clearwater, Florida is one of the nation's top destinations, and it's easy to understand why: Miles of white sand coastline, desirable year-round temperatures, and a huge variety of attractions and events. Here are a few tips to help you rediscover Clearwater. Again ... or for the very first time.

The Country's Best Beach

Caladesi Island State Park is currently America's Best Beach according to "Dr. Beach" (coastal geologist Dr. Stephen Leatherman, Florida International University), who cited the pristine barrier island's "powder white sand, warm, crystal clear water and beautiful nature." Situated two miles in the Gulf just north of Clearwater Beach, the three-mile long uninhabited island is accessible only by ferry, private boat or ... foot, walking north from Clearwater Beach, and has no paved roads or vehicles, but much more! Swim or shell along the beach's fine white sands, kayak through mangrove tunnels, or hike the nature trail through the island's interior and catch a glimpse of what remains of the 1890 Scharrer homestead. Wildlife abounds. Simple amenities like a cafe and marina make this "well-kept secret" the "number one beach to enjoy and decompress," according to Dr. Beach.

A "New" Clearwater Beach

Over the past couple of years, Clearwater Beach has undergone an extraordinary transformation. **Beach Walk**, the city of Clearwater's multi-million dollar, half-mile long beachside promenade, has led the renewal. It winds along south Clearwater Beach to **Pier 60 Park**, home of the famed 1,080-foot fishing pier and observation deck, and the nightly Sunsets at Pier 60 Festival, one of Clearwater's best-known and cherished attractions. This free family event features artisans, crafters, street performers and live musical entertainment every day, from approximately two hours before until two hours after sunset, weather permitting.

Another important part of the renewal is the **Sandpearl Resort**. Clearwater Beach's first new beachfront resort in over 25 years. Some of Clearwater Beach's other properties have recently undergone extensive renovations, the **Hyatt Regency Clearwater Beach Resort & Spa** is scheduled to open in December 2009, and two developments are still in planning phases.

Be Inspired By Dolphins

In December 2005, an Atlantic Bottlenose Dolphin - at only three months of age - lost her entire tail and two vertebrae after being caught in a crab trap line on Florida's east coast. She was taken to the renowned **Clearwater Marine Aquarium**, a rescue, rehabilitation and release facility, to begin a long recovery, which included being fitted with a prosthetic tail. Named "Winter," her incredible story of survival has been documented in media all over the world, and as a result, she has become an international superstar and inspiration to countless visitors, especially children living with physical handicaps and wounded war veterans. The aquarium offers a variety of educational experiences like eco-tours and kayak excursions, behind-the-scenes tours, a new wide-screen theater and daily dolphin shows.

Dolphins can also be viewed in the wild by venturing our on a dolphin "encounter" berthed at the **Clearwater Municipal Marina** ... and sometimes even while dining at any number of beachside restaurants!

Come On In, The Water's Fine

If water sports are on your "to-do" list, stop by the Clearwater Municipal Marina, which provides "one-stop" access to every conceivable recreational boating activity including nearly two-dozen fishing charter and fishing party boats; dinner cruises; charter sail boats; dive boats; sight-seeing boats, dolphin "encounters" as well as speedboat rides and parasailing. Best of all, it's centrally located and steps away from shopping, dining and other entertainment venues.

The **Clearwater Community Sailing Center**, with a prime location on Sand Key - enabing easy access to the Gulf and Clearwater Harbor - maintains a fleet of over 40 boats available to the public. Affordable daily memberships make it convenient for visitors to rent the center's boats, and group and private lessons with US SAILING-certified instructors provide guests with an introduction to sailing.

Not All The Fun Is At The Beach!

A step away from Jazz Holiday's lovely open, outdoor venue, Coachman Park, downtown Clearwater's **Cleveland Street District** is also enjoying a renewal, becoming a more pedestrian friendly community with distinctive character. Revolving public art exhibits, like the city's new outdoor art gallery, "Sculpture 360: Art in the Cleveland Street District," along street parties, concerts and the weekly **Downtown Farmer's Market**, are part of the landscape. Currently, two high-rise condominiums anchor the district and the Marriott Residence Inn opened last September. Public projects are also in the works including a 130-slip marina on the harbor, scheduled for completion in 2009. The city also recently purchased the landmark 1920s-era Royalty Theatre and, with Ruth Eckerd Hall, plans to turn it into a concert and performing arts venue.

Besides Clearwater Jazz Holiday, Clearwater hosts several popular events throughout the year including Outback Bowl Beach Day, Frenchy's Stone Crab Festival, Taste of Clearwater, Ironman World Championship 70.3, Holiday Boat Parade and numerous regattas and fishing tournaments. Professional sports are year-round in the area with Major League Baseball's Philadelphia Phillies spring training in Clearwater's Bright House Field, Minor League Baseball's Clearwater Threshers playing their regular season also at Bright House Field, along with the Tampa Bay Rays in St. Petersburg and the Tampa Bay Buccaneers and Tampa Bay Lightning in Tampa.

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www.visitclearwaterflorida.com

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727-469-5918 www.floridastateparks.org/CaladesiIsland

Sunsets at Pier 60 Festival
727-461-7732; www.sunsetsatpier60.com

Clearwater Marine Aquarium
727-441-1790; www.seewinter.com

Clearwater Municipal Marina
727-462-6954; www.myclearwater.com

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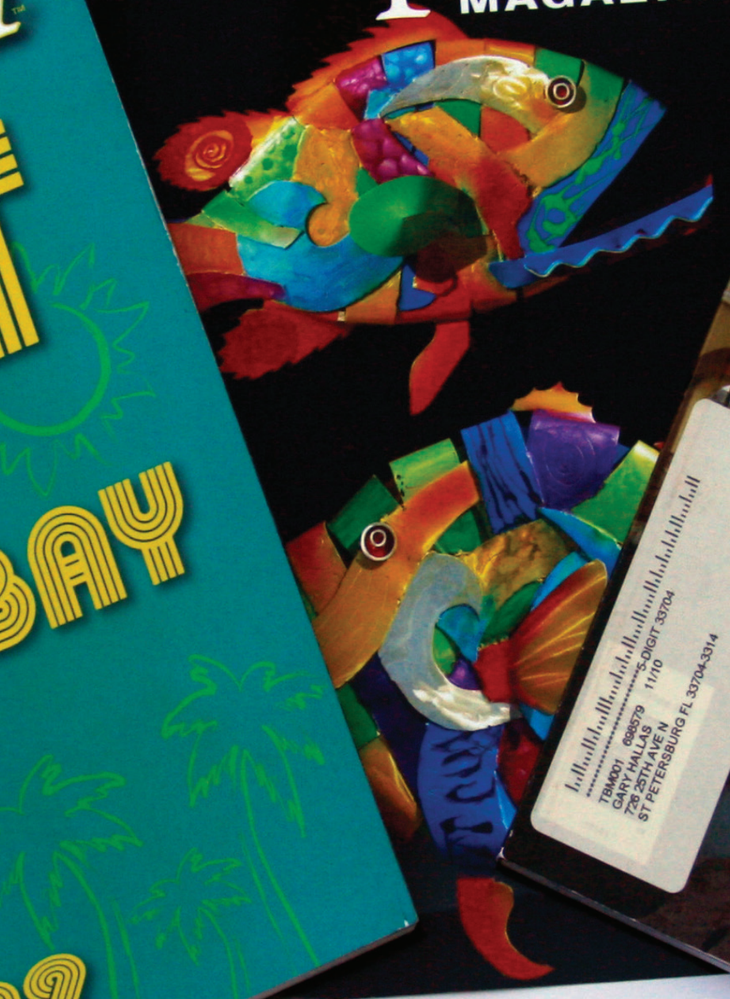

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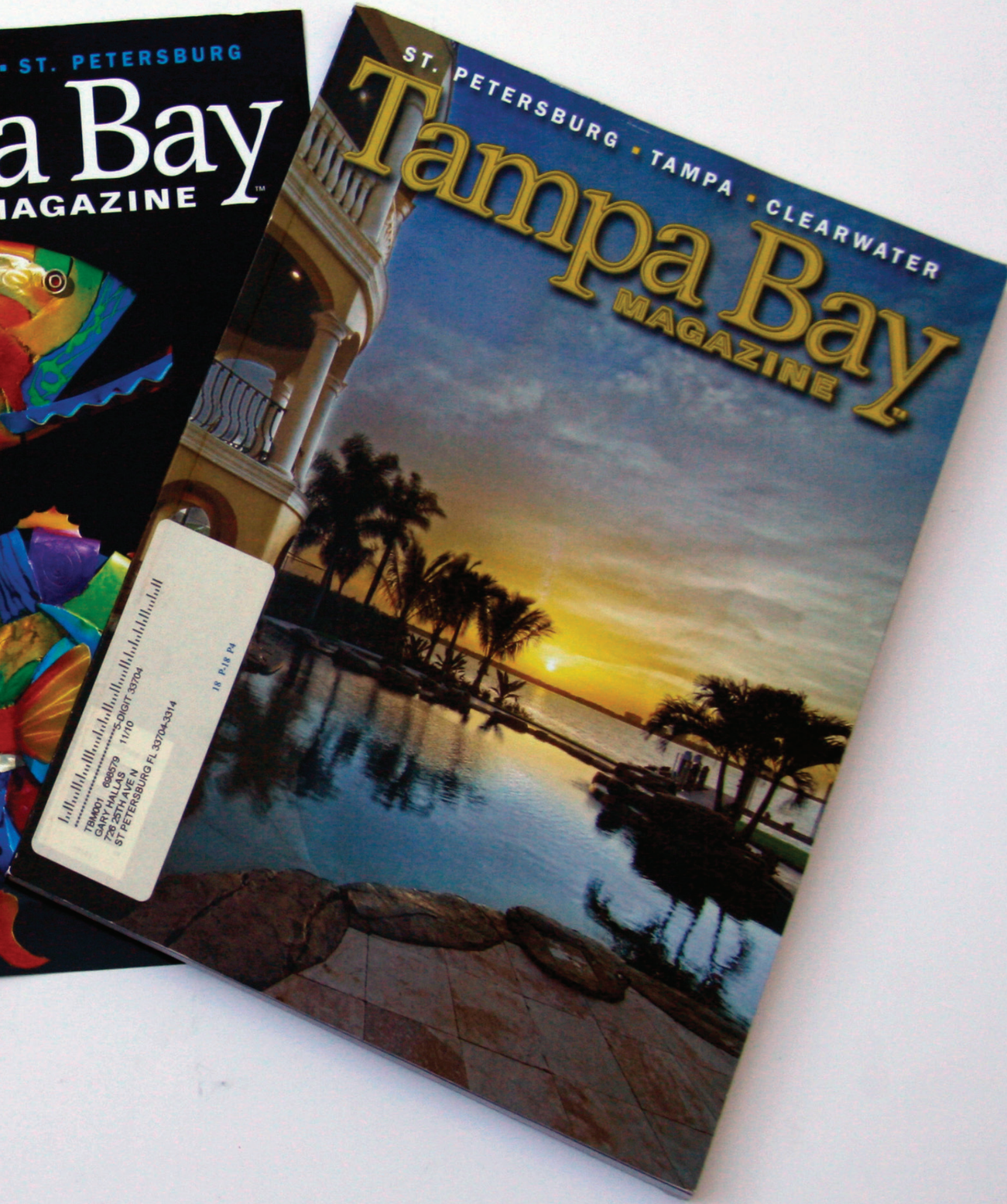

