

# Let Young Hearts Shine Tax



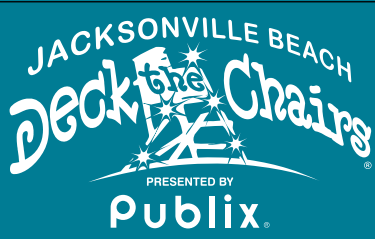
Celebrating The  
Holidays With  
Children's Arts

Featuring New Student  
Displays And More  
Holiday Stage Programs

*Details Inside >*

## 2024 EVENT & PARTNERSHIPS





# 2024 EVENT & PARTNERSHIPS

## Welcome

### DTC MISSION

#### *Promoting Children's Arts And Arts Education*

Showcasing creativity in public park space featuring decorated lifeguard chairs with children's holiday music and dance stage programming.



Grateful For Ongoing Community Support,  
Especially From Our Public Partners



NonprofitCenter  
of Northeast Florida



*Deck The Chairs Serves More Than 120,000 Visitors At Their Free Jax Beach Holiday Display*

## Deck The Chairs Excited To Provide More Children's Holiday Stage Performances

Since Deck The Chairs inception in 2013, we have poured ourselves into the creativity of the unique holiday lifeguard chair display. Jax Beach Deck the Chairs organizers are proud of the community support and the national attention we have attracted. Following the 2020 Pandemic, DTC saw how are unique outdoor arts programming could directly impact the greater North Florida area. JBDTC stage programming continues to see increased interest and investment.

DTC organizers alongside volunteers managed an estimated 1200 performers during the 2023 JBDTC Holiday season. DTC will expand stage programming



schedules in 2024 with hopes of doubling the number of children we can positively impact through the arts. We can not do this without your partnerships and we remain grateful for your continued commitment to our mission and the children we serve.

- 1) 400+ students received 2023 JBDTC community service hours
- 2) 500+ students participated in the 2023 Deck The Chairs Student Decorating Challenge and supported JBDTC and JWIP exhibit build and decorate
- 3) 1100+ students participated in 2022 JBDTC holiday stage programs

*Kurtis W Loftus*

Kurtis Loftus, Founder | Executive Director

NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM

## Celebrating The Holidays With Children's Arts

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Deck The Chairs is a 501(c)(3) Public Charity



# 2024 EVENT & PARTNERSHIPS

## Beneficiaries



### DTC Impact

Activating public spaces with nationally recognized events annually, showcasing more than 2000 young artists and seen by thousands of visitors from across the US.

- 12 Years Serving Jax
- 120K+ Annual Visitors
- 1300+ Student Volunteers/Performers
- Two Student Displays
- 100+ Community Partners
- 20+ Stage Programs
- Christmas Eve Service
- 7 Seasons Gator Bowl Pep Rally Host
- 20 Nights Concessions
- 40 Days Free & Open

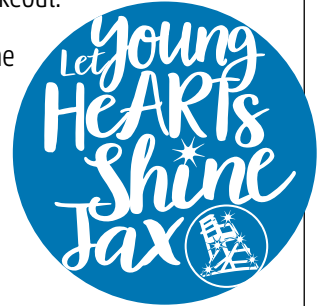
## DTC Increases Investment For Arts Programs Participating In Student Decorating Challenge

DTC continues to expand its mission promoting children's arts and arts education. The 2023 holiday season showcased two free public displays created for Jacksonville and The Beaches. DTC organizers installed and then managed both displays for more than two months.

The DTC Student Decorating Challenge in James Welton Johnson Park and Jax Beach reflects a \$50,000 financial commitment to fund student art programs, underwrite new exhibit development and cover cost

of public space insurance, management and display installation/strikeout.

DTC is extremely proud of the public/private support we received and the greater shared community impact. In 2024, DTC organizers hope to double the funding provided for arts program decorating stipends.



*Deck The Chairs Student Decorating Challenge Featured Displays In Downtown Jax And The Beaches*



**NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM**

## Celebrating The Holidays With Children's Arts



# 2024 EVENT & PARTNERSHIPS Highlights



## DTC Community

Arts patrons and benefactors building a stronger community through the celebration of emerging creative talent — passionately supporting their young hearts and voices.

### Let Young Hearts Shine Jax!

The 2024 Jax Beach Deck The Chairs Holiday Season will be filled with more children's arts programming.

JBDC organizers are planning and developing a holiday season focusing more resources on additional stage programming with greater opportunities to impact more children throughout the First Coast pursuing arts passions.

Five weekends have been identified on the JBDC calendar beginning 11.29.24. Stage availability for student arts programs could range between 12 to 15 dates. Scheduling for performances will likely occur between 3:30 p.m. – 7 p.m.

