



Paul JAS Center

1892

RED
MONDAY

VOGUE

GOOD
JE

JAS CENTER

JAZZ ASPEN SNOWMASS KEEP THE MUSIC PLAYING CAMPAIGN

our history & vision

The history of **Jazz Aspen Snowmass (JAS)** is ingrained in Aspen, starting with its first music event in June 1991 at the Benedict Music tent and holding its opening night gala at the historic Hotel Jerome. Since then, JAS has grown from one 3-day event to **a \$16.3+ million Colorado Music Hall of Fame award-winning enterprise** providing our community with top tier events and experiences to celebrate artistry and music - pairing headliner **entertainment at our marquee Experiences** with **intimate concerts** to **year-round music education programs** in public schools from Aspen to Parachute.

We are proud of our impact over the past three decades, and we are building for a future where JAS will become a defining element of the Aspen experience.

Opening in late 2025, the **Paul JAS Center** – a unique, intimate 200-seat venue for performances, events, education, and gathering, as well as a world-class recording/broadcast studio - will complement our existing work and expand our reach as a unique venue for the Aspen and Roaring Fork Valley community. With a permanent space for the first time in its nearly 35-year history, JAS will be able to **expand its year-round student and adult educational programs and performances**, have a **greater ability to schedule premier artists** and **collaborate more directly with nonprofits on new community-wide events**.



**supporting young artists
from the classroom to the
main-stage**

Jon Batiste

JAS Academy Class of 2004

JAS was thrilled to invite pianist Jon Batiste back to Aspen to perform at the Benedict Music Tent as part of the 2017 June Experience. By that point, Jon had been named the bandleader and musical director of the Late Show with Stephen Colbert. He has since gone on to win five Grammys with 14 nominations. In 2020, Jon won an Academy Award, Golden Globe, BAFTA, NAACP Image Award and Critic's Choice Award for Original Score for the Disney/Pixar film Soul.



CAMPAIGN OVERVIEW

campaign pillars

With the opening of the **Paul JAS Center** in 2025, JAS will expand year-round education, performances, and ongoing collaborations that **deepen its cultural impact and transform the community** in the Roaring Fork Valley and beyond.

To achieve our vision, we have raised nearly \$35 million to develop and open the Paul JAS Center and are looking to **raise an additional \$40 million to enhance the community's experience at the Paul JAS Center, expand our educational programs and sustain the organization's premier offerings for generations to come.**

phase I

\$35 million raised to date



**acquisition &
build out**

phase II

\$40 million over the next five years



**performance
\$14M**



**education
\$16M**



**paul jas center
\$10M**

performance (\$14M)

From the **June Experience**, which takes creative risks on global artists and nurtures new voices in a multi-venue downtown Aspen musical celebration, to the intimate, year-round **JAS Café** series, a living-room-style venue presenting both next-gen-emerging and award-winning-established artists, and the iconic **Labor Day Experience**, drawing tens of thousands to Snowmass Town Park for open-air world-class performances, JAS brings transformative music to the Roaring Fork Valley.

JAS currently reaches more than 35,000 people through performance across our two major events and local Café performances. To bring premier talent to Aspen and entice people from across the globe to experience our vibrant city, we have to keep up with the ever-growing cost.

For our June and Labor Day experiences, our goal is to continue securing high caliber artists, stay true to our existing ethos, and bring new people to the Roaring Fork Valley. For JAS Café, we want locals and visitors alike to feel at home in this hub for creative exploration, new artistry, and performance.

To accomplish this, **we have set a five-year goal to raise \$14M across these programs** to keep JAS at the forefront of global artistry, experience, and community.



impact goals

JAS Café

Increase to 50+ performances annually

Labor Day Experience

Expand access to 30,000+ attendees and increase caliber of artists

June Experience

Expand access to 3,400+ attendees

performance (\$14M)

CAPTIAL NAMING OPPORTUNITIES:

- JAS Café: Up to \$5,000,000

NAMED ENDOWMENT FUNDING OPPORTUNITIES:

- Local Community Programming (Unlimited): \$2,500,000

ENDOWMENT FUNDING OPPORTUNITIES:

- June Experience Artist Fund (25): \$150,000 minimum per artist
- JAS Café Artist Fund (Unlimited): \$500,000 minimum per artist
- Labor Day Artist Fund (11): \$750,000 minimum per artist