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Bringing Home Community News
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BEST OF TAMPA BAY
It's another year and time, once again, for the summary of our readers' favorite people, places and pleasures. We have tallied the thousands of votes that were mailed to us and added a few comments of our own about the winners. In many instances, the winner of a category received a runaway number of votes. However, in some instances, the voting was very close. In those cases, we made the ultimate decision. If some of your favorites are not included in this list, don't feel offended, as there are many who could have won, but didn't. Maybe next year, your favorite will win. It is up to you, so remember to send in your ballots that appear in our January/ February and March/April issues. In the meantime, we are sure that you will agree with most of our findings. If you disagree, try some these recommendations, and you might be surprised how wise o readers really are. Now, it's time for our 2009 Best of Tampa Bay
MAY/JUNE 2009 • The Clearwater Regional Chamber of Commerce • The Premier VOICE OF BUSINESS
MarineMax CLEARWATER JAZZ HOLIDAY 30th ANNIVERSARY
The 30th Anniversary MarineMax Clearwater Jazz Holiday presented by Mercedes-Benz will take place October 15 - 18, with some of today's finest jazz talents. Presented in Coachman Park in downtown Clearwater overlooking beautiful Clearwater Harbor and the majestic Memorial Causeway Bridge, the Jazz Holiday is four days and four nights of some of the best live jazz performance in the world presented FREE for our community and guests to enjoy.
A collaboration of the Clearwater Jazz Holiday Foundation, City of Clearwater and the Clearwater Jazz Holiday Jazz Force, the all volunteer staff that orchestrates every chord of this eight-to-the-bar event, this year's signature celebration sets the stage for the most recognized Smooth Jazz, Rhythm and Blues, Fusion, Latin and local bands ever assembled-thanks to the continued support from the community, volunteers and thousands of jazz lovers.
The mission of the Clearwater Jazz Holiday Foundation is to support the arts and educational endeavors in the community. Over the years, the Clearwater Jazz Holiday, has been center-stage for numerous scholarship and educational activities to benefit the music students of our community, from the blues-loving beginners to piano-playing protégés, and everyone in between.
CLEARWATER JAZZ 'N ART WALK
The Clearwater Jazz Holiday Foundation is also proud to announce the Second Annual Clearwater Jazz 'N Art Walk in downtown Clearwater, October 17th and 18th from 10AM – 5PM. An added dimension to the Clearwater Jazz Holiday event, an art show will take place on the 500 & 600 block of Cleveland St. from Ft. Harrison to East Avenue. Artwork from over 50 different mediums will be on display and for sale to the general public.
The Clearwater Jazz 'N Art Walk will offer a $5000 total purse for the top 3 artists selected by a panel of judges. FREE to the public, the Clearwater Jazz 'N Art Walk is part of the ongoing efforts by the Clearwater Jazz Holiday to bring more of the activity to downtown's main street area. The Clearwater Jazz 'N Art Walk has partnered with the Dunedin Fine Art Center and will prominently feature student art as part of Jazz Holiday's continued commitment to education in the area of jazz music and the arts.
For more information on either event please visit www.ClearwaterJazz.com or www.JazznArtwalk.com.
The Clearwater Jazz Holiday is the largest FREE Jazz event in the Southeast and relies on support from a number of entities; Corporations, Individuals, City, and Donations to name a few. One manner to show your support of the Clearwater Jazz Holiday and your community is through the High Note Society.
The High Note Society
The High Note Society is a group of jazz enthusiasts dedicated to furthering the Clearwater Jazz Holiday. They were founded as the means to provide the support necessary to produce Clearwater's major jazz festival and to promote music education and the arts in our community. Membership includes invites to the Artist Lineup and Poster Unveiling Parties, monthly High Note Socials along with VIP passes for the Clearwater Jazz Holiday. Check out www.ClearwaterJazz.com or call 727-461-5200 for more information if you would like to show your support of this signature event in Clearwater. We look forward to seeing everyone in the park & downtown in October!
11

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30TH ANNIVERSARY CLEARWATER JAZZ HOLIDAY

Presented By

Mercedes-Benz

In partnership with the CITY OF Clearwater

OCTOBER 15–18, 2009

Coachman Park, Clearwater, Florida

THURSDAY

Al Jarreau

In cooperation with RuthEckerdHall.com

Thursday kicks off the 30th Anniversary Celebration on the St. Petersburg Times Stage as WSJT 98.7 welcomes Al Jarreau. Al Jarreau's unique vocal style is one of the world's most precious treasures. His innovative musical expressions have made him one of the most exciting and critically-acclaimed performers of our time with seven Grammy Awards, scores of international music awards and popular music accolades worldwide.

It's not surprising that he has perfected his technique to such an art. After all, he has been singing since the age of four, harmonizing with his brothers and performing solo at a variety of local events in his hometown of Milwaukee, Wisconsin. Jarreau also helped the Playboy Jazz Festival celebrate its 30-year anniversary this summer, headlining the renowned festival's opening night on June 14 at the Hollywood Bowl in Los Angeles. Come and enjoy an evening under the stars with Al Jarreau.

Don't miss the FIREWORKS on Saturday night presented by HCI Homeowners Choice Insurance for Floridians by Floridians www.hcpci.com

Get your CDs and artists' autographs at the CLEARWATER JAZZ HOLIDAY ARTIST SIGNING TENT

In cooperation with RuthEckerdHall.com

Chris Botti

FRIDAY

Friday night, Johnson, Pope, Bokor, Ruppel & Burns, LLP welcomes Chris Botti. A master artist and performer, trumpeter Chris Botti is a gifted instrumentalist, a talented composer, and a charismatic performer who, since the release of his first solo album in 1995, has sold nearly three million albums worldwide. He has worked closely with an unparalleled roster of the world's greatest musicians, drawing from a wide ranging repertoire of pop, jazz, and classical music to create a series of aesthetically rewarding performances. Botti has created his own signature sound, transforming the world of contemporary jazz while simultaneously finding success in the pop music sphere.

For more information, visit us online at www.clearwaterjazz.com

In cooperation with RuthEckerdHall.com

SATURDAY

Boney James

Saturday, MarineMax welcomes Boney James along with a 30th Anniversary fireworks display presented by Homeowners Choice, Inc. One of the most respected and best-selling instrumental artists of our time, Boney James has a longstanding reputation as a major force in both the worlds of Contemporary Jazz and R&B. His unique gift of making the saxophone sing like a human voice has resulted in millions of albums sold over the past 16 years.

Boney James was influenced by Motown music, as well as the work of contemporary jazz saxophonist Grover Washington, Jr. James honed his R&B chops while touring and doing session work with such stars as Morris Day, the Isley Brothers, Randy Crawford, Ray Parker, Jr., and Bobby Caldwell. According to Boney, "The communal experience of playing live – that's why I became a musician in the first place. It's exciting and liberating. It never gets old for me."

SUNDAY

The Neville Brothers

Sunday, Mercedes-Benz welcomes The Neville Brothers! Throughout their long careers as both solo performers and as members of the group that carried their family name, The Neville Brothers have proudly represented their native New Orleans' rich R&B legacy. The differences between the four Neville Brothers are as dramatic as the similarities that unite them.

The source of their similarities is passionate funk, a feeling for blues-soaked, deep pocket grooves that is the basis of their greatness and exalted place in our cultural history. Art, Charles, Aaron and Cyril. As four powerfully unique personalities, The Neville Brothers thrive on an explosive fusion of diversity and unity.

In cooperation with RuthEckerdHall.com

ParentGuide TOT SPOT

Take a break from the music and check out a FREE area designed especially for kids from our friends at ParentGuide. There will be rock climbing, dry slides, a meet and greet with Sponge Bob from Nickelodeon and more for the little ones to enjoy. Stop by and enjoy all of the activities!

JAZZ 'N ART WALK

Performance Schedule for the 98.7 U22 CONCERT STAGE SPONSOR Stage

Located on Garden Avenue. Listen while you walk.

	SATURDAY	SUNDAY
11am – 12pm	The Hy Notes	Ruth Eckerd Hall Jazz Lab Band
1pm – 2pm	The Alan Darcy Experience	Suite Caroline
3pm – 4pm	Level 10	The Bus Stop Band with Chello

This year we're proud to present the **Kids Educational Zone,** located at Station Square, in cooperation with the **Dunedin Fine Art Center**. Be sure to bring the little ones out on Saturday and Sunday to browse through kids' art and experience hands-on activities created just for them. Also on both days, enjoy the "Nick Pool Show" from 12pm – 1pm, along with other kids entertainment from 10am – 11am and 2pm – 3pm.

CLEARWATER JAZZ 'N ART WALK

For more information, visit us online at www.jazznartwalk.com

Clearwater Jazz Holiday is proud to announce the second annual Clearwater Jazz 'N Art Walk in downtown Clearwater, October 17th and 18th from 10am to 5pm. Each year more than 60,000 visitors come to Coachman Park in downtown Clearwater to enjoy four days & nights of FREE Jazz by some of today's greats. The Clearwater Jazz Holiday Foundation, along with the city of Clearwater, is producing the second annual art show on the blocks of Cleveland St. from Ft. Harrison to East Ave. The Clearwater Jazz 'N Art Walk is funded in part by grants from the state of Florida, the Pinellas County Cultural Affairs Department and the St. Petersburg Clearwater Convention and Visitors Bureau.

Fine art of different mediums will be on display and for sale to the general public. The Clearwater Jazz 'N Art Walk will offer a $5,000 total purse for the top three artists selected. Also, one artist will be offered the opportunity to create the 31st Annual Clearwater Jazz Holiday poster for 2010. The Clearwater Jazz Holiday poster is featured throughout the marketing promotion and also featured at select events throughout the year including the Jazz Holiday itself.

For more information, visit www.jazznartwalk.com or call the Clearwater Jazz Holiday office at 727-461-5200.

In partnership with Clearwater

In cooperation with Dunedin Fine Art Center

Media Partners St. Petersburg Times, bright house, WSJT 98.7 Smooth Jazz, ParentGuide

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The Allmans, revised

If you perform songs the same way every night, it's almost like a (gasp!) job. That's the Allman Brothers Band philosophy, anyway. Nearly 40 years after their momentous, jam-oriented Fillmore East performance, soulful growler Gregg Allman, shown here, and drummer Butch Trucks return with a stellar, new-ish cast. Derek Trucks fills big shoes for the late Duane Allman on slide guitar and Warren Haynes of Gov't Mule replaces Dickey Betts (so, you won't hear *Ramblin' Man*, but you should get *Whipping Post*, *Midnight Rider* and *Statesboro Blues*). The show is at 7:30 p.m. Wednesday at Ruth Eckerd Hall, 1111 McMullen-Booth Road, Clearwater. Sold out. (727) 791-7400.

Jazz Holiday tries smooth approach

BY PHILIP BOOTH
Times Correspondent

Music festivals come and go, and several have fallen victim to recession-driven cutbacks.

The Clearwater Jazz Holiday, though, celebrates its 30th anniversary this weekend with a lineup largely focused on smooth jazz. Singer Al Jarreau, saxophonist Boney James, trumpeter Chris Botti and bass virtuoso Brian Bromberg are among the headliners, along with veteran New Orleans funk band the Neville Brothers. All except Jarreau are making encore appearances at the festival.

The event, which annually draws tens of thousands to breezy Coachman Park on the waterfront, has presented genuine jazz legends over the years, from Dizzy Gillespie to Count Basie to Branford Marsalis.

Fans of straight-ahead jazz are marking their calendars for Sunday's 4 p.m. performance by the Marcus Roberts Trio. The acclaimed pianist has worked with Wynton Marsalis and released a string of solo albums. Earlier this year, Roberts released *New Orleans Meets Harlem, Vol. 1* on his own Master label. It's a salute to the music of Jelly Roll Morton, Scott Joplin, Fats Waller, Duke Ellington and Thelonious Monk.

The disc, the pianist's first since leaving Sony in 2001, has Roberts joined by longtime trio mates Roland Guerin on bass and Jason Marsalis on drums for a funky version of Wynton Marsalis' *The Entertainer* and a down-home take on Monk's *Ba-lue Bolivar Ba-lues-are*. Roberts and Guerin will fill in for Sunday's show's other tunes. (For Sunday's show, Guerin will be replaced by Reginald Veal.)

The CDs, eventually to be followed by a second volume, with Loyd's contributions added to the mix, received critical acclaim. His music is more than imperative. His music is more than imperative, but it's also a reflection of the tradition, but with a modern twist.

"I feel like one of the characteristics of any great jazz musician is that of the music, and I've been of the musicians I've been dialogue with are the ones who've been artists, who've been Jackson Pollock artists, who've been artists and

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STEFANIE BOYAR | Times (2009)

Pianist Marcus Roberts brings his trio to the 30th anniversary of the Clearwater Jazz Holiday on Sunday. Roberts, shown here with bassist Roland Guerin, is also an assistant professor of jazz studies at his alma mater, Florida State University.

St. Petersburg Times

In the know

CLEARWATER

MAN ARRESTED IN SHOOTING, SENT BACK TO COUNTY

A 33-year-old Clearwater man has been arrested in Madison and transferred to Pinellas County on a charge of second-degree attempted murder. Police said several people were arguing over money July 9 at West Avenue and Palm Bluff Street when Troy Hiers pulled a handgun and shot Joey Graves multiple times. Graves, 24, also of Clearwater, was seriously injured but survived after emergency surgery. Police said Hiers fled to Madison to avoid arrest. He was caught there on Oct. 2. He was being held Tuesday at the Pinellas County Jail on bail in excess of $250,000.

