Metropolitan League: **Afternoon in the Gold Room**

San Francisco Symphony, Metropolitan League 201 Van Ness Avenue, San Francisco, CA 94102

Orchestra Meeting Size: Group 1

Presenter: Nancy Greenbach 236 Camino Al Lago, Atherton, CA 94027 nancyjoe@ix.netcom.com

Estimated 2013 population of San Francisco: 837,442

Project Timeline: 8 months

Revenue from all sources:

- **Ticket Sales**: $16,200.
- **Donations**: $2,815.
- **Silent Auction**: $6,430.
- **Remote store sales**: $1,600.
- **Centerpiece sales**: $215.
- **Total Revenue**: $27,260.

In-Kind Expenses:

- **Catering/corkage/Runway**: $8,583.
- **Centerpieces**: $387.
- **Flamenco Guitarist**: $400.
- **Invitations**: $913.
- **Postage**: $219.
- **Programs**: $118.
- **Gifts for non-league models**: $87.
- **Total Expenses**: $10,707.
- **Net Profit**: **$16,553**.

**Project Goals**:

- **Increase attendance**:
  - Changed venue from an older club to a well-known 5-star hotel
  - Improved invitation from folded Xerox to quality design and printed professionally

- **Introduce new audience**:
  - Invited individuals from neighboring non-profits to model in fashion show
  - Those individuals brought friends from those organizations to support them

- **Increase profit**:
  - Improved venue and invitation brought more donors at higher prices

- **Bring awareness to the Symphony’s resale shop**
  - Store apparel, accessories and props used in the fashion show
  - ‘Satellite’ store at the venue with select accessories and small items
  - Models loved and purchased clothes they had showcased

Collaborations or partnerships with staff, retail, or other community groups:

Models worked closely with Resale shop manager partnered with model/volunteers from 6 community groups

Number of volunteers required and how utilized:

- **Event chair**: (1)
- **Mailing committee**: (5)
- **Auction chairs**: (2)
- **On-site volunteers**: (8)
- **Invitation**: (2)
- **Models**: (23)

What would you change next time: Possibly include incentive to drive guests to Resale shop (coupon)

Plans to repeat project in the future: Refresh and revisit in 2015