



THE
PROVIDENCE
BLACK REPERTORY
COMPANY



theater education public programs

providence sound session '06



David N. Cicilline
Mayor

THE CITY OF PROVIDENCE
DEPARTMENT OF

ART
CULTURE
+ TOURISM



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Is produced by Providence Black Repertory Company, in partnership with the City of Providence, as part of PBRC's year-long mission driven programs:

Theater – Education - Public Programs

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Overview

July 17th – 22nd 2006

“In curating the festival we pick acts the way a good DJ picks his tracks, making selections that excite, educate, surprise and inspire a crowd. It’s in the combination of cultures and styles—the artistic excellence stands out.”

Donald W. King,
Artistic/Executive Director, Providence Black Repertory Company



More than **35,000** people attended **Sound Session '05**, four-times the number of people the festival had in it’s first year! Festival goers were treated to the musical gifts of internationally-known jazz bassist *Ron Carter*, acclaimed Haitian soul singer *Emeline Michel*, jazz great *Roy Ayers*, and many others.

A multi-stage, multi-genre event, the festival is produced in collaboration with the **City of Providence, Dept. of Art, Culture + Tourism**. This transcultural celebration reflects the dynamic vitality of the new “American” city. In the spirit of the organizational missions of both organizations, programs are free or priced affordably in order to capture a wide ranging socio-economic constituency.



Sound Session '06 will begin with intimate concert performances Monday-Friday at Providence Black Rep’s **Xxodus Café**. Friday and Saturday evening, crowds will gather at **Waterplace Park** to enjoy the music and outdoor festivities. Excitement grows leading up to the final night of the festival when thousands of people join in the **parade** from Waterplace Park, through downtown to the Providence to the **Westminster St. Stage** at **Providence Black Repertory Company**, where the party will continue through the night!

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Sound Session Audiences

Sound Session has quickly established itself as a premier musical event in the regional market, drawing attendees from Connecticut, Massachusetts and New York. **Sound Session '06** will prove to be even bigger and better. With the addition of more events through participating Providence businesses, **'06 festival attendance is expected to surpass 75,000 people.**



Qualitative Data

- There are over 600,000 people in the Providence DMA who attend live concerts and theater performances like those featured at Sound Session '06

- These people are 24% more likely than the general population to have a HH Income of \$50,000+, and 30% more likely than the general population to have a HH Income of \$100,000+

- These 600,000 concert goers are 37% more likely to be a college graduate, and 35% more likely to have a post-graduate degree

- 70,000 of these people own a foreign luxury vehicle, and 16,000 of these people will spend \$30,000 or more on a new/leased vehicle in the next year.



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Audience Delivery

A PRIZM profile analysis of the **Providence Black Repertory Company** patrons identifies the top geo-demographic clusters that comprise the institution's constituency.

Buoyed by sophisticated technology, five companies now offer targeting systems that match lifestyles, demographics and spending habits with neighborhoods and households. Claritas, the first to do this almost 30 years ago, calls its system PRIZM NE. PRIZM divides the U.S. consumer into 15 different groups and 66 different segments. The different groups are broadly defined by urbanicity: Urban, Suburban, Second City, and Rural and socio-economic levels. The analysis then goes much deeper to define each of the clusters by opinions, interests and attitudes, shopping and media consumption habits.

Claritas performed an analysis of PBRC's patrons from information provided to them for PRIZM NE profiling and analysis. The study determined the consumer market segments that have high potential to be PBRC patrons, the lifestyle preferences of existing PBRC patrons and the geographic areas that contain high concentrations of PBRC patrons. PBRC uses this information for two reasons: 1) to identify the strongest possible marketing partnership opportunities in the area and, 2) to increase the efficiency of its marketing strategies. Excerpts from the study are available upon request.

The Cosmopolitans
Upper Crust
Money & Brains
Heartlanders
Big City Blues
Movers & Shakers
Close-In-Couples
Low Rise Living

Young Influentials
Mult-Culti Mosaic
Urban Achievers
New Beginnings
Traditional Times
City Roots
Home Sweet Home
American Dreams





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Providence Warwick Convention & Visitors Bureau



Government Partners

“This multi-genre music festival was an incredible success due to faith of our sponsors as well as the diligent time and effort put forth by the Providence Black Repertory Company and the City’s Department of Art, Culture & Tourism. In only two years Sound Session has established itself as a community-wide celebration of America’s music”

~ David N. Cicilline, Mayor

The City of Providence has identified Sound Session as a destination festival to strategically grow. Significant financial and technical support for the festival is given by:

- The City of Providence
Department of Art, Culture + Tourism
- The Providence Tourism Council
- The Providence/Warwick Convention and Visitors Bureau
- The Providence Economic Development Partnership
- RI State Council on the Arts
- The National Endowment for the Arts, Jazz Masters on Tour



“Sound Session is essentially a gift to the city we love, one that celebrates the diverse people who live, work and raise their families in Providence. Last year the gift was rewarded in the tangible energy of the audience on the hillside at Waterplace Park, the parade winding through the streets of downtown, and dancing under the stars on Westminster Street.”

**Jamie D’Oliveira, Festival Committee Chairman,
Providence Black Repertory Company.**

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Sponsors 2005



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