

Scarborough Town Jazz City Hall Proposal

The 2011 Scarborough Town Jazz Festival is the first event of its kind outside Downtown Toronto. The summer music event will bring our multicultural community together by immersing them in an exciting atmosphere of Jazz music and dance. The event will be highlighted with performances from both upcoming and legendary Jazz musicians including Eddie Bullen, Hilario Duran, and more.

A media launch will take place in the weeks prior the festival, in order to get the media acquainted with the upcoming event. Starting in the beginning of June, a music program called "Jazz in the City Nights" will be taking place every weekend as a way to build up hype and interest in festival.

The festival is scheduled to take place throughout the weekend from August 26th – 28th, 2011. On Friday, August 26th, the event will start at 2:00pm and will conclude at 8:00pm. On Saturday and Sunday it will kick off at 10:00am, and will wrap up at 8:30pm.

The event will take place at Centennial College Banquet & Conference Center; which has been designated the home of the 2011 Scarborough Town Jazz Festival.

The location, timing, focus, and target audience all together make the Scarborough Town Jazz Festival a significant event.

Centennial College Banquet & Conference Center makes an excellent location due to the urban development as well as the concentration of residents in the area. TTC rail expansion and new developments will make the area a prime centre for tourists and attractions.

The timing of the event is towards the end of the summer, during a period of time where the weather will be ideal and many residents will be willing to spend time outdoors. On the Friday, the event will start later in the evening to accommodate those who are working during the day.

The focus can be said to be that of entertainment through Jazz music, and the festival will serve a great purpose to entertain not only those who enjoy jazz and live music performances, but also to help develop interest and appreciation among new audiences. Another key aspect of this event is the community, and helping to bring people of various ethnicities and nationalities together.