NAMED FIVE YEAR TERM FUNDING OPPORTUNITIES:

June Experience

- Weekend (1): \$500,000 per year (for 5 years)
- One Night (3): \$200,000 per year (for 5 years)

Labor Day Experience

- One Night (3): \$2,000,000 per year (for 5 years)
- Headliner (1): \$1,000,000 per year (for 5 years)

Ticket/Tent Box access to be negotiated

Funds raised for both June and Labor Day experiences allow JAS to attain next level artists that would otherwise be unfeasible.



education (\$16M)

Our commitment is to music education holistically, from professional artists to music-inclined students. JAS prides itself on its commitment to music education throughout the Roaring Fork Valley and beyond, **donating more than \$11 million to music education** since 1997 via program funding, scholarships, donated instruments and instructor time. As an organization at the forefront of regional music education, we plan to expand and amplify our impact in this space over the next five years.

JAS's local education initiatives and programs for gifted musicians are vital to providing key resources for their music education, from donated instruments to financial resources, to further pursue music via lessons, workshops, camps, and residences.

The Paul JAS Center will immediately allow us to expand our own educational initiatives, from young students to music enthusiastic adults. Through JAS Academy, our students will be able to perform on a professional stage record their own music in a professional studio. Additionally, throughout the year students and adults alike will be able to attend master classes and learn hands-on skills through our studio-based programming.

To effectively inspire the next generation of musicians and artists, increase our reach, and expand access, **our goal is to raise \$16M.**



Scholarships

Offer financial assistance to 75+ talented young musicians annually

Youth Education

Expand JAS programming to serve 5,000+ students in regional schools and at the Paul JAS Center

Adult Education

Provide new and additional opportunities for 6,000+ adults

education (\$16M)

NAMED ENDOWMENT FUNDING OPPORTUNITIES:

Instrument Fund

- Instrument for Students Program: \$750,000
- Step Up Program Fund (3): \$250,000

Scholarship Fund

- Frost JAS Academy Director Endowment: \$750,000
- JAS Academy Scholarship Fund (45): \$500,000
- Bervard Student Scholarship Fund (15): \$150,000
- Berklee Student Scholarship Fund (3): \$150,000
- JAS Scholarship Fund (10): \$150,000

In-School

- Western Slope Extension: \$2,500,000
- JAS In-Schools Director Program: \$500,000
- Faculty Assistance Fund (20): \$250,000

Youth Education & Programming

- JAS Street Horns: \$2,500,000
- JAS Summer Camp Fund (3): \$500,000
- Pays to Play Program: \$500,000
- HonorDistrict8 Program: \$250,000
- She Bop Program: \$125,000



education (\$16M)

NAMED ENDOWMENT FUNDING OPPORTUNITIES CONTINUED:

Adult Education & Programming

- Tickets for Teachers Program: \$500,000
- Listen Up! Program Fund (10): \$150,000
- Master Class Fund (10): \$150,000
- Lectures Series Fund (10): \$150,000

At the Center

- Sound and Studio Engineering Program: \$500,000
- Family Programming: \$500,000
- Local's Night Programming: \$500,000
- DJ Training Program: \$250,000
- Share Your Voice Program: \$250,000

AVAILABLE NAMING OPPORTUNITIES:

- Recording Studio: Up to \$5,000,000
- JAS Learning Room: Up to \$5,000,000



paul jas center (\$10M)

Once open, the Paul JAS Center will be a game-changer for JAS and the Roaring Fork Valley, allowing for new events and programs to enrich the community. The center will be open to all – from nonprofits and community groups looking for collaboration space, to a turn-key event space to gather amongst friends and fellow community members. Plus of course consistent winter & summer JAS Café shows, a permanent, unique addition to Aspen's core.

The new Center will allow JAS to expand our own core programming with exclusive late-night Labor Day performances with main stage artists and accessible year-round concerts. We will also host intimate, creative community events, from supper club shows to late-night high-energy bands geared to younger generations and Sunday Brunch performances, ensuring our programming is open to all.