Hiers

PALM HARBOR

High school locked down after scare

Palm Harbor University High School was briefly locked down Tuesday afternoon after Pinellas County sheriff's deputies responded to a report of an armed, suicidal man at a nearby address. Deputy Paul Pantel, the school's resource officer, said that after hearing from

The last act of Safety Harbor's Evard Homer Norris was heroic. Epilogue, Tampa Bay

Clearwater Times

pinellas.tampabay.com

Wednesday, October 14, 2009 | CLW

Music to a jazz fan's ears

Trumpeter Chris Botti called a Clearwater grandma out in Ohio as part of a surprise. Now she'll see him play here, too.

BY MIKE BRASSFIELD
Times Staff Writer

CLEARWATER — Nancy Blacklin recently got the surprise of her life while watching jazz star Chris Botti in concert.

Blacklin, a huge jazz fan, was up in the balcony of a concert hall in Ohio. The Clearwater grandmother had recently lost her husband of 46 years, and her granddaughter had persuaded her to fly up North for a visit and to see Botti perform.

Midway through the show, Botti stopped and said, "Where's that beautiful grandmother from Florida? Nancy, where are you? What are you doing way up there?"

This had been set up by Blacklin's granddaughter. Botti had Blacklin come down and sit in the middle of the front row. The versatile jazz trumpeter then dedicated a song to her.

"I think I was in a state of shock," Blacklin recalls happily.

Then he said he'd see her in Clearwater.

Botti (pronounced BO-dee) is the Friday night headliner of this year's Clearwater Jazz Holiday. Blacklin will be in the VIP seats up front, watching her favorite trumpet player perform one more time.

•••

Nancy Blacklin, 77, grew up to the sound of jazz. Her father, a Baltimore steelworker, always played Louis Armstrong, Benny Goodman, Tommy Dorsey and other big-band jazz greats.

In 1963, she married her sweetheart Roy Blacklin. They raised three sons. They played jazz records and

» See JAZZ FAN, 5

Clearwater Jazz Holiday
Schedule and parking map. **Page 5**

Special to the Times

Jazz musician Chris Botti, left, with Clearwater fan Nancy Blacklin. They'll meet again Friday.

Pinellas SCUBAnauts gain diving experience and help researchers survey reefs in the gulf.

St. Petersburg Times

In the know

HOLIDAY

CLEARWATER MAN DIES AFTER CRASH ON U.S. 19

A 24-year-old Clearwater man died early Friday after a weekday crash on U.S. 19. The crash happened about 5:45 a.m., according to the Florida Highway Patrol. William R. Anderson was driving a sport utility vehicle north in the southbound lanes when he crashed into a Chevrolet Silverado, troopers said. Anderson was taken to Regional Medical Hospital in New Port Richey, where he later died of his injuries. The Silverado's driver, Timothy C. Carmichael, of Spring Hill, was taken to St. Joseph's Hospital-North for non-critical injuries. The crash remains under investigation. The Highway Patrol and T.M. Shields at (727) 841-2...

TARPON SPRINGS

HUD investigating housing authority

The Tarpon Springs Housing Authority is being investigated by the U.S. Department of Housing and Urban Development's Office of the Inspector General after an air conditioner was reported stolen from one of the Tarpon Springs locations. On May 21, the theft of an air conditioner was reported to the Tarpon Springs police. On June 22, the agency notified the matter to HUD, said Chief Robert Kochen. Tarpon Housing police chief Kochen said the report we sent to the federal agency should look at said Barbara Shoemaker, HUD's assistant inspector general for investigations, who is in charge of the Office of Investigations' Atlanta region. Shoemaker declined to comment on the incident. The executive director of the housing authority, Tarpon Housing Authority's director, also declined to comment.

CLEARWATER

Main library will be closed today

The Clearwater Main Library is closed today because of Yom Kippur, the Jewish holiday that begins at sundown Monday. Other libraries in Clearwater, Largo, Dunedin, Palm Harbor, the Clearwater Countryside and East Libraries are open. For more information, call the Answer Line at (727) 562-4970.

Five arrested in drug raid by police

Police arrested five people and seized drugs, weapons and cash early Friday at 3794 Barclay St. Clearwater police obtained a search warrant for the residence after a months-long investigation based on complaints about drug and weapons activity, police said. Officers found 28.2 grams of crack cocaine, 100.4 grams of marijuana and ...

Man convicted in Tarpon Springs rape gets life sentence. Page 5

North Pinellas Times

pinellas.tampabay.com

Saturday, October 17, 2009 | NPN

Park vs. parking in Tarpon

Two groups with divergent ideas on its use contest a long dormant sliver of land.

BY DESIREE A. LEE
Times Staff Writer

TARPON SPRINGS — When the city was contemplating more downtown parking a decade ago, the thought was to build a lot from Tarpon Avenue to a new lot a block away.

The parking lot with more than 60 spaces, on the corners of East Orange Street and Safford Avenue, was completed in 2003. But the connection between it and Tarpon Avenue merchants was never built.

Now some downtown business owners are asking the city to finish it. But there is a new complication — a group looking to beautify the city has plans for the same sliver of land.

The Garden Fairies, who have donated their energies to such things as hospitals, community centers and public works projects, want to paint a mural on a building and construct a small park on the land. The group would pay for the project.

They approached the Chamber of Commerce looking for a place for a mural, and Sue Thomas came up with the spot on Tarpon Avenue," said Siobhan Nehin, who is with the Garden Fairies. "We looked at the space and said we are going to have this beautiful mural, but then there was this vacant lot. We should do something with the lot."

Nehin said she and Thomas, president of the Tarpon Springs Chamber of Commerce, and City Manager Mark LeCouris and several merchants started working toward a park there.

"Everybody was on board, Nehin said. "The city, the chamber, we were moving forward" — Everyone, that is, but some of the city's downtown property owners. They were stunned that the city wasn't going to complete the connector instead.

The link would add eight more spaces and make the larger lot more visible to customers.

LeCouris stated to the commission that he has been in contact with the property owners and merchants, and I don't know what property owner he was in contact with," said John Tarpanni, whose family has owned land and run a business in downtown Tarpon Springs since 1911. "For the long-term goal of the city the parking connection meets the goals and objectives of redevelopment. I can name lots

» See PARKING, 5

Siobhan Nehin of the Garden Fairies sees a park on the land. The group would pay for the work.

Clearwater Jazz Holiday | 30-year fan

Jill Chiappetta, left, Sunny Fellowes, center, and Sunny's granddaughter Christy Lynch, right, applaud after Mike MacArthur and Nate Najar finish their set Thursday at the Clearwater Jazz Holiday. Fellowes, 73, has attended every year.

KATHLEEN FLYNN | Times

Perfect attendance

On her 30th Jazz Holiday, this special fan got her wish: to see

BY ROBERT TRIGAUX
Times Staff Writer

On the opening night of the Clearwater Jazz Holiday, cultural staple the city, Mayor

Jazz Holiday
Schedule and parking

Official was onto $2.2M mystery

Then-commissioner Bob Hackworth says e-mails about utility funds were rebuffed.

BY DREW HARWELL
Times Staff Writer

DUNEDIN — After the recent discovery of two utility billing errors that cost the city $2.2 million over the past seven years, one resident now says he was suspicious all along — former Mayor Bob Hackworth.

Hackworth was a commissioner in 2004 when he began to ask why after the city approved utility rate increases in years prior, extra revenue didn't materialize.

But City Manager Rob DiSpirito told commissioners recently that some of that

Clearwater Times

Chief list has local flavor

An ex-Clearwater police captain makes the short list, but won't get special treatment.

Good pals and all that jazz

Clearwater Jazz Holiday | Day One

Jazz 'N Art Walk

to fill electronics void

hhgregg

No neglect charge in baby boy's death

An investigation details a series of mistakes made in the installation of the boy's car seat.

tour begins

Clearwater Times

There will be music, come rain or shine

Weather report: Storms today, but perfect weather on weekend.

Chief of welfare service resigns

Fest is labor of love for banker

David Ruppel, a sax player, wants others to share his enthusiasm for jazz.

Wrestler sues Pinellas schools over injuries from hallway incident. Page 3

North Pinellas Times

Jetty light plan still flickers

Three years after a board backed lights, no action has been taken.

Documents detail water contamination at USMC's Camp Lejeune. Page 5A

Finally! Cool weather for the weekend. »

Clearwater Jazz Holiday

Dizzy Gillespie plays for a crowd of 10,000 at the third annual festival, this time five days.

Tom Bradley of the Tom Bradley Collective during the first night of the Clearwater Jazz Holiday on Thursday.

Where to park

Brothers to end on a cool note

WATCH SAILBOAT CHAMPIONSHIP FROM BEACH

Adults, here's your chance to spoil

STEVE MORSE
Assistant City Editor/Clearwater

As Times changes, we remain committed

The signs are all around us. A line of people long enough to stretch around a building at the Foundation Village Neighborhood Family Center waiting to pick up free bags of groceries.

The neighbor across the street getting laid off weeks ago and still looking for work. Another house down the street in foreclosure.

We remain in the throes of the worst economic downturn since the Great Depression and its tentacles have left few businesses unharmed.

Including ours.

We've already taken a number of steps to lighten our belt, including reducing staff, mostly through attrition. Starting Oct. 20, we will take another by discontinuing the Tuesday publication of the *Clearwater Times* and *North Pinellas Times*.

But we still are committed to being your No. 1 source for local news and information Tuesdays.

You still will be able to get breaking news from North Pinellas County in the A and B sections of the *St. Petersburg Times* and our Web site, tampabay.com.

Two years ago, we discontinued the Monday Clearwater and North Pinellas editions and folded our north county news into the B section. Part of the reason then was because advertising was light on Monday.

We chose Tuesday because it too has been light on advertising and we felt dropping it would have the least impact on readers and advertisers.

It means you, the reader, will have the continuity of Wednesday through Sunday for the *Clearwater Times* and *North Pinellas Times*.

The only weekly feature that is being displaced will be Health Notes, which will shift from Tuesday to Wednesday.

Some people would have you believe newspapers are dying and that people no longer care about local news. There's no question the economy and other factors are reshaping our business, and we're adjusting.

But we plan to be here for a long time. We're going to continue to give you the local news reporting and storytelling that has been a hallmark of the *Times*. We are going to continue to be watchdogs over government at the local, state and national levels. And we're going to continue to write about interesting local people.

Times have changed, no doubt. We're changing, too, but the plan is to emerge from this downturn still serving you the best way we know: bringing you news and features that keep you informed and make your day a little brighter.

If you have questions or concerns, please drop me a note or give me a call.

Steve Morse can be reached at smorse@sptimes.com or (727) 445-4152.

Anthony Sullivan, the pitchman left behind. Floridian, Page 1E

Clearwater Times

pinellas.tampabay.com

Sunday, October 11, 2009 | CLW

30 years of Clearwater Jazz Holiday

BY MIKE BRASSFIELD | *Times Staff Writer*

CLEARWATER

Thirty years ago, the first Clearwater Jazz Holiday was a little different. • The stage was a decorated flatbed truck. Volunteers slept on it overnight to guard the equipment. Organizers recruited their first sponsor by leaving a note on his car windshield. • The headliner, clarinetist Woody Herman, agreed to come mainly because one of his band member's parents happened to live here. Some 2,000 people showed up. For concessions, one of the festival's founders set up a makeshift stand and sold nachos for 50 cents. • Since then, things have definitely changed. Jazz Holiday has evolved into Clearwater's signature event, routinely drawing 40,000 to 50,000 fans to Coachman Park over its four-night span. • But as things gear up for the 30th Jazz Holiday, which runs from Thursday through next Sunday, some facts remain the same. Volunteers still do the bulk of the work, from moving pianos to selling beer to picking up trash. And it remains one of the last free jazz festivals left in the country.

» See JAZZ, 5

The first Clearwater Jazz Holiday lasted 10 days and featured clarinetist Woody Herman as the headliner. Times files (1980)

1980 Inaugural 10-day music festival, sponsored by the Greater Clearwater Chamber of Commerce.

1982 Dizzy Gillespie plays for a crowd of 10,000 at the third annual festival, this time five days.

1983 A new band shell, the Charles Wharton Johnson Pavilion, gives festival a permanent stage.

1984 For first time, more than one headliner, Herbie Hancock, Dave Brubeck, Nat Adderly, Richie Cole and Judy Roberts perform.

