

2021 CMAA Idea Fair

**Name**

John Eramo

Club

The National Arts Club

Email

johneramo@thenationalartsclub.org

Chapter

City of New York Chapter

Entry Details**Category**

18. Community Outreach

Description of Idea - How has this idea enhanced your club's operation, etc.?

In late September, after months of being apart, The National Arts Club invited our members and the surrounding community to enjoy a live performance led by Grammy Award-winning jazz trumpeter Nabaté Isles. This outdoor concert—a first for our Club—was performed from the front stoop of our historic landmark building on New York City's Gramercy Park.

"Jazz on the Stoop" offered members and the public alike an opportunity to safely come together and once again enjoy live music.

How was this idea implemented and what have been the club members' reactions?

To present this concert, we engaged our partners at the National Jazz Museum in Harlem, who connected us to the talented Mr. Isles and his bandmates. We promoted the concert through our general mailing list (20,000+ subscribers) and on our social media channels (40,000+ followers). To ensure all COVID protocols were followed, we included appropriate messaging. Furthermore, our staff was on hand to encourage mask wearing and social distancing when necessary.

The event was well received with around 50 people in attendance, both members and the public. Members were particularly pleased, leading us to later present an outdoor holiday concert. We are in the process of creating an official series of outdoor performances to debut later this year.

THE NATIONAL ARTS CLUB