Learn more  
[programming@deckthechairs.org](mailto:programming@deckthechairs.org)

## A Holiday Season Packed With Arts Programming



Children's Music Programs



Partner Outreach



Dance Troupes From Across The First Coast



60 Decorated Lifeguard Chairs On Display



Special Event Programming



TaxSlayer Gator Bowl Pep Rally

**NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM**

## Celebrating The Holidays With Children's Arts

# 2024 EVENT & PARTNERSHIPS

## Schedules

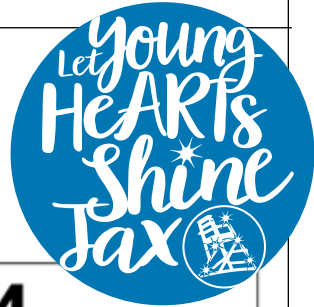


### 2024 CHAIR PARTNER SCHEDULES

- 4.1.24**  
Past Sponsor Registration with 10% Discount  
Student Exhibit Planning
- 5.1.24**  
New Chair Sponsorship  
Open With Discount
- 6.1.24**  
Early Discount Ends  
Launch Student Exhibit Development
- 8.20.24**  
Decorating Workshop
- 9.17.24**  
Decorating Workshop
- 10.15.24**  
Decorating Workshop
- 10.29.24**  
Decorating Workshop
- 11.12.24**  
Final Decorating Workshop
- 11.20.24**  
JBDTC Load In & Construction

**SECURE YOUR CHAIR EARLY**

### JBDTC Event Schedule With Planned Concessions & Stage Program Dates



## NOVEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
17	18	19	20	21	22	23
24	25	26	27 DTC Opening Night	28	29 Black Friday	30

Holidays and Observances: 5: Election Day, 11: Veterans Day, 28: Thanksgiving Day, 29: Black Friday

## DECEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6 Moonlight Movies	7
8	9	10	11	12	13	14 Tuba Christmas
15	16	17	18	19	20	21
22	23	24 Christmas Eve Service	25	26	27	28 Gator Bowl
29	30	31	1	2	3	4

Holidays and Observances: 24: Christmas Eve, 25: Christmas Day, 31: New Year's Eve

LOAD IN | STRIKE OUT    OPEN SCHEDULE    CONCESSIONS OPEN    STAGE PROGRAMS

NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM

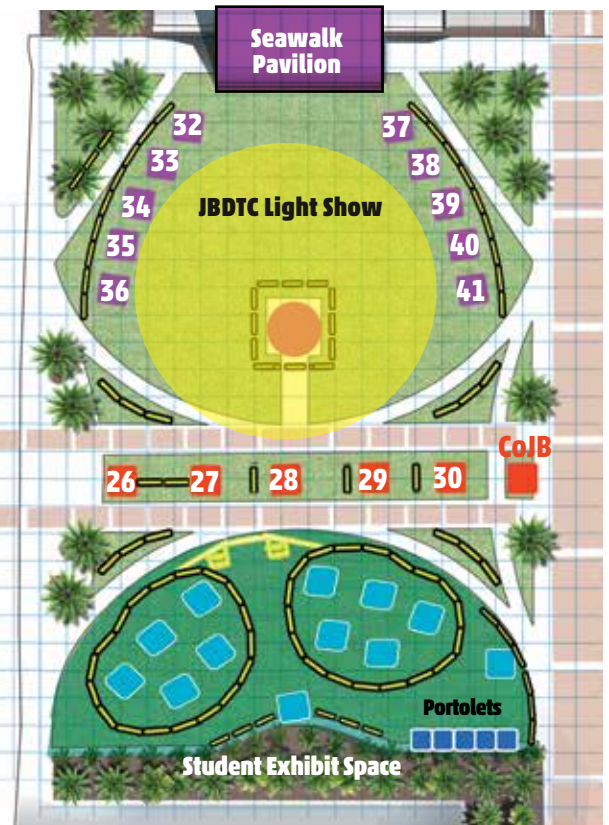
## Celebrating The Holidays With Children's Arts



# 2024 EVENT & PARTNERSHIPS Site Map

## Jax Beach Deck The Chairs Latham Plaza & Seawalk Pavilion Park Space

(As of 03.15.2024 — Map Subject To Change)



■ Partner Chair | 30 Qty    
 ■ Musical Light Show | Stage Partner Chair 10 Qty    
 ■ Student Display Partner | 10 Qty    
 ■ Concessions



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# 2024 EVENT & PARTNERSHIPS

## Volunteer | Donate



### DTC Service

Private and public collaborations serving alongside a community of volunteers working year-round with a commitment to inspire future generations through the arts.



JBDTC Student Load In Support



JBDTC Build/Decorate Support



JBDTC Concessions/Merchandise

## MORE THAN AN EVENT

Promoting Children's Arts  
And Arts Education



## A Vision For Tomorrow

Announce DTC Arts Scholarship In 2025

Positively Impact More Children's Lives Through The Arts By  
Growing Alliances With Like-Minded Public/Private Interests

Create More Outdoor Opportunities For Children's Arts

Support Jax Community Parks Arts Expansion

Help Create Arts Parks Jax and Youth Arts Leagues

[deckthechairs.org/get-involved/donate](https://deckthechairs.org/get-involved/donate)

[deckthechairs.org/get-involved/volunteer](https://deckthechairs.org/get-involved/volunteer)



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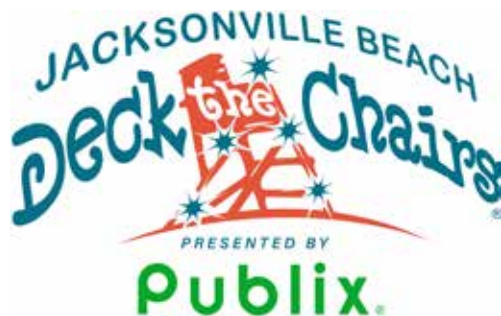
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*"There can be no keener revelation of a society's soul than the way in which it treats its children."*

**Nelson Mandela**



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