1985 Attendance at the four-day event reaches 50,000. Coachman Park is packed on third night for the Count Basie Orchestra.

1990 The nonprofit Clearwater Jazz Holiday Foundation takes over festival operation from the chamber.

1993 Rain forces cancellation of entire Saturday lineup, the biggest of the four-day schedule. The festival loses $25,000 in revenues.

1997 After numerous requests to sell beer and wine at the festival, the Jazz Holiday Foundation finally gets permission from Clearwater.

1999 Organizers experiment with adding two more days of music on Clearwater Beach to the four-day lineup. Hurricane Irene threatens.

2004 Thanks to acts like Branford Marsalis and the Neville Brothers, festival draws 42,000 and finishes in the black for the first time in years.

2008 Roughly 40,000 see Tony Bennett and David Sanborn as festival faces competition from Rays playing in American League Championship Series.

Schedule

Clearwater Jazz Holiday, Thursday through Sunday

Coachman Park, downtown Clearwater

Bring: Lawn chairs, blankets, sunscreen, still cameras

Don't bring: Coolers, food, drinks, pets, tents, backpacks, umbrellas, audio or video recording equipment, laser pointers, skateboards

Al Jarreau hits the stage at 8:30 Thursday.

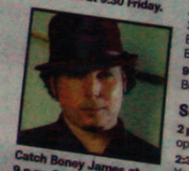
Thursday
5 p.m.: Gates open
5:30-6:30 p.m.: Tom Brantley Collective
7-8 p.m.: Mike MacArthur & Nate Najar
8:30-10 p.m.: Al Jarreau

Nicole Henry is at 8 p.m. Friday.

Friday
4 p.m.: Gates open
5-6 p.m.: The Organic Trio
6:30-7:30 p.m.: Joe Baione Quartet
8-9 p.m.: Nicole Henry
9:30-11 p.m.: Chris Botti

Trumpeter Chris Botti performs at 9:30 Friday.

Saturday
2:30 p.m.: Gates open
3:15-4:30 p.m.: Gumbi Ortiz and the Latino Projekt
5-6:15 p.m.: Les Sabler
6:45-8:30 p.m.: Jazz Holiday 30th Anniversary Extreme Tribute Band
9-10:30 p.m.: Boney James



Catch Boney James at 9 p.m. Saturday.

Sunday
2 p.m.: Gates open
2:30-3:30 p.m.: Youth Jazz Band with BK Jackson
4-5:30 p.m.: Marcus Roberts Trio
6-7:30 p.m.: Brian Bromberg's "It Is What It Is" Band
8-10 p.m.: Neville Brothers

For information: Visit www.clearwaterjazz.com or call (727) 461-5200.

The Neville Brothers are at 8 p.m. Sunday.

Inside: There will be crowds, but there's room for your car. For a detailed map of the best places to park, see

In the know

MARINEMAX

CLEARWATER JAZZ HOLIDAY

PRESENTED BY Mercedes-Benz

COACHMAN PARK—OCTOBER 18-21, 2007

In partnership with CITY OF Clearwater

St. Petersburg Times
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STAGE

www.ClearwaterJazz.com

DON'T MISS: George Benson, Natalie Cole, Medeski Martin & Wood, Norman Brown & more!

DON'T MISS
THE 2010

CLEARWATER

JAZZ 'N ART

WALK

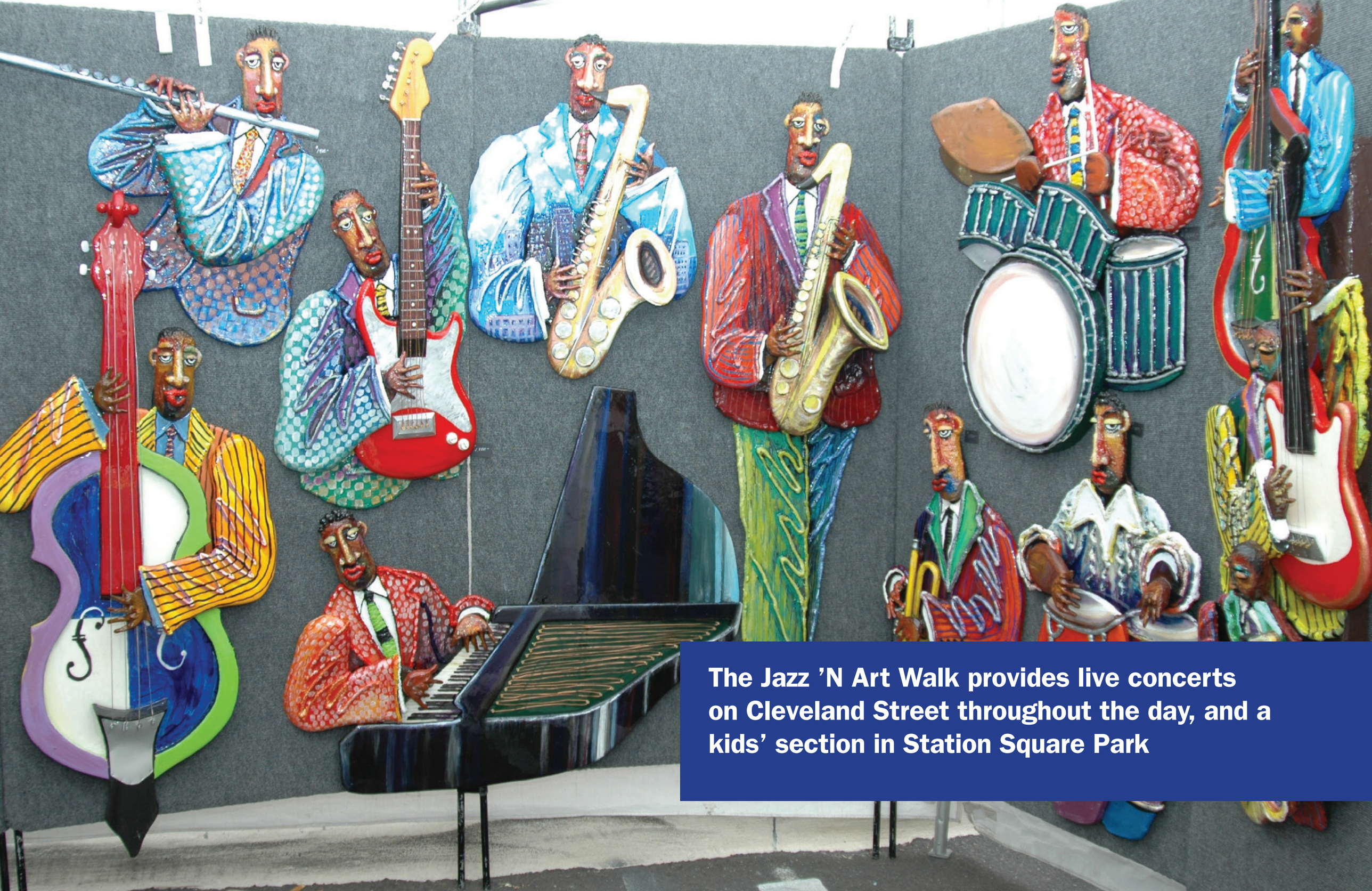
Saturday & Sunday October 16 & 17

Downtown Clearwater on Cleveland Street between Ft. Harrison and East Avenue

CLEARWATER

JAZZ 'N ART WALK

THE ANNUAL CLEARWATER JAZZ 'N ART WALK IN DOWNTOWN CLEARWATER COMPLEMENTS THE JAZZ EVENT



The Jazz ’N Art Walk provides live concerts on Cleveland Street throughout the day, and a kids’ section in Station Square Park

THERE IS A NATURAL EXTENSION TO JAZZ MUSIC AND ART

TV ADVERTISING

CLEARWATER'S BIGGEST EVENT IS THE CLEARWATER'S MOST EXCITING MARKETING OPPORTUNITY

TEN OF THOUSANDS OF JAZZ FANS, MILLIONS OF MARKETING IMPRESSIONS

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INCREASE YOUR VISIBILITY BEFORE A NATIONAL & REGIONAL AUDIENCE OF HUNDREDS OF THOUSANDS & ENHANCE YOUR CORPORATE IMAGE.

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CLEARWATER JAZZ HOLIDAY

CLEARWATER

JAZZ

HOLIDAY

RESEARCH DATA SERVICES, INC.
3825 HENDERSON BOULEVARD • SUITE 300
TAMPA, FLORIDA 33629
TEL (813) 254-2975 • FAX (813) 254-2986

2009 Clearwater Jazz Holiday Visitor and Economic Impact Study

Clearwater, Florida
October 15 - 18, 2009

Prepared for:

Mr. Gary Hallas
Clearwater Jazz Holiday

Prepared by:

Walter J. Klages, Ph.D.
Research Data Services, Inc.
www.KlagesGroup.com

November 2009

Certification and General Limiting Conditions

The following report has been prepared for the 2009 Clearwater Jazz Holiday at the request of Mr. Gary Hallas. **Research Data Services, Inc.,** hereby certifies that, except as otherwise noted in the report:

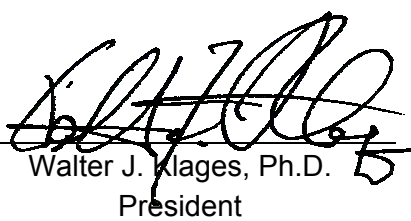
1. We have no present or contemplated future interest in the project that is the subject of this study.

2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.

3. This report is based on estimates, assumptions, and other information developed from our research of the market, our knowledge of the industry, and our discussions with you and your representatives during which we were provided with certain information. The sources of information and the bases of estimates and assumptions are stated herein. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.

4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.

5. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.



Walter J. Klages, Ph.D.
President

November 5, 2009
Date

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Preface

The following research project was undertaken at the request of Mr. Gary Hallas, Clearwater Jazz Holiday.

The research objectives, as documented in the survey questionnaire (approved by the contracting parties), reflect the full scope of the project undertaken. The principal purpose of this study was to document the economic impact of the 2009 Clearwater Jazz Holiday. In this context, the study tabulates and profiles both tourist/visitors and day-trippers who came to the area for the event.

The **findings of the study are based on 445 face-to-face interviews** conducted with randomly selected visitors at the 2009 Clearwater Jazz Holiday.

Research Data Services, Inc. is responsible for the design and analysis of this project. The research was implemented by staff interviewers, trained, and supervised by **RDS** professionals. The study questionnaire, processing softwares, optical scanning programs, and related materials developed and used in and for this project, as well as this report are protected by the copyright laws of the United States of America.

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Summary of Research Findings

The study of the ***2009 Clearwater Jazz Holiday*** was implemented to document the economic impact of the event. Attendance estimates provided by event organizers indicate some 47,000 people attended the Jazz Holiday on October 15 - 18, 2009.

The following, in short summary, are the salient findings of the research:

A. Profile of Visitors Attending the 2009 Clearwater Jazz Holiday:

1. Of the estimated 47,000 people who attended the Clearwater Jazz Holiday, some 55.7% were Pinellas County residents *{Q3}*.

2. Non-resident attendees (44.3% of total) distribute as follows *{Q5}*:

	% of Total
• Day-Trippers	27.6%
• Visitors Staying in Commercial Lodging	13.0
• Visitors Staying with Friends/Relatives	3.6

3. The typical overnight visitor party attending the 2009 Clearwater Jazz Holiday had a median party size of 2.0 people. Visitors staying in commercial lodging spent an average of 4.2 nights in the St. Petersburg/Clearwater Area, while visitors staying with friends and relatives spent an average of 4.1 nights *{Q7b and Q5}*.

