Community Engagement

Grand Rapids Symphony Friends

Rumsey Street Bazaar

Grand Rapids Symphony
Group 2
“Classics Revisited”
Grand Rapids Symphony Symphony
GRS Women's Committee
Project Goals

Rumsey St Bazaar

Community engagement
Attract community partners to foster appreciation of symphony music in diverse neighborhood

FUNdraise
Rumsey Street Photos
Project Overview

Original Plan – Resale Shop

- clothing, furniture, household goods

Enhanced Plan

- wearable art fashion show
Other Daily Activities: June 9th – 12th

- Symphony musician performances
- silent auction
- children’s activities
- food and wares vendors, live bands
- science/music area with laser harp
- instrument “petting zoo”
- beer garden
Calendar of Evening Events: June 9th – 12th

- **Thursday:** Opening Night Gala – “Rumsey Rumble”
  - live band, food & drink
  - preview of the fashion show costumes
- **Friday:** “Rumsey Rocks”
  - local David Bowie tribute band
- **Saturday:** Rumsey Runway Show – “Bach to the Future”
  - “wearable art”
- **Sunday:**
  - Cabildo, a Hispanic band (cancelled)
Project Timeline

- **November:** Goals | Venue selection | Event dates

- **January – February:** Logo | Early marketing (post cards) Member newsletter articles | Request resale items

- **March – April:** Committee meetings | Permits and licenses Security and vendors | Website | Sponsor solicitation

- **May:** PR – TV & radio | Schedule volunteers | Fashion show/Events

- **June:** Final prep | Venue clean-up and set construction

**EVENT HELD JUNE 9th – 12th**
Collateral Material

- Member newsletter articles
- Grand Rapids Symphony programs
- Resale items - solicitation post cards
- Dedicated event website
- Door-to-door community contacts
- Online Drop Box to post all event information
Multi-Lingual Flyers

RUMSEY ST BAZAAR

JUNIO DE 10, 11 Y 12
11 AM-6 PM Y
7 PM-10 PM

JUEGOS
COMIDA
MÚSICA EN VIVO
EL JARDÍN DE CERVEZA
MERCADO DE ANTIGÜEDADES
RUMSEYBAZAAR.COM

RUMSEY ST BAZAAR

JUNE 10 11 & 12TH
11 AM - 6 PM AND
7 PM - 10 PM

GAMES
FOOD
LIVE MUSIC
BEER GARDEN
VINTAGE MARKET
RUMSEYBAZAAR.COM
### Financials

**Gross Revenue: $24,000**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Ticket Sales</td>
<td>$4,275</td>
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<tr>
<td>Donations &amp; Sponsorships/Fees</td>
<td>10,225</td>
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<tr>
<td>Silent Auction/Resale/Beer Garden</td>
<td>9,500</td>
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**Expenses: $24,000**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Advertising/Promotion</td>
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<tr>
<td>Equipment/Supplies/Misc</td>
<td>6,150</td>
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<tr>
<td>Entertainment/Food*</td>
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**In-Kind: $20,500**

<table>
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<th>Source</th>
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<td>Advertising/Promotion</td>
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<td>Equipment, Supplies, Venue</td>
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<tr>
<td>Entertainment/Food</td>
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**Net Cost: $0**
# Committees & Volunteers

## Committees – Planning & Execution

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<tr>
<th>Musicians Coordinator</th>
<th>Special Events Co-Chair</th>
<th>Live Events</th>
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<tr>
<td>Resale Donations</td>
<td>Volunteer Coordinator</td>
<td>Vendors</td>
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<td>Merchandising</td>
<td>Website/Media</td>
<td>Science/Music</td>
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<tr>
<td>Beer Garden &amp; Silent Auction</td>
<td>Set-up &amp; Tear Down</td>
<td>Sponsorships &amp; Underwriting</td>
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<tr>
<td>Logistics</td>
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<td>Opening Night</td>
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## Volunteers

- Women's Committee - 50+
- Symphony Musicians – 23
- Community Partners – 30
- Models & Design Students – 38
A New Generation
Community Partners

- ArtPrize SiTE:LAB
- Habitat for Humanity
- Grand Rapids Children’s Museum
- Richard App Gallery
- Founder’s Brewery
- Kelly Muschiana Illustration & Design
- Citizenshirt
- Hunter Media Group
- Grand Rapids Community College
- Blandford Nature Center
- Northwood Productions
- Warner, Norcross & Judd, Attorneys at Law
- West Michigan Piano
- E. Grand Rapids Refuse Collection
Community engagement

- Symphony five-year plan support to serve diverse communities
- Community partners
- Embraced diversity—age, orientation, location

FUNdraise

- Broke even
- Creative revenue ideas
- Attendance was down (weather)
- Street barricades for safety discouraged participation
Recommendations

- Start early
- Focus on a few good ideas
- Professional promotional material
- Event-specific website
- Volunteer recruitment & community partnering
  - think “outside the box”
  - first time participants
  - millennials
  - engineering and design students
  - middle and high school students
Recommendations

- Neighborhood door-to-door canvassing
- Handicap accessible venue
- Social media
- Thank you notes
- Event summary
An Amazing Engagement

Bradley Callahan
New York Designer

Veronica Scott
Model

Kelly Muschiana
Design