The Kansas City region is home to more than 2 million people in eastern Kansas and western Missouri.

The Symphony League has presented an annual ball as its fundraising project since 1983.

By tradition, the event is held on the Saturday after Labor Day.

**Project Description:** The 2015 Symphony Ball began with a cocktail hour and silent auction of select luxury items. Following the cocktail hour, the Kansas City Symphony performed Twenties Era music, featuring young pianist Fei-Fei Dong playing Gershwin’s iconic masterpiece. After a gourmet dinner, guests danced to music provided by a local dance band. The event was held in a downtown hotel ballroom newly redecorated with an art deco flair. On Ball night the ballroom became a swanky 1920’s supper club. We capitalized on the art deco theme to create a memorable evening and deliver the “wow” factor. Approximately 650 people attended.

**Project Timeline:** Planning began one year out.

**Summer and Fall 2014**
- Ball Chair-elects (Annette Sherrow and Elaine Mann) serve as silent auction co-chairs for the 2014 Ball
- Choose theme and secure venue

**Early Winter and Spring 2015**
- Announce details to the membership
- Recruit ball committee
- Hold kick-off party for ball committee
- Send sponsorship solicitations

**July 2015:** Address and send invitations

**September 12, 2015:** Ball night
Project Goals:

- Exceed last year's total net revenue
- Engage our members and the community
- Throw a fun and memorable party

How We Accomplished Our Goals:

- Used vintage hotel venue
- Kept expenses down
- Simplified planning
- Chose a theme members would enjoy
- Focussed on Kansas City Symphony rather than pricey guest artist
- Promoted the talents of a young musician

Revenue and Expenses:

- Total revenue: $1,016,068
- Total expenses: $157,871
- Net revenue: $858,197

- Exceeded 2014 net by $150,000
- In kind donations exceeded $82,000, including silent auction proceeds

Use of Volunteers:

52 Symphony League members served on the Ball Committee. Four – the Ball Co-Chairs, the Ball Chair-Elect, and the Ball Treasurer, were elected, and the rest were appointed by the Ball Co-Chairs. Their varied jobs included: Advisors (4), Ambiance (5), Ball Day Coordinators (2), Benefactor Correspondence (4), Benefactor Party (5), Computer Database (1), Creative (1), Founders Circle Advisors (4), Plaza Shopping Night (2), Invitation Mailing (5), Corporate Packages (2), Kick-off Party (2), Menu (3), Program Book (1), Publicity (3), Reservations (6), Silent Auction (4), Table Gifts (1), and Table Hostesses (2). A number of members served on multiple committees. On Ball night, 17 volunteers recruited by the Kansas City Symphony and approximately 12 – 14 Symphony League members made the event run smoothly.

Symphony Staff, especially members of the development and operations staff, were supportive throughout the planning process and the night of the event. The musicians of the Symphony, under the baton of Michael Stern, played exquisitely at the Ball. Many of them joined us for dinner as our guests.