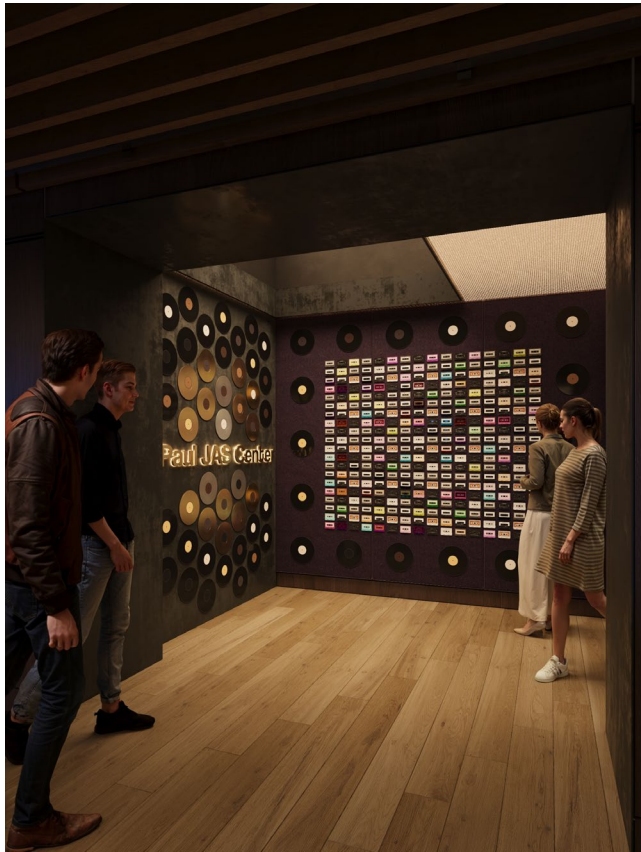
Pair these enhanced experiences with our new ability to broadcast and record our performances with our new recording studio, and **JAS will now have the tools to attract more artists and expand our footprint locally and nationally.**

In order to provide both exclusive and accessible experiences, **our goal is to raise \$10M**, ensuring this space serves artists, students, and community members alike for years to come.

paul jas center (\$10M)

ENDOWMENT FUNDING OPPORTUNITIES

- Presidential Endowment: \$2,000,000
- JAS Photography & Media Education Endowment: \$1,000,000



AVAILABLE NAMING OPPORTUNITIES

- Recording Studio: \$5,000,000 or \$3,000,0000
- Commercial Kitchen: \$750,000
- Mixing Table: \$500,000
- Gallery Terrace: \$350,000
- Lighting: \$250,000
- Stairway Corridor: \$250,000
- Lounge Area in Bar: \$250,000
- VIP Lounge Booth: \$250,000
- Stage Closets (2): \$250,000
- Green Room Bar: \$200,000
- Office Space: \$200,000
- Sound Booth Alcove (5): \$200,000
- Storage Closet: \$150,000
- Wait Station: \$150,000
- AV Room: \$150,000
- Center Booths (5): \$150,000
- Stage Right Booths (5): \$150,000
- Microphone Display: \$150,000
- Donor Wall: Any Gift <\$149,999

ongoing support

As JAS grows its programming, it will need the infrastructure to match it. To continue developing innovative, engaging programs as well as ensure our highly regarded Labor Day and June Experiences continue to attract high caliber talent and flourish in the Roaring Fork Valley and beyond, annual funding for JAS is imperative.

Ongoing, annual support will allow us maximum flexibility to invest in the staff and resources to implement our exciting vision and sustain our financial stability throughout the ebbs and flows of the music industry.

This funding will provide Board and staff leadership with the necessary resources to pursue strategic initiatives, weather unforeseen challenges, and ensure that JAS always has the resources to adapt to the evolving needs of the community.

a new creative force in aspen

Our vision is to achieve excellence in the presentation and preservation of popular, jazz, and related forms of music at the heart of Aspen culture and ensure that JAS is recognized locally, regionally & nationally for world-class excellence, a beloved local institution at long last establishing a permanent home. With the construction of the Paul JAS Center nearing completion, now is the most vital time for your support. By investing in our work, you will be:

- Creating a **new, innovative cultural hub** in downtown Aspen for JAS and other exciting gatherings throughout the year
- Ensuring **diverse and impactful music programming** is accessible to community members of all ages
- **Expanding educational programs across the Roaring Fork Valley and beyond**, working to make music education a vibrant part of schools throughout the region



Join us as we establish a permanent home for JAS, implement incredible new programming - from top notch performances to life-changing education, and leave a lasting impact on Aspen and the Roaring Fork Valley community.



