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## Professional Profile

Jacqueline "Jackie" M. Harris

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### Summary of Work Experience and Skills:

Twenty-nine years of experience in the following areas:

- < Coordinating the activities of boards, commissions and foundations;
- < Developing community outreach/involvement opportunities and administrating related activities;
- < Directing a multi-disciplined staff of professionals;
- < Coordinating and producing small and large-scale events (i.e., music festivals, concerts, conventions, fund raisers, etc.), including staffing the activities, budgeting the events, securing all support services and producing all entertainment components;
- < Developing budgets and pursuing funding sources;
- < Creating signature events to meet the needs of a variety of clients;
- < Developing cultural exchange programs;
- < Developing business, community relations and management plans;
- < Developing training, educational and economic development initiatives;
- < Developing promotional and exposure opportunities for profit and non-profit entities; and
- < Artists bookings and tour management.

### Professional Experience:

**1992 - Present**      **Owner and President**  
**Jackie Harris and Associates**  
*City of New Orleans, LA*

Responsibilities/Services: Coordinating special events; convention and conference meeting planning; producing indoor and outdoor festivals, concerts and parades; providing booking, stage and tour management; program development; fundraising and marketing services for local and nationally recognized for profit and non-profit entities.

#### Clients presently serving:

2002 - Present      Louis Armstrong Educational Foundation of New York

Responsibilities: Provides consultation and program management and development services to the arts/music education foundation created by Armstrong for the perpetuation of jazz in the United States.

2002 - Present      New Orleans Arts and Cultural Host Committee

Responsibilities: Services as executive director of this nonprofit organization created to preserve, market and aid in the perpetuation of New Orleans' culture and heritage. Programs presently and have included the Louis "Satchmo" Armstrong Summer Jazz Camp, Essence Music Festival Steering Committee, restoration of the Louis Armstrong Statue, etc.

Present              Artists acquisition, tour management, special event coordination

Clients:

*Jazz At Lincoln Center*  
*Audubon Institute*

*National Urban League*  
*Cape May Jazz Festival*

**Clients served have also included:**

Festival Production:

*New Orleans Jazz and Heritage Foundation's Free Street Festivals*  
*Kingsley House Fall Festival*  
*African Heritage Festival*  
*Cancun Jazz Festival (Mexico)*  
*All That Heritage and Jazz Festival (Jamaica)*  
*Reggae Riddums Festival (New Orleans)*  
*Lundi Gras Festival (New Orleans)*  
*Creative Music Festival (New Orleans)*  
*Breakfast in America (Florida)*

Artist acquisition and management services:

*Jazz At Lincoln Center (New York)*  
*Columbia University (Chicago)*  
*Chicago Jazz Festival*  
*Alliance of Black Communications Workers (Colorado)*  
*Port De France (Martinique)*  
*Columbia University (New York)*  
*Cape May Jazz Festival*  
*Belize City (South America)*  
*Guatemala City (South America)*  
*Amtrak Marketing/New Orleans Superliner*

Convention and Conference planning :

*Alliance of Black Communications Workers*  
*The Greater New Orleans Multicultural Tourism Network Summit*

**1995 – Present**                      **Founder and Executive Director**  
**Louis A Satchmo@ Armstrong Summer Jazz Camp**

Responsibilities: Created and produce this music education program for young musicians, ages 10-20, including an annual Benefit Concert and Culminating Concert. Duties also include fund raising, community outreach and program development. More than 1200 young musicians have participated since the program was established.

**1990 -- Present**                      **Senior Venue Manager (Volunteer Position)**  
**International Association of Jazz Educators**

Responsibilities: Manage site and artists for largest jazz education convention in the United States, including coordinating production related responsibilities for night concerts venue at convention sites in New Orleans; Washington, DC; Miami; San Antonio; Boston; Anaheim; Atlanta; Chicago; Toronto, New York, etc.

**2000 - 2002**                      **Executive Director**  
**Mayor=s Office of Tourism, Arts, Entertainment and New Media**

Responsibilities: Headed major division of the Mayor=s Office of Economic Development which focused on the Creative Industries and served as a Management Cluster Leader providing administrative guidance and coordination to five different facets of the Economic Development team.

**1994 - 2002**                      **Executive Director**  
**Music and Entertainment Commission of New Orleans**  
*Mayor=s Office of Tourism, Arts, Entertainment and New Media*

Responsibilities: Developed and coordinated all music and entertainment initiatives for the City of New Orleans. Job entailed creating and identifying projects for city involvement which generated economic development opportunities, afforded educational experiences and/or perpetuated the heritage, arts and culture of New Orleans. Responsibilities included fund raising, marketing, staff and office management services.

Also wrote proposals and developed strategies that resulted in attracting and retaining major conventions and events, including:

- X The **Essence Music Festival (initiated in 1995)**; which generates an average economic impact of \$100 million annually and has re-ignited the City=s summer tourism season.
- X The **2000 International Association of Jazz Educators Convention**;
- X The **2000 National Association for the Advancement of Colored People (NAACP) Convention**;
- X The **2000 Rainbow Push Coalition Economic Summit, led by Rev. Jesse Jackson**; and
- X The **2001 TD Jakes aWoman Thou Art Loosed!@ Convention** which attracted 65,000 African American women.