4. Day-trippers also traveled with a median party size of 2.0 people *{Q7b}*.

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5. Non-resident traveled to the area using the following transportation modes *{Q8} (multiple response)*:

- Personal Car 84.3%
- Fly 14.2
- Rental Car 6.1

6. Out-of-town visitors cite the following information sources about the Clearwater Jazz Holiday *{Q11} (multiple response)*:

- Previous Visits to the Event 50.8%
- Recommendation 23.4
- Internet 16.2
- Magazines/News Stories 11.2
- Radio 11.2

7. The majority of non-resident visitors (86.8%) plan to return for next year's Clearwater Jazz Holiday event *{Q13}*. Specifically:

	Plan to Return
• Day-Trippers	91.1%
• H/M/C Visitors	82.8
• V F/R Visitors	68.8

8. According to event attendees, their favorite types of Jazz music are *{Q16} (BASE: Respondents who volunteer their favorite types of Jazz music, multiple response in rank order):*

	% of Answering
• Smooth Jazz	56.0%
• Blues	19.1
• Straight Ahead Jazz	13.3
• Latin Jazz	11.2
• Soul Jazz	11.0
• Swing	8.5

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9. The favorite artists from the 2009 Jazz Holiday include *{Q15} (BASE: Respondents who volunteer their favorite 2009 Jazz Holiday acts, multiple response in rank order)*:

	% of Answering
• Boney James	29.9%
• Chris Botti	28.5
• Neville Brothers	25.6
• Al Jarreau	19.8
• Marcus Roberts Trio	7.0

10. The median household income of event attendees is $68,203 *{Q17}*.

B. The Economic Impact of the 2009 Clearwater Jazz Holiday on Pinellas County:

The combined economic impact of out-of-county attendees at the Clearwater Jazz Holiday is $3,815,051. The direct and indirect economic impact equals $7,598,056 *(multiplier: 1.9916)*.

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Appendix A:

Detailed Database Tabulations

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2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 15 - 18, 2009

A. Are you attending the Jazz 'n Art Walk, the Jazz Festival, or both?

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Jazz Festival	262	144	118	76	31	11
	58.9	58.1	59.9	61.8	53.4	68.8
	100.0	55.0	45.0	29.0	11.8	4.2
Both	183	104	79	47	27	5
	41.1	41.9	40.1	38.2	46.6	31.2
	100.0	56.8	43.2	25.7	14.8	2.7

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Q3. Are you a resident of Pinellas County?

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Yes	248	248	-	-	-	-
	55.7	100.0	-	-	-	-
	100.0	100.0	-	-	-	-
No	197	-	197	123	58	16
	44.3	-	100.0	100.0	100.0	100.0
	100.0	-	100.0	62.4	29.4	8.1

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Q4. Is this your first visit to the St. Petersburg/Clearwater area?

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	197	-	197	123	58	16
	100.0	-	100.0	100.0	100.0	100.0
	100.0	-	100.0	62.4	29.4	8.1
Yes	17	-	17	7	7	3
	8.6	-	8.6	5.7	12.1	18.8
	100.0	-	100.0	41.2	41.2	17.6
No	180	-	180	116	51	13
	91.4	-	91.4	94.3	87.9	81.2
	100.0	-	100.0	64.4	28.3	7.2

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Q5. On this trip, will you be staying overnight in the St. Petersburg/Clearwater area?

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS	197	-	197	123	58	16
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0	100.0
(Q3)	100.0	-	100.0	62.4	29.4	8.1
Overnight Visitor	74	-	74	-	58	16
	37.6	-	37.6	-	100.0	100.0
	100.0	-	100.0	-	78.4	21.6
Day Trip Only	123	-	123	123	-	-
	62.4	-	62.4	100.0	-	-
	100.0	-	100.0	100.0	-	-

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Q5NIGHTS. And how many nights will you be spending here?

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: OVERNIGHT	74	-	74	-	58	16
VISITORS (Q5)	100.0	-	100.0	-	100.0	100.0
	100.0	-	100.0	-	78.4	21.6
MEAN	4.15	-	4.15	-	4.17	4.06
MEDIAN	4.00	-	4.00	-	3.50	4.00

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Q5ROOMS. And how many rooms are rented by your party?

			NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: OVERNIGHT	58	-	58	-	58	-
VISITORS STAYING IN COMMERCIAL LODGING (Q5)	100.0	-	100.0	-	100.0	-
	100.0	-	100.0	-	100.0	-
MEAN	1.12	-	1.12	-	1.12	-
MEDIAN	1.00	-	1.00	-	1.00	-

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Q6. While in the St. Petersburg/Clearwater area, are you staying in a:

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: OVERNIGHT VISITORS (Q5)	74	-	74	-	58	16
	100.0	-	100.0	-	100.0	100.0
	100.0	-	100.0	-	78.4	21.6
Hotel/Motel	41	-	41	-	41	-
	55.4	-	55.4	-	70.7	-
	100.0	-	100.0	-	100.0	-
Condominium	15	-	15	-	15	-
	20.3	-	20.3	-	25.9	-
	100.0	-	100.0	-	100.0	-
With Friends/ Relatives	16	-	16	-	-	16
	21.6	-	21.6	-	-	100.0
	100.0	-	100.0	-	-	100.0
Other	2	-	2	-	2	-
	2.7	-	2.7	-	3.4	-
	100.0	-	100.0	-	100.0	-

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Q7a. How many people are in your immediate travel party?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS: Day Tripper	NON PINELLAS RESIDENTS: H/M/C/C Visitor	NON PINELLAS RESIDENTS: V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS	197	-	197	123	58	16
(Q3)	100.0	-	100.0	100.0	100.0	100.0
MEDIAN	100.0	-	100.0	62.4	29.4	8.1
	2.00	-	2.00	2.00	2.00	2.00

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Q7b. And how many are attending the Clearwater Jazz Holiday with you?

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS	197	-	197	123	58	16
	100.0	-	100.0	100.0	100.0	100.0
(Q3)	100.0	-	100.0	62.4	29.4	8.1
MEDIAN	2.00	-	2.00	2.00	2.00	2.00

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Q8. How did you travel to our area? Did you come by: -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS	197	-	197	123	58	16
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0	100.0
(Q3)	100.0	-	100.0	62.4	29.4	8.1
Personal Car	166	-	166	119	41	6
	84.3	-	84.3	96.7	70.7	37.5
	100.0	-	100.0	71.7	24.7	3.6
Plane	28	-	28	4	14	10
	14.2	-	14.2	3.3	24.1	62.5
	100.0	-	100.0	14.3	50.0	35.7
Rental Car	12	-	12	1	8	3
	6.1	-	6.1	0.8	13.8	18.8
	100.0	-	100.0	8.3	66.7	25.0

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Q9. How important was the Clearwater Jazz Holiday in bringing you to the St. Petersburg/Clearwater area (Pinellas County)?

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS	197	-	197	123	58	16
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0	100.0
(Q3)	100.0	-	100.0	62.4	29.4	8.1
Came Because of It	174	-	174	121	45	8
(Extremely	88.3	-	88.3	98.4	77.6	50.0
Important)	100.0	-	100.0	69.5	25.9	4.6
Important	5	-	5	1	3	1
	2.5	-	2.5	0.8	5.2	6.2
	100.0	-	100.0	20.0	60.0	20.0
Somewhat Important	7	-	7	1	3	3
	3.6	-	3.6	0.8	5.2	18.8
	100.0	-	100.0	14.3	42.9	42.9
Unimportant	6	-	6	-	4	2
	3.0	-	3.0	-	6.9	12.5
	100.0	-	100.0	-	66.7	33.3
Not at All	5	-	5	-	3	2
Important	2.5	-	2.5	-	5.2	12.5
	100.0	-	100.0	-	60.0	40.0

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Q10a. How much will your party spend on HOTEL/MOTEL/LODGING while in the St. Petersburg/Clearwater area?

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS	50	-	50	-	50	-
COUNTY RESIDENTS	100.0	-	100.0	-	100.0	-
(Q3)	100.0	-	100.0	-	100.0	-
MEDIAN	290.00	-	290.00	-	290.00	-

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Q10b. How much will your party spend on FOOD/BEVERAGES/ENTERTAINMENT while in the St. Petersburg/Clearwater area?

			NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS	106	-	106	49	44	13
(Q3)	100.0	-	100.0	100.0	100.0	100.0
MEDIAN	100.0	-	100.0	46.2	41.5	12.3
	112.50	-	112.50	40.00	237.50	300.00

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Q10c. How much will your party spend AT THE EVENT while in the St. Petersburg/Clearwater area?

			NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS	171	-	171	103	52	16
(Q3)	100.0	-	100.0	100.0	100.0	100.0
MEDIAN	100.0	-	100.0	60.2	30.4	9.4
	50.00	-	50.00	40.00	100.00	50.00

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Q10d. How much will your party spend on GIFTS/SOUVENIRS/CLOTHING/ETC. while in the St. Petersburg/Clearwater area?

			NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS	49	-	49	12	26	11
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0	100.0
(Q3)	100.0	-	100.0	24.5	53.1	22.4
MEDIAN	50.00	-	50.00	32.50	65.00	100.00

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Q10e. How much will your party spend on RENTAL CAR COST while in the St. Petersburg/Clearwater area?

			NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS	9	-	9	-	6	3
COUNTY RESIDENTS	100.0	-	100.0	-	100.0	100.0
(Q3)	100.0	-	100.0	-	66.7	33.3
MEDIAN	150.00	-	150.00	-	180.00	150.00

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Q11. How did you first learn about the Clearwater Jazz Holiday? -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Previous Visits to	250	150	100	61	32	7
Event	56.2	60.5	50.8	49.6	55.2	43.8
	100.0	60.0	40.0	24.4	12.8	2.8
Recommendation	87	41	46	25	13	8
	19.6	16.5	23.4	20.3	22.4	50.0
	100.0	47.1	52.9	28.7	14.9	9.2
Magazine/News Story	51	29	22	18	4	-
	11.5	11.7	11.2	14.6	6.9	-
	100.0	56.9	43.1	35.3	7.8	-
Radio	47	25	22	16	4	2
	10.6	10.1	11.2	13.0	6.9	12.5
	100.0	53.2	46.8	34.0	8.5	4.3
Internet	42	10	32	15	15	2
	9.4	4.0	16.2	12.2	25.9	12.5
	100.0	23.8	76.2	35.7	35.7	4.8
Television	17	14	3	1	2	-
	3.8	5.6	1.5	0.8	3.4	-
	100.0	82.4	17.6	5.9	11.8	-

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Clearwater Jazz Holiday: October 15 - 18, 2009

Q11. How did you first learn about the Clearwater Jazz Holiday? -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
Advertisement	10	7	3	2	-	1
	2.2	2.8	1.5	1.6	-	6.2
	100.0	70.0	30.0	20.0	-	10.0
Billboards	7	3	4	2	2	-
	1.6	1.2	2.0	1.6	3.4	-
	100.0	42.9	57.1	28.6	28.6	-
Brochure	3	1	2	1	1	-
	0.7	0.4	1.0	0.8	1.7	-
	100.0	33.3	66.7	33.3	33.3	-
Other	9	8	1	-	1	-
	2.0	3.2	0.5	-	1.7	-
	100.0	88.9	11.1	-	11.1	-

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Q12. What days are you coming to the Jazz Holiday: -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Thursday	156	91	65	34	27	4
	35.1	36.7	33.0	27.6	46.6	25.0
	100.0	58.3	41.7	21.8	17.3	2.6
Friday	189	97	92	41	42	9
	42.5	39.1	46.7	33.3	72.4	56.2
	100.0	51.3	48.7	21.7	22.2	4.8
Saturday	268	147	121	66	45	10
	60.2	59.3	61.4	53.7	77.6	62.5
	100.0	54.9	45.1	24.6	16.8	3.7
Sunday	272	153	119	70	39	10
	61.1	61.7	60.4	56.9	67.2	62.5
	100.0	56.2	43.8	25.7	14.3	3.7

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Q13. Will you come back to the Clearwater Jazz Holiday again next year?

