



**CITY OF SAINT PAUL**

Mayor Christopher B. Coleman

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Saint Paul, Minnesota 55102

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March 1, 2016

Steve Heckler, Chief Executive Officer  
Twin Cities Jazz Festival  
214 East 4th Street, Suite 140  
Saint Paul, MN 55101-1576

Dear Steve:

I am happy to support your proposal to the National Endowment for the Arts for the 2017 Twin Cities Jazz Festival. Since 2007, when the Jazz Festival first played in Mears Park, we have seen a resurgence of arts and commerce in this unique downtown neighborhood known as Lowertown. Last year, I enjoyed hosting 45,000 visitors to St. Paul for the Festival for one of the best years of the festival in a rejuvenated Lowertown neighborhood.

We will continue to put this festival front and center in our efforts to increase levels street life and vitality in our downtown core for the following reasons:

- We make jazz accessible to St. Paul residents with three free days of 100+ shows.
- The Festival has become a destination event featuring world renowned talent such as Cyrus Chestnut, Branford Marsalis, Dianne Reeves, and Esperanza Spalding.
- Our Jazz Festival Features 350+ Minnesota artists
- Our audiences support local businesses and restaurants with each guest spending more than \$50 per visit according our survey work.

We are proud to host the Twin Cities Jazz Festival each year, and I look forward to another great festival in 2017.

Sincerely,

Christopher B. Coleman  
Mayor