

# LEADERSHIP/SERVICE

## President's Appreciation Celebration & Style Show

HOUSTON SYMPHONY LEAGUE

Houston Symphony League  
615 Louisiana Street, Suite 102  
Houston, TX 77002

Presenter: Deb Happ  
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(972) 690-1157

Orchestra Size: Group 1  
Metro Houston: 7.1 million



*You're Invited to*  
HOUSTON SYMPHONY LEAGUE'S  
**PRESIDENT'S APPRECIATION  
CELEBRATION & STYLE SHOW**  
CHAIRS LUCY LEWIS AND BETTY TUTOR

TOOTSIES



**Wednesday, May 18, 2022**

LAKESIDE COUNTRY CLUB

100 Wilcrest Drive \* Houston, Texas 77042

11:30 a.m.

**Board and Past Presidents:  
Please arrive at 10:15 a.m. for Photos**

\$75 per person

Questions: Please contact Roz Cooley at 713.419.3916

### PROJECT DESCRIPTION

The President's Luncheon is an annual event to celebrate the successes of the past season, thank the President for her many contributions to those successes, award the Ellen Kelley Volunteer of the Year award, pass the gavel to the incoming President, and look forward to the coming year. To generate a new level of "buzz" around this year's Luncheon, the Co-Chairs developed a Style Show to showcase the League's projects/activities through fashion. Models wore outfits that were appropriate to wear to various League functions, e.g. Opening Night Concert and Gala, Magical Musical Morning, Student Concerts, Hats On Hats Off Luncheon. During the Style Show, the store stylist and one of the Co-Chairs traded off describing the clothing and discussing the events to which the outfit could be worn.

## **PURPOSE OF THE PROJECT**

The addition of the Style Show to the President's Luncheon was intended to garner excitement and interest in the event. Specific goals were to increase attendance by both members and their guests, encourage members to renew their memberships and for guests to join the League, give members more information about League projects/activities and how they benefit the Symphony and the member, and increase sign-ups at the Volunteer Fair. All of these goals were met.

## **DEVELOPMENT OF THE PROJECT**

The Co-Chairs of the President's Luncheon approached one of Houston's more fashionable shopping venues to provide the Style Show. The store agreed to provide the fashions and their highly esteemed stylist as coordinator. Two League members served as Co-Chairs for the Style Show and they worked with the store's stylist to help him understand the various League activities and the type of clothes that would be appropriate for each activity. The stylist and Co-Chairs selected the outfits.

## **VOLUNTEER REQUIREMENTS**

In total, there were 26 League members who volunteered their time and talents for the Luncheon, Style Show and Volunteer Fair. The Style Show was coordinated by two League members.

## **TIMELINE**

Planning for the President's Luncheon and Style Show began in January 2022, including selection of the clothing store and Co-Chairs for the Style Show. The Style Show Co-Chairs worked with the store stylist throughout March and April to develop the Style Show. The Luncheon was held on May 18, 2022.

## **FINANCIAL INFORMATION**

The overall President's Luncheon incurred expenses of \$10,136.65 and had revenue of \$9,914.00. The primary expense was the venue and catering which came to \$8,317.65. We had in-kind contributions totaling \$1,874.00, including \$1,500.00 for flowers. The stylist provided his services for free but the League paid \$960.00 for the professional models.

## **IMPACT ON THE COMMUNITY**

The President's Luncheon was attended by 108 League members and 14 guests. Ten of the 14 guests joined the League at the luncheon. At the Volunteer Fair, 71 members signed up for a total of 416 volunteer opportunities.

## **SUGGESTED IMPROVEMENTS**

This was the first year that a Style Show was presented as part of the annual President's Luncheon. Overall, the Luncheon's expenses exceeded revenue by \$222.65. If we used League members to model the clothes instead of professional models, we could lower expenses by \$960.00 and increase member involvement in the Luncheon program. We are also considering raising the price of tickets as several high dollar items (e.g. graphic design, flowers) were in-kind contributions this year but may need to be purchased in future years.