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Yes	408	237	171	112	48	11
	91.7	95.6	86.8	91.1	82.8	68.8
	100.0	58.1	41.9	27.5	11.8	2.7
No	3	-	3	1	2	-
	0.7	-	1.5	0.8	3.4	-
	100.0	-	100.0	33.3	66.7	-
Don't Know	34	11	23	10	8	5
	7.6	4.4	11.7	8.1	13.8	31.2
	100.0	32.4	67.6	29.4	23.5	14.7

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Q15. What was your favorite act this year? -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: RESPONDENTS	445	248	197	123	58	16
WHO VOLUNTEER THEIR	100.0	100.0	100.0	100.0	100.0	100.0
FAVORITE 2008 JAZZ	100.0	55.7	44.3	27.6	13.0	3.6
HOLIDAY ACTS						
Boney James	133	62	71	35	29	7
	29.9	25.0	36.0	28.5	50.0	43.8
	100.0	46.6	53.4	26.3	21.8	5.3
Chris Botti	127	68	59	29	23	7
	28.5	27.4	29.9	23.6	39.7	43.8
	100.0	53.5	46.5	22.8	18.1	5.5
Neville Brothers	114	72	42	23	15	4
	25.6	29.0	21.3	18.7	25.9	25.0
	100.0	63.2	36.8	20.2	13.2	3.5
Al Jarreau	88	56	32	18	12	2
	19.8	22.6	16.2	14.6	20.7	12.5
	100.0	63.6	36.4	20.5	13.6	2.3
Marcus Roberts Trio	31	14	17	11	4	2
	7.0	5.6	8.6	8.9	6.9	12.5
	100.0	45.2	54.8	35.5	12.9	6.5
Clearwater Jazz	28	15	13	7	4	2
Holiday 30th	6.3	6.0	6.6	5.7	6.9	12.5
Anniversary EXTREME	100.0	53.6	46.4	25.0	14.3	7.1
Tribute						

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Q15. What was your favorite act this year? -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
Nicole Henry	26	15	11	2	7	2
	5.8	6.0	5.6	1.6	12.1	12.5
	100.0	57.7	42.3	7.7	26.9	7.7
Brian Bromberg's "IT IS WHAT IT IS" Band	24	16	8	3	4	1
	5.4	6.5	4.1	2.4	6.9	6.2
	100.0	66.7	33.3	12.5	16.7	4.2
Mike MacArthur & Nate Najar	22	11	11	4	6	1
	4.9	4.4	5.6	3.3	10.3	6.2
	100.0	50.0	50.0	18.2	27.3	4.5
REH/CJH Jazz Youth Band with BK Jackson	19	11	8	5	2	1
	4.3	4.4	4.1	4.1	3.4	6.2
	100.0	57.9	42.1	26.3	10.5	5.3
Les Sabler	13	6	7	6	1	-
	2.9	2.4	3.6	4.9	1.7	-
	100.0	46.2	53.8	46.2	7.7	-
Gumbi Ortiz and the Latino Projekt	12	6	6	4	2	-
	2.7	2.4	3.0	3.3	3.4	-
	100.0	50.0	50.0	33.3	16.7	-
Tom Brantley Collective	10	3	7	4	3	-
	2.2	1.2	3.6	3.3	5.2	-
	100.0	30.0	70.0	40.0	30.0	-

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Q15. What was your favorite act this year? -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
Joe Baione Quartet	8	4	4	1	3	-
	1.8	1.6	2.0	0.8	5.2	-
	100.0	50.0	50.0	12.5	37.5	-
The Organic Trio	5	3	2	1	1	-
	1.1	1.2	1.0	0.8	1.7	-
	100.0	60.0	40.0	20.0	20.0	-
Don't Know	138	86	52	38	9	5
	31.0	34.7	26.4	30.9	15.5	31.2
	100.0	62.3	37.7	27.5	6.5	3.6

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Q16. What types of jazz music do you like? -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: RESPONDENTS	445	248	197	123	58	16
WHO VOLUNTEER THEIR	100.0	100.0	100.0	100.0	100.0	100.0
FAVORITE TYPES OF JAZZ	100.0	55.7	44.3	27.6	13.0	3.6
Smooth Jazz	249	133	116	69	39	8
	56.0	53.6	58.9	56.1	67.2	50.0
	100.0	53.4	46.6	27.7	15.7	3.2
Blues	85	53	32	14	13	5
	19.1	21.4	16.2	11.4	22.4	31.2
	100.0	62.4	37.6	16.5	15.3	5.9
Straight Ahead Jazz	59	34	25	18	6	1
	13.3	13.7	12.7	14.6	10.3	6.2
	100.0	57.6	42.4	30.5	10.2	1.7
Latin Jazz	50	34	16	13	3	-
	11.2	13.7	8.1	10.6	5.2	-
	100.0	68.0	32.0	26.0	6.0	-
Soul Jazz	49	30	19	8	9	2
	11.0	12.1	9.6	6.5	15.5	12.5
	100.0	61.2	38.8	16.3	18.4	4.1
Swing	38	27	11	7	3	1
	8.5	10.9	5.6	5.7	5.2	6.2
	100.0	71.1	28.9	18.4	7.9	2.6

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Q16. What types of jazz music do you like? -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
Dixieland/New Orleans Jazz	31	23	8	5	3	-
	7.0	9.3	4.1	4.1	5.2	-
	100.0	74.2	25.8	16.1	9.7	-
Big-Band	31	22	9	6	3	-
	7.0	8.9	4.6	4.9	5.2	-
	100.0	71.0	29.0	19.4	9.7	-
Jazz Fusion	30	20	10	6	3	1
	6.7	8.1	5.1	4.9	5.2	6.2
	100.0	66.7	33.3	20.0	10.0	3.3
Mainstream	29	19	10	8	2	-
	6.5	7.7	5.1	6.5	3.4	-
	100.0	65.5	34.5	27.6	6.9	-
Funk Based Improvisation	29	23	6	4	2	-
	6.5	9.3	3.0	3.3	3.4	-
	100.0	79.3	20.7	13.8	6.9	-
Bebop	27	18	9	6	3	-
	6.1	7.3	4.6	4.9	5.2	-
	100.0	66.7	33.3	22.2	11.1	-
Vocalese	26	20	6	2	2	2
	5.8	8.1	3.0	1.6	3.4	12.5
	100.0	76.9	23.1	7.7	7.7	7.7

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Q16. What types of jazz music do you like? -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
Free Jazz & Avant-Garde Jazz	21	17	4	3	1	-
	4.7	6.9	2.0	2.4	1.7	-
	100.0	81.0	19.0	14.3	4.8	-
Acid Jazz & NU Jazz	13	10	3	3	-	-
	2.9	4.0	1.5	2.4	-	-
	100.0	76.9	23.1	23.1	-	-
Jazz Rap	13	9	4	2	2	-
	2.9	3.6	2.0	1.6	3.4	-
	100.0	69.2	30.8	15.4	15.4	-
Hard Bop	12	9	3	2	1	-
	2.7	3.6	1.5	1.6	1.7	-
	100.0	75.0	25.0	16.7	8.3	-
Electronica	11	11	-	-	-	-
	2.5	4.4	-	-	-	-
	100.0	100.0	-	-	-	-
Other	7	2	5	2	2	1
	1.6	0.8	2.5	1.6	3.4	6.2
	100.0	28.6	71.4	28.6	28.6	14.3
Don't Know	95	58	37	24	8	5
	21.3	23.4	18.8	19.5	13.8	31.2
	100.0	61.1	38.9	25.3	8.4	5.3

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Q17. Is your household income:

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Less than $30,000	60	41	19	12	6	1
	13.5	16.5	9.6	9.8	10.3	6.2
	100.0	68.3	31.7	20.0	10.0	1.7
$31,000 - $70,000	149	80	69	52	11	6
	33.5	32.3	35.0	42.3	19.0	37.5
	100.0	53.7	46.3	34.9	7.4	4.0
$71,000 - $100,000	105	57	48	31	12	5
	23.6	23.0	24.4	25.2	20.7	31.2
	100.0	54.3	45.7	29.5	11.4	4.8
Over $100,000	90	47	43	16	24	3
	20.2	19.0	21.8	13.0	41.4	18.8
	100.0	52.2	47.8	17.8	26.7	3.3
No Answer	41	23	18	12	5	1
	9.2	9.3	9.1	9.8	8.6	6.2
	100.0	56.1	43.9	29.3	12.2	2.4

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Spoke to:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS: Day Tripper	NON PINELLAS RESIDENTS: H/M/C/C Visitor	NON PINELLAS RESIDENTS: V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Male	223	118	105	69	28	8
	50.1	47.6	53.3	56.1	48.3	50.0
	100.0	52.9	47.1	30.9	12.6	3.6
Female	222	130	92	54	30	8
	49.9	52.4	46.7	43.9	51.7	50.0
	100.0	58.6	41.4	24.3	13.5	3.6

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Age of respondent:

				NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Under 30	53	30	23	16	4	3
	11.9	12.1	11.7	13.0	6.9	18.8
	100.0	56.6	43.4	30.2	7.5	5.7
30-40	66	38	28	20	5	3
	14.8	15.3	14.2	16.3	8.6	18.8
	100.0	57.6	42.4	30.3	7.6	4.5
40-50	116	66	50	29	17	4
	26.1	26.6	25.4	23.6	29.3	25.0
	100.0	56.9	43.1	25.0	14.7	3.4
50-60	131	68	63	39	20	4
	29.4	27.4	32.0	31.7	34.5	25.0
	100.0	51.9	48.1	29.8	15.3	3.1
60 and over	79	46	33	19	12	2
	17.8	18.5	16.8	15.4	20.7	12.5
	100.0	58.2	41.8	24.1	15.2	2.5

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Respondent is:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS: Day Tripper	NON PINELLAS RESIDENTS: H/M/C/C Visitor	NON PINELLAS RESIDENTS: V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
White	330	203	127	80	36	11
	74.2	81.9	64.5	65.0	62.1	68.8
	100.0	61.5	38.5	24.2	10.9	3.3
African American	91	33	58	33	21	4
	20.4	13.3	29.4	26.8	36.2	25.0
	100.0	36.3	63.7	36.3	23.1	4.4
Hispanic/Latin	14	7	7	7	-	-
	3.1	2.8	3.6	5.7	-	-
	100.0	50.0	50.0	50.0	-	-
Asian	4	1	3	1	1	1
	0.9	0.4	1.5	0.8	1.7	6.2
	100.0	25.0	75.0	25.0	25.0	25.0
Don't Know	6	4	2	2	-	-
	1.3	1.6	1.0	1.6	-	-
	100.0	66.7	33.3	33.3	-	-

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Appendix B:

2009 Clearwater Jazz Holiday

Survey Instrument

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2009 Clearwater Jazz Holiday / Jazz 'n Art Walk Event Participant Study

The Clearwater Jazz Holiday wants to ensure our guests have an enjoyable visit. To serve you better we need to include your opinions in this research. You are one of a select group of people chosen to participate in this study. We would appreciate a few minutes of your time.

YOUR OPINION COUNTS!

Thank you for your time in completing this questionnaire.

A **Are you attending the Jazz 'n Art Walk, the Jazz Festival, or both?**

- ☐ Jazz 'n Art Walk
- ☐ Jazz Festival
- ☐ Both

1. **What is your home zip code?** *(INTERVIEWER NOTE: Enter "0" if Foreign.)*

☐☐☐☐☐

2. *(IF FOREIGN)* **Could you please tell me your country of origin?**

- ☐ Canada
- ☐ England
- ☐ Ireland
- ☐ Germany
- ☐ Belgium
- ☐ France
- ☐ Italy
- ☐ Spain
- ☐ Scandinavia
- ☐ Switzerland
- ☐ Netherlands
- ☐ Austria
- ☐ Sweden
- ☐ Scotland
- ☐ Other Countries

3. **Are you a resident of Pinellas County?**

- ☐ Yes ***(Q11)***
- ☐ No

4. **Is this your first visit to the St. Petersburg/ Clearwater area?**

- ☐ Yes
- ☐ No

5. **On this trip, will you be staying overnight in the St. Petersburg/Clearwater area?**

- ☐ Yes
- ☐ No, Day Trip Only ***(Q7a)***

And how many nights will you be spending here?

☐☐☐

6. **While in the St. Petersburg/Clearwater area, are you staying in a:**

- ☐ Hotel/Motel
- ☐ Condominium
- ☐ Campground
- ☐ Trailer Park
- ☐ With Friends/Relatives
- ☐ Other

And how many rooms are rented by your party?

☐☐

7a. **How many people are in your IMMEDIATE travel party?**

☐☐

7b. **And how many are attending the Clearwater Jazz Holiday with you?**

☐☐

8. **How did you travel to our area? Did you come by:** *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

- ☐ Plane
- ☐ Personal Car
- ☐ Rental Car
- ☐ R.V.
- ☐ Tour Bus
- ☐ Train

9. **How important was the Clearwater Jazz Holiday in bringing your party to the St. Petersburg/Clearwater area (Pinellas County)?**

- ☐ Came Because of It (Extremely Important)
- ☐ Important
- ☐ Somewhat Important
- ☐ Unimportant
- ☐ Not at All Important

10. **Including cash, credit cards, travelers checks, and prepaid items, how much will your party spend on each of the following while in the St. Pete/Clearwater area?**

Hotel / Motel / Lodging	☐☐☐☐
Food, Beverages, and Entertainment	☐☐☐☐
At the Event	☐☐☐☐
Gifts, Souvenirs, Clothing *(incl. other retail purchases)*	☐☐☐☐
Rental Car Cost ***(OUR AREA ONLY)***	☐☐☐☐

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11. How did you first learn about the Clearwater Jazz Holiday? *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

- ☐ Advertisement
- ☐ Magazine/News Story
- ☐ Brochure
- ☐ Billboards
- ☐ Recommendation
- ☐ Internet
- ☐ Radio
- ☐ Television
- ☐ Previous Visits to Event
- ☐ Other

Other - Please Specify:

12. What days are you coming to the Clearwater Jazz Holiday: *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

☐ Thur. ☐ Fri. ☐ Sat. ☐ Sun.