CAMPAIGN LEADERSHIP

Campaign Chair



Andy Paul

Campaign Cabinet



Flo Fulton Miller



Scott Miller



Kathryn Fleck
Peisach



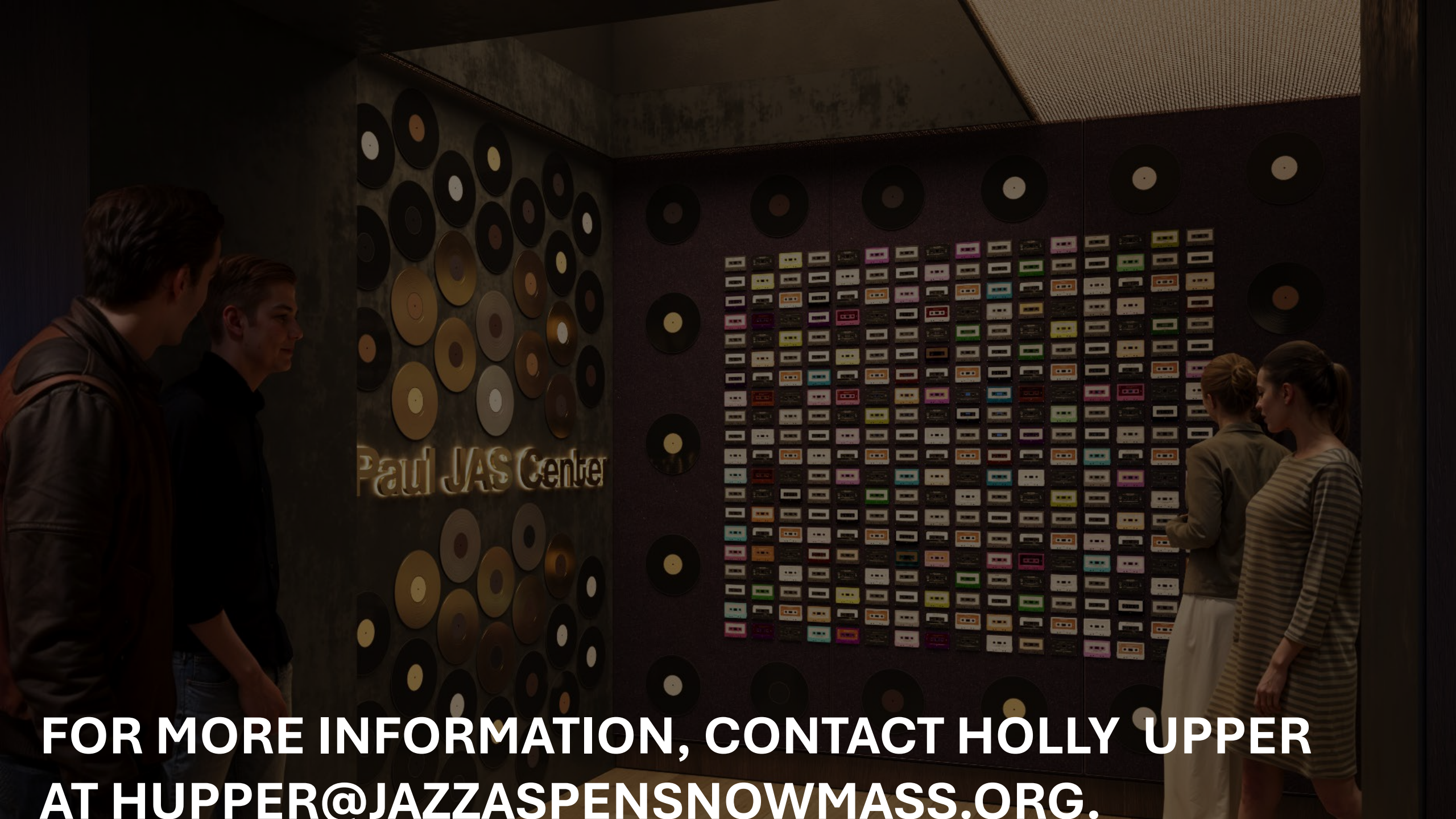
Nancy Magoon



Jimmy Marcus



Joe Sherman



Paul JAS Center

**FOR MORE INFORMATION, CONTACT HOLLY UPPER
AT HUPPER@JAZZASPENSNOWMASS.ORG.**