Also, assisted in the procurement and facilitation of projects in which the City played a major role, including:

Other projects included:

- X Producing events and lending coordination support to a number of activities for **The Louis Armstrong Centennial Celebration (2001)** including
  - \* Leading successful effort to rename New Orleans International Airport in honor of Armstrong, which also involved garnering local and national support, in addition to producing a renaming ceremony that included local and national participants;
  - \* Coordinating fund-raising effort and supervising restoration of the Louis Armstrong Statue in Armstrong Park; and
  - \* Producing a host of community-enrichment activities.
- X The **Celebration of New Orleans as the Birthplace of Jazz (1995-2000)**.
- X Co-producing a community campaign to recognize the **City of New Orleans= 280<sup>th</sup> Birthday Celebration (1998)**, the **Tricentennial of Louisiana (1999)** and the **New Millennium (2000)**; including --
  - \* Development of signature logos for each celebration;
  - \* Production of commemorative parade, art exhibit, awards program, special jazz mass and jazz funeral for the City's birthday.
  - \* Co-production of **City's New Millennium Celebration (12/31/99)** that attracted international television coverage in 34 countries
- X Co-production of **New Year=s Eve Street Concert at Jackson Square** which drew estimated audiences of 35,000 in 1998; 65,000 in 1999; and 150,000 in 2000; 125,000 in 2001.
- X Coordinated City=s participation in the **Olympic Torch Relay and the Cultural Olympiad=s Southern Crossroads (1996)**; and the **Olympic Torch Relay for the Winter Olympics (2001)**;
- X Participating in the following **Cultural Exchange Programs --**
  - \* **Ingolstadt, Germany**
  - \* **Johannesburg, South Africa**
  - \* **Isola Del Liri, Italy**
  - \* **Haiti**
  - \* **Montego Bay, Jamaica**
  - \* **Antibes, France**
  - \* **Senegal, West Africa**

**1988 - 1994**      **Night Concerts Director**  
                         **New Orleans Jazz and Heritage Festival**

Responsibilities: Managed and supervised total night concerts operation, including acquiring some talent; compiling and managing the budget (i.e., \$800,000 in 1994); supervising and hiring all staff; identifying venues; and contracting technical and non-technical services for the Night Concert Series. Those contractual services included sound, lights, concessions, catering, security, etc.

**1985 - 1987      Assistant Fair Director/Operations  
New Orleans Jazz and Heritage Foundation**

*Responsibilities:* Assisted Fair Director in the management of the festival outdoor venue (the New Orleans Fairgrounds), and was responsible for budgeting and managing operations for the event.

***Education:***

**1983** Delgado Community College -- Business/Real Estate Sales  
**1980** University of New Orleans – Business/Metropolitan School  
**1967** Manpower Development Training Act -- Business Administration  
**1964** Pensacola Junior College -- Business Management

## **Addendum:**

### **Professional Affiliations/Memberships:**

Black Arts National Diaspora, Inc. (BAND, Inc.; *Board of Directors*)  
Contemporary Arts Center (*Former Member of Board of Directors*)  
City of New Orleans Multi-Year Celebration Planning Committee (*Co-coordinator*)  
Executive Planning Body of the New Orleans Millennium Commission (*Co-coordinator*)  
International Association of Jazz Educators (*Senior Venue Manager*)  
International Association of Jazz Educators Black Caucus (*Former Corresponding Secretary*)  
Kwanzaa Coalition  
New Orleans Center for the Creative Arts (*NOCCA Institute Board of Directors*)  
New Orleans Essence Music Festival Steering Committee (*Co-Chair 1995-2001*)  
New Orleans Metropolitan Convention and Visitors Bureau (*1995-1996*)  
New Orleans Multicultural Tourism Network, formerly the Greater New Orleans Black Tourism Network (*Former Vice President & Secretary*)  
New Orleans National Historical Jazz Park Commission (*Member & Former Chairperson*)  
New Orleans Public Schools Alumni Association (*Former Board of Directors*)  
Young Aspirations/Young Artists Inc. (*YaYa Board of Directors*)

### **Honors and Awards:**

*Many Acknowledgments for Professional Contributions, Including:*

**2004** Panelists for National Endowment for the Arts Access to Artistic Excellence Gant  
**2002** Cultural Preservationist Award presented by Oretha Castle Haley  
Elementary School (March)  
**2002** Certificate of Special Congressional Recognition for the Cultural Arts Preservationist  
Award, Celebrating Support of the Mardi Gras Indian Tradition -- *Issued by The Hon. William  
Jefferson, Member of Congress* (March)  
**2002** Certificate of Recognition for A... outstanding dedication and contributions to the Mardi Gras  
Indian tradition@ B *Issued by The. Hon. Mary L. Landrieu, United States Senator* (March)  
**2001** National Women=s History Month Honoree for Courage and Vision  
as Recognized by the Equal Opportunity Special Emphasis Advisory Committee  
of the SPAWAR Information Technology Center and the City of New Orleans  
Small and Emerging Business Development Office (March)  
**1999** Contemporary Arts Center **SweetArt Honoree** for Being Known Throughout  
the Nation as a Lover and Supporter of Art, Literature and Music (March)  
**1998** Freeport McMoRan/Data News Weekly **Trailblazer Award** (February)  
**1997** Young Women Christian Association **Role Model** (New Orleans)  
**1996** **Honoree for Support of New Orleans Music and Culture** by the ALady  
Buck Jumpers@ Social Aid and Pleasure Club

### **References:**

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