



## *Symphony of the City A Love Song to Waco*

**Purpose:** Symphony of the City is our major fundraiser for the last three years to raise funds for the Symphony.

**Development:** This project was developed to replace our tour of the downtown lofts. The Council was looking for a project that would not have as much competition from other non-profits and raise more funds. We wanted to continue to have a fun event that wasn't exhausting for the volunteers. This was accomplished with Symphony of the City by having it in February when there aren't many other fundraisers. The progressive cocktail party set in four wonderful Waco homes isn't labor intensive but very fun and able to sustain our obligation to the Symphony. We had extremely positive feedback on Facebook and in person from the attendees.

To improve the bottom line, we restructured the Patron ticket so that more money was donated to the cause. We dropped the tickets from 8 to 4 for \$2500, 3 for \$2000, and 2 for \$1000 levels. We also tried to cut costs by having donations for as many items as possible. This at least helped to almost double the net profit from the first year.

### **Financial:**

Gross: \$ 61,276.62  
Expenses: \$ 17,485.92  
Net: \$ 43,790.70

Ticket sales: \$ 53,100  
\$2500 x 6=15,000  
1500 x 8= 7,500  
1000 x 19=19,000  
500 x 7= 3,500  
225 x 36= 8,100

Wine Pull = \$ 500  
Art Auction = \$ 450

Donations= \$ 7,226.62

### **Expenses:**

Catering: \$11,076.09  
Alcohol: \$1368.56  
Paper and Postage for Patron Letter: \$930.16  
Invitations: \$897.74  
Transportation: \$680  
Tips for drivers: \$540  
Intuit: \$482.90  
Flowers: \$433  
Cookies: \$300



Printing the Patron Letter: \$278  
Misc: \$276.49  
Entertainment: \$100  
Signage: \$78  
TABC: \$25  
Square Readers: \$19.98

## Timeline:

June, 2019 Picked Chairmen  
Aug, 2019. Picked Theme, Date  
Sept, 2019 Picked Honorary Patron Chairs,  
Discussed Houses, Picked Committee  
Chairs  
Oct, 2019. Patron Letter written, printed, signed  
and mailed  
Houses chosen, Caterer chosen  
Nov, 2019. Invitation designed, Publicity started  
Personal invitations for people to be  
Patrons, Menu planned  
Dec, 2019. Transportation found, Board  
members invited to come to event  
Jan, 2020. General invitation mailed, Menu  
finalized, Artists and Musicians  
chosen, Wine collected for wine pull  
Feb, 2020. TABC license for wine pull obtained,  
Signs printed, Tickets sold, List of  
attendees made up, Art collected  
Feb. 15, 2020 Set up signs, art work. List for transportation.  
Petty cash, clipboards, easels and cookies gathered. Volunteer check-in.  
March, 2020. Complete thank you notes to Patrons, Volunteers, Musicians, and home owners. Pay all out-  
standing bills.



## Volunteers:

3 Co-chairs and VP of Fundraising to plan  
30-40 Volunteers to execute

3 Co-chairs and VP of Fundraising

3 Invitations	16 Houses (4/House)
1 Wine Pull	8 Transportation/Safety
1 Silent Auction/Raffle	1 Food/Catering/Alcohol
1 Entertainment	2 Clean up

**Impact:** This progressive cocktail party with home tours is an elegant way to raise necessary funds for the Symphony. Everyone enjoys touring the wonderful homes while chatting with friends and enjoying tasty cocktail bites. We had gracious talented musicians supplying background music at each home. This is a friend builder as well as a fundraiser.

**Suggested Improvements:** We dropped the general admission price this year to \$225 per person from \$250 to encourage our Council members to attend. Our members were concerned with the cost. It may be beneficial to decrease price to \$200 each. Our biggest problem is space available in each house.

We will try to keep the homes to a maximum of three to cut costs from catering and to decrease the time frame of the event. Four homes adds at least an hour to the event and extra food and staff.

An area to explore is to have items underwritten by businesses. This would decrease our expenses dramatically and increase the profit. We would need to approach businesses not already donating to the Symphony.