13. Will you come back to Clearwater Jazz Holiday again next year?

☐ Yes ***(Q15)*** ☐ No ☐ D/K ***(Q15)***

14. *(If NO)* **Why do you say that?**

15. What were your favorite act this year? *(INTERVIEWER NOTE: Open end. Please Mark ALL that Apply.)*

- ☐ Tom Brantley Collective
- ☐ Mike MacArthur & Nate Najar
- ☐ Al Jarreau
- ☐ The Organic Trio
- ☐ Joe Baione Quartet
- ☐ Nicole Henry
- ☐ Chris Botti
- ☐ Gumbi Ortiz and the Latino Projekt
- ☐ Les Sabler
- ☐ Clearwater Jazz Holiday 30th Anniversary EXTREME Tribute
- ☐ Boney James
- ☐ REH / CJH Jazz Youth Band with BK Jackson
- ☐ Marcus Roberts Trio
- ☐ Brian Bromberg's "IT IS WHAT IT IS" Band
- ☐ Neville Brothers
- ☐ Don't Know

16. And what types of jazz music do you like? *(INTERVIEWER NOTE: Open end. Please Mark ALL that Apply.)*

- ☐ Straight Ahead Jazz
- ☐ Smooth Jazz
- ☐ Blues
- ☐ Big-Band
- ☐ Swing
- ☐ Latin Jazz
- ☐ Jazz Fusion
- ☐ Dixieland/New Orleans Jazz
- ☐ Bebop
- ☐ Hard Bop
- ☐ Free Jazz & Avant-Garde Jazz
- ☐ Vocalese
- ☐ Acid Jazz & NU Jazz
- ☐ Funk Based Improvisation
- ☐ Jazz Rap
- ☐ Electronica
- ☐ Mainstream
- ☐ Soul Jazz
- ☐ Other
- ☐ Don't Know

17. And one last question: Is your household income:

- ☐ Less than $30,000
- ☐ $31,000 - $70,000
- ☐ $71,000 - $100,000
- ☐ Over $100,000
- ☐ No Answer

Thank you for your time. Your answers will be very helpful to the Clearwater Jazz Festival in their future planning.

Spoke to:

☐ Male ☐ Female

Age of respondent:

- ☐ Under 30
- ☐ 30-40
- ☐ 40-50
- ☐ 50-60
- ☐ 60 and over

Respondent is:

- ☐ White
- ☐ African American
- ☐ Hispanic/Latin
- ☐ Asian
- ☐ Don't Know

Interviewer:

☐ Int. 1 ☐ Int. 2 ☐ Int. 3 ☐ Int. 4

Date:

- ☐ Thursday, October 15
- ☐ Friday, October 16
- ☐ Saturday, October 17
- ☐ Sunday, October 18

Attempts:

Refusals:

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2009 Clearwater Jazz 'N Art Walk Visitor and Economic Impact Study

Clearwater, Florida
October 17 - 18, 2009

Prepared for:

Mr. Gary Hallas, Clearwater Jazz Holiday

Prepared by:

Walter J. Klages, Ph.D.
Research Data Services, Inc.
www.KlagesGroup.com

November 2009

Certification and General Limiting Conditions

The following report has been prepared for the 2009 Clearwater Jazz 'N Art Walk at the request of Mr. Gary Hallas. **Research Data Services, Inc.,** hereby certifies that, except as otherwise noted in the report:

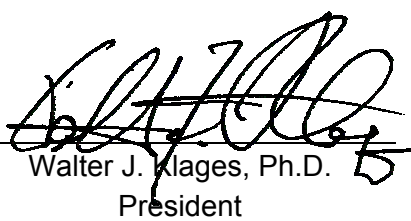
1. We have no present or contemplated future interest in the project that is the subject of this study.

2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.

3. This report is based on estimates, assumptions, and other information developed from our research of the market, our knowledge of the industry, and our discussions with you and Jazz Holiday representatives during which we were provided with certain information. The sources of information and the bases of estimates and assumptions are stated herein. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.

4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.

5. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.



Walter J. Klages, Ph.D.
President

November 5, 2009
Date

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Preface

The following research project was undertaken at the request of Mr. Gary Hallas, Clearwater Jazz Holiday.

The research objectives, as documented in the survey questionnaire (approved by the contracting parties), reflect the full scope of the project undertaken. The principal purpose of this study was to document the economic impact of the 2009 Clearwater Jazz 'N Art Walk. In this context, the study tabulates and profiles both tourist/visitors and day-trippers who came to the area for the event.

The **findings of the study are based on 231 face-to-face interviews** conducted with randomly selected visitors at the 2009 Clearwater Jazz 'N Art Walk.

Research Data Services, Inc. is responsible for the design and analysis of this project. The research was implemented by staff interviewers, trained, and supervised by **RDS** professionals. The study questionnaire, processing softwares, optical scanning programs, and related materials developed and used in and for this project, as well as this report are protected by the copyright laws of the United States of America.

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Summary of Research Findings

The study of the ***2009 Clearwater Jazz 'N Art Walk*** was implemented to document the economic impact of the event. Attendance estimates provided by event organizers indicate that some 8,000 people attended the Jazz 'N Art Walk on October 17 - 18, 2009.

The following, in short summary, are the salient findings of the research:

A. Profile of Visitors Attending the 2009 Clearwater Jazz 'N Art Walk:

1. Of the estimated 8,000 people who attended the Clearwater Jazz 'n Art Walk, the majority (58.9%) were Pinellas County residents *{Q3}.*

2. Non-resident attendees (41.1% of total) distribute as follows *{Q5}*:

	% of Total
• Day-Trippers	24.2%
• Overnight Visitors	16.9

3. The typical overnight visitor party attending the 2009 Clearwater Jazz 'N Art Walk had a median party size of 2.0 people and spent an average of 3.9 nights in the St. Petersburg/Clearwater Area *{Q7b and Q5}*.

4. Day-trippers also traveled with a median party size of 2.0 people *{Q7b}*.

5. Non-residents traveled to the area using the following transportation modes *{Q8} (multiple response)*:

• Personal Car/R.V.	85.3%
• Fly	12.6
• Rental Car	5.3

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6. Out-of-town visitors cite the following information sources about the Clearwater Jazz 'N Art Walk *{Q11} (multiple response)*:

- Visit to the Jazz Holiday/Previous Visit to Event 45.3%
- Recommendation 23.2
- Internet 16.8
- Radio 9.5
- Magazines/News Stories 8.4

7. The majority of non-resident visitors (86.3%) plan to return for next year's Clearwater Jazz 'N Art Walk event *{Q13}.* Specifically:

	Plan to Return
• Day-Trippers	92.9%
• Overnight Visitors	76.9

8. The median household income of event attendees is $68,399 *{Q17}*.

B. The Economic Impact of the 2009 Clearwater Jazz 'N Art Walk on Pinellas County:

The combined economic impact of the expenditures of out-of-county attendees at the Clearwater Jazz 'N Art Walk is $657,204. The direct and indirect economic impact equals $1,308,887 *(multiplier: 1.9916)*.

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Appendix A:

Detailed Database Tabulations

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2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz 'n Art Walk: October 17 - 18, 2009

A. Are you attending the Jazz 'n Art Walk, the Jazz Festival, or both?

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
TOTAL ANSWERING	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
Jazz 'n Art Walk	48	32	16	9	7
	20.8	23.5	16.8	16.1	17.9
	100.0	66.7	33.3	18.8	14.6
Both	183	104	79	47	32
	79.2	76.5	83.2	83.9	82.1
	100.0	56.8	43.2	25.7	17.5

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Q3. Are you a resident of Pinellas County?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS: Day Tripper	NON PINELLAS RESIDENTS: Overnight Visitor
TOTAL	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
TOTAL ANSWERING	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
Yes	136	136	-	-	-
	58.9	100.0	-	-	-
	100.0	100.0	-	-	-
No	95	-	95	56	39
	41.1	-	100.0	100.0	100.0
	100.0	-	100.0	58.9	41.1

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Q4. Is this your first visit to the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [Day Tripper]	NON PINELLAS RESIDENTS [Overnight Visitor]
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	95 100.0 100.0	- - -	95 100.0 100.0	56 100.0 58.9	39 100.0 41.1
Yes	9 9.5 100.0	- - -	9 9.5 100.0	2 3.6 22.2	7 17.9 77.8
No	86 90.5 100.0	- - -	86 90.5 100.0	54 96.4 62.8	32 82.1 37.2

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Q5. On this trip, will you be staying overnight in the St. Petersburg/Clearwater area?

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS	95	-	95	56	39
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	58.9	41.1
Overnight Visitor	39	-	39	-	39
	41.1	-	41.1	-	100.0
	100.0	-	100.0	-	100.0
Day Trip Only	56	-	56	56	-
	58.9	-	58.9	100.0	-
	100.0	-	100.0	100.0	-

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Q5NIGHTS. And how many nights will you be spending here?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS Day Tripper	NON PINELLAS RESIDENTS Overnight Visitor
BASE: OVERNIGHT VISITORS (Q5)	39	-	39	-	39
	100.0	-	100.0	-	100.0
	100.0	-	100.0	-	100.0
MEDIAN	3.00	-	3.00	-	3.00

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Q5ROOMS. And how many rooms are rented by your party?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS Day Tripper	NON PINELLAS RESIDENTS Overnight Visitor
BASE: OVERNIGHT	30	-	30	-	30
VISITORS STAYING IN	100.0	-	100.0	-	100.0
COMMERCIAL LODGING (Q5)	100.0	-	100.0	-	100.0
MEDIAN	1.00	-	1.00	-	1.00

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Q6. While in the St. Petersburg/Clearwater area, are you staying in a:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [Day Tripper]	NON PINELLAS RESIDENTS [Overnight Visitor]
BASE: OVERNIGHT VISITORS (Q5)	39	-	39	-	39
	100.0	-	100.0	-	100.0
	100.0	-	100.0	-	100.0
Hotel/Motel	20	-	20	-	20
	51.3	-	51.3	-	51.3
	100.0	-	100.0	-	100.0
Condominium	9	-	9	-	9
	23.1	-	23.1	-	23.1
	100.0	-	100.0	-	100.0
With Friends/ Relatives	9	-	9	-	9
	23.1	-	23.1	-	23.1
	100.0	-	100.0	-	100.0
Other	1	-	1	-	1
	2.6	-	2.6	-	2.6
	100.0	-	100.0	-	100.0

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Q7a. How many people are in your immediate travel party?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS Day Tripper	NON PINELLAS RESIDENTS Overnight Visitor
BASE: NON PINELLAS	95	-	95	56	39
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	58.9	41.1
MEDIAN	2.00	-	2.00	2.00	2.00

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Q7b. And how many are attending the Clearwater Jazz 'n Art Walk with you?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS Day Tripper	NON PINELLAS RESIDENTS Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS	95	-	95	56	39
	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	58.9	41.1
MEDIAN	2.00	-	2.00	2.00	2.00

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Q8. How did you travel to our area? Did you come by: -- MULTIPLE RESPONSE

			NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	95 100.0 100.0	- - -	95 100.0 100.0	56 100.0 58.9	39 100.0 41.1
Personal Car	81 85.3 100.0	- - -	81 85.3 100.0	55 98.2 67.9	26 66.7 32.1
Plane	12 12.6 100.0	- - -	12 12.6 100.0	1 1.8 8.3	11 28.2 91.7
Rental Car	5 5.3 100.0	- - -	5 5.3 100.0	- - -	5 12.8 100.0

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Q9. How important was the Clearwater Jazz 'n Art Walk in bringing you to the St. Petersburg/Clearwater area (Pinellas County)?

			NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	95 100.0 100.0	- - -	95 100.0 100.0	56 100.0 58.9	39 100.0 41.1
Came Because of It (Extremely Important)	81 85.3 100.0	- - -	81 85.3 100.0	54 96.4 66.7	27 69.2 33.3
Important	2 2.1 100.0	- - -	2 2.1 100.0	- - -	2 5.1 100.0
Somewhat Important	9 9.5 100.0	- - -	9 9.5 100.0	2 3.6 22.2	7 17.9 77.8
Unimportant	3 3.2 100.0	- - -	3 3.2 100.0	- - -	3 7.7 100.0

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Q10a. How much will your party spend on HOTEL/MOTEL/LODGING while in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS Day Tripper	NON PINELLAS RESIDENTS Overnight Visitor
BASE: NON PINELLAS	26	-	26	-	26
COUNTY RESIDENTS	100.0	-	100.0	-	100.0
(Q3)	100.0	-	100.0	-	100.0
MEDIAN	300.00	-	300.00	-	300.00

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Q10b. How much will your party spend on FOOD/BEVERAGES/ENTERTAINMENT while in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [Day Tripper]	NON PINELLAS RESIDENTS [Overnight Visitor]
BASE: NON PINELLAS	62	-	62	28	34
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	45.2	54.8
MEDIAN	100.00	-	100.00	45.00	300.00

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Q10c. How much will your party spend AT THE EVENT while in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [Day Tripper]	NON PINELLAS RESIDENTS [Overnight Visitor]
BASE: NON PINELLAS	78	-	78	44	34
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	56.4	43.6
MEDIAN	50.00	-	50.00	40.00	100.00

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Q10d. How much will your party spend on GIFTS/SOUVENIRS/CLOTHING/ETC. while in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS Day Tripper	NON PINELLAS RESIDENTS Overnight Visitor
BASE: NON PINELLAS	24	-	24	4	20
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	16.7	83.3
MEDIAN	50.00	-	50.00	45.00	60.00

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Q10e. How much will your party spend on RENTAL CAR COST while in the St. Petersburg/Clearwater area?

			NON PINELLAS RESIDENTS	
			[----------	----------]
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS	4	-	4	-	4
COUNTY RESIDENTS	100.0	-	100.0	-	100.0
(Q3)	100.0	-	100.0	-	100.0
MEDIAN	150.00	-	150.00	-	150.00

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Q11. How did you first learn about the Clearwater Jazz 'n Art Walk? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS Day Tripper	NON PINELLAS RESIDENTS Overnight Visitor
TOTAL	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
TOTAL ANSWERING	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
Visit to the Jazz	102	59	43	24	19
Holiday/Previous	44.2	43.4	45.3	42.9	48.7
Visits to Event	100.0	57.8	42.2	23.5	18.6
Recommendation	43	21	22	11	11
	18.6	15.4	23.2	19.6	28.2
	100.0	48.8	51.2	25.6	25.6
Magazine/News Story	32	24	8	7	1
	13.9	17.6	8.4	12.5	2.6
	100.0	75.0	25.0	21.9	3.1
Radio	24	15	9	5	4
	10.4	11.0	9.5	8.9	10.3
	100.0	62.5	37.5	20.8	16.7
Internet	24	8	16	8	8
	10.4	5.9	16.8	14.3	20.5
	100.0	33.3	66.7	33.3	33.3
Television	15	12	3	2	1
	6.5	8.8	3.2	3.6	2.6
	100.0	80.0	20.0	13.3	6.7

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2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz 'n Art Walk: October 17 - 18, 2009

Q11. How did you first learn about the Clearwater Jazz 'n Art Walk? -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
Advertisement	6	6	-	-	-
	2.6	4.4	-	-	-
	100.0	100.0	-	-	-
Billboards	3	2	1	1	-
	1.3	1.5	1.1	1.8	-
	100.0	66.7	33.3	33.3	-
Brochure	1	1	-	-	-
	0.4	0.7	-	-	-
	100.0	100.0	-	-	-
Other	19	17	2	-	2
	8.2	12.5	2.1	-	5.1
	100.0	89.5	10.5	-	10.5

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Q12. What days are you coming to the Jazz 'n Art Walk: -- MULTIPLE RESPONSE

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
TOTAL ANSWERING	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
Saturday	144	81	63	29	34
	62.3	59.6	66.3	51.8	87.2
	100.0	56.2	43.8	20.1	23.6
Sunday	160	94	66	37	29
	69.3	69.1	69.5	66.1	74.4
	100.0	58.8	41.2	23.1	18.1

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Q13. Will you come back to the Clearwater Jazz 'n Art Walk again next year?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS Day Tripper	NON PINELLAS RESIDENTS Overnight Visitor
TOTAL	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
TOTAL ANSWERING	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
Yes	200	118	82	52	30
	86.6	86.8	86.3	92.9	76.9
	100.0	59.0	41.0	26.0	15.0
No	2	1	1	-	1
	0.9	0.7	1.1	-	2.6
	100.0	50.0	50.0	-	50.0
Don't Know	29	17	12	4	8
	12.6	12.5	12.6	7.1	20.5
	100.0	58.6	41.4	13.8	27.6

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Q17. Is your household income:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS Day Tripper	NON PINELLAS RESIDENTS Overnight Visitor
TOTAL	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
TOTAL ANSWERING	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
Less than $30,000	36	27	9	6	3
	15.6	19.9	9.5	10.7	7.7
	100.0	75.0	25.0	16.7	8.3
$31,000 - $70,000	71	44	27	17	10
	30.7	32.4	28.4	30.4	25.6
	100.0	62.0	38.0	23.9	14.1
$71,000 - $100,000	52	31	21	13	8
	22.5	22.8	22.1	23.2	20.5
	100.0	59.6	40.4	25.0	15.4
Over $100,000	49	23	26	12	14
	21.2	16.9	27.4	21.4	35.9
	100.0	46.9	53.1	24.5	28.6
No Answer	23	11	12	8	4
	10.0	8.1	12.6	14.3	10.3
	100.0	47.8	52.2	34.8	17.4

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Spoke to:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS: Day Tripper	NON PINELLAS RESIDENTS: Overnight Visitor
TOTAL	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
TOTAL ANSWERING	231	136	95	56	39
	100.0	100.0	100.0	100.0	100.0
	100.0	58.9	41.1	24.2	16.9
Male	104	62	42	28	14
	45.0	45.6	44.2	50.0	35.9
	100.0	59.6	40.4	26.9	13.5
Female	127	74	53	28	25
	55.0	54.4	55.8	50.0	64.1
	100.0	58.3	41.7	22.0	19.7

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Appendix B:

2009 Clearwater Jazz 'N Art Walk

Survey Instrument

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2009 Clearwater Jazz Holiday / Jazz 'n Art Walk Event Participant Study

The Clearwater Jazz Holiday wants to ensure our guests have an enjoyable visit. To serve you better we need to include your opinions in this research. You are one of a select group of people chosen to participate in this study. We would appreciate a few minutes of your time.

YOUR OPINION COUNTS!

Thank you for your time in completing this questionnaire.

A **Are you attending the Jazz 'n Art Walk, the Jazz Festival, or both?**

- ☐ Jazz 'n Art Walk
- ☐ Jazz Festival
- ☐ Both

1. **What is your home zip code?** *(INTERVIEWER NOTE: Enter "0" if Foreign.)*

☐☐☐☐☐

2. *(IF FOREIGN)* **Could you please tell me your country of origin?**

- ☐ Canada
- ☐ England
- ☐ Ireland
- ☐ Germany
- ☐ Belgium
- ☐ France
- ☐ Italy
- ☐ Spain
- ☐ Scandinavia
- ☐ Switzerland
- ☐ Netherlands
- ☐ Austria
- ☐ Sweden
- ☐ Scotland
- ☐ Other Countries

3. **Are you a resident of Pinellas County?**

- ☐ Yes ***(Q11)***
- ☐ No

4. **Is this your first visit to the St. Petersburg/ Clearwater area?**

- ☐ Yes
- ☐ No

5. **On this trip, will you be staying overnight in the St. Petersburg/Clearwater area?**

- ☐ Yes
- ☐ No, Day Trip Only ***(Q7a)***

And how many nights will you be spending here?

☐☐☐

6. **While in the St. Petersburg/Clearwater area, are you staying in a:**

- ☐ Hotel/Motel
- ☐ Condominium
- ☐ Campground
- ☐ Trailer Park
- ☐ With Friends/Relatives
- ☐ Other

And how many rooms are rented by your party?

☐☐

7a. **How many people are in your IMMEDIATE travel party?**

☐☐

7b. **And how many are attending the Clearwater Jazz Holiday with you?**

☐☐

8. **How did you travel to our area? Did you come by:** *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

- ☐ Plane
- ☐ Personal Car
- ☐ Rental Car
- ☐ R.V.
- ☐ Tour Bus
- ☐ Train

9. **How important was the Clearwater Jazz Holiday in bringing your party to the St. Petersburg/Clearwater area (Pinellas County)?**

- ☐ Came Because of It (Extremely Important)
- ☐ Important
- ☐ Somewhat Important
- ☐ Unimportant
- ☐ Not at All Important

10. **Including cash, credit cards, travelers checks, and prepaid items, how much will your party spend on each of the following while in the St. Pete/Clearwater area?**

Hotel / Motel / Lodging	☐☐☐☐
Food, Beverages, and Entertainment	☐☐☐☐
At the Event	☐☐☐☐
Gifts, Souvenirs, Clothing *(incl. other retail purchases)*	☐☐☐☐
Rental Car Cost ***(OUR AREA ONLY)***	☐☐☐☐

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11. How did you first learn about the Clearwater Jazz Holiday? *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

- ☐ Advertisement
- ☐ Magazine/News Story
- ☐ Brochure
- ☐ Billboards
- ☐ Recommendation
- ☐ Internet
- ☐ Radio
- ☐ Television
- ☐ Previous Visits to Event
- ☐ Other

Other - Please Specify:

12. What days are you coming to the Clearwater Jazz Holiday: *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

☐ Thur. ☐ Fri. ☐ Sat. ☐ Sun.

13. Will you come back to Clearwater Jazz Holiday again next year?

☐ Yes ***(Q15)*** ☐ No ☐ D/K ***(Q15)***

14. *(If NO)* **Why do you say that?**

15. What were your favorite act this year? *(INTERVIEWER NOTE: Open end. Please Mark ALL that Apply.)*

- ☐ Tom Brantley Collective
- ☐ Mike MacArthur & Nate Najar
- ☐ Al Jarreau
- ☐ The Organic Trio
- ☐ Joe Baione Quartet
- ☐ Nicole Henry
- ☐ Chris Botti
- ☐ Gumbi Ortiz and the Latino Projekt
- ☐ Les Sabler
- ☐ Clearwater Jazz Holiday 30th Anniversary EXTREME Tribute
- ☐ Boney James
- ☐ REH / CJH Jazz Youth Band with BK Jackson
- ☐ Marcus Roberts Trio
- ☐ Brian Bromberg's "IT IS WHAT IT IS" Band
- ☐ Neville Brothers
- ☐ Don't Know

16. And what types of jazz music do you like? *(INTERVIEWER NOTE: Open end. Please Mark ALL that Apply.)*

- ☐ Straight Ahead Jazz
- ☐ Smooth Jazz
- ☐ Blues
- ☐ Big-Band
- ☐ Swing
- ☐ Latin Jazz
- ☐ Jazz Fusion
- ☐ Dixieland/New Orleans Jazz
- ☐ Bebop
- ☐ Hard Bop
- ☐ Free Jazz & Avant-Garde Jazz
- ☐ Vocalese
- ☐ Acid Jazz & NU Jazz
- ☐ Funk Based Improvisation
- ☐ Jazz Rap
- ☐ Electronica
- ☐ Mainstream
- ☐ Soul Jazz
- ☐ Other
- ☐ Don't Know

17. And one last question: Is your household income:

- ☐ Less than $30,000
- ☐ $31,000 - $70,000
- ☐ $71,000 - $100,000
- ☐ Over $100,000
- ☐ No Answer

Thank you for your time. Your answers will be very helpful to the Clearwater Jazz Festival in their future planning.

Spoke to:

☐ Male ☐ Female

Age of respondent:

- ☐ Under 30
- ☐ 30-40
- ☐ 40-50
- ☐ 50-60
- ☐ 60 and over

Respondent is:

- ☐ White
- ☐ African American
- ☐ Hispanic/Latin
- ☐ Asian
- ☐ Don't Know

Interviewer:

☐ Int. 1 ☐ Int. 2 ☐ Int. 3 ☐ Int. 4

Date:

- ☐ Thursday, October 15
- ☐ Friday, October 16
- ☐ Saturday, October 17
- ☐ Sunday, October 18

Attempts:

Refusals:

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