October 18, 2015
Kansas City Symphony Alliance

Kansas City Symphony, 1703 Wyandotte, Ste. 200, Kansas City, MO 64108

Orchestra Size: Group 2     Kansas City Metro Population: 2,340,000

Presenter: Patricia Bibler
813 SW Stablewood Ct.
Lee’s Summit, MO 64081
p_bibler@sbcglobal.net

Project Description: The Woman’s City Club Charitable Foundation of Kansas City sponsors the Kansas City Symphony Young Artist Competition annually in February. Contestants range in age from 13-18 years. The winner performs with the Kansas City Symphony at its Contributors’ Concert in May. KCSA wanted to showcase all the finalists at a special fundraising event. The Kansas City Symphony Education Manager requested the finalists, except for the winner, past or present be selected by her and also be students of a current Kansas City Symphony musician to showcase a collaborative performance with them. The event was a sit-down dinner. The dinner/program began with the emcee welcoming the attendees, and then the first course was served. After each course, there was a performance: the winner would solo, and then a student and their symphony teacher would perform together. There were four courses and four performances. The first year four of the five finalist performers had symphony teachers. The second year none of the finalists had symphony teachers so young artists with symphony musician teachers were selected to perform. Therefore, the only finalist from the Young Artist Competition in 2015 who performed was the winner.

Project Goals: To showcase and introduce the community to awarded talented young artists between the ages of 13-18 who aspire to be future symphony musicians.

Project Timeline:
• November – Verified 2015 RSS date, committee formed. Created Save the Date ad for KCS program book.
• December – Financial strategy meeting for contacting sponsors and attending sponsors. Promoted event at KCSA Christmas Luncheon.
• January – Signed contract with venue, selected menu. Adopted budget and sponsor levels for tables and individual ticket price.
• February – Attended Young Artist Competition Finals, promoted event at KCSA Board and membership meetings. Contacted music educators in HS music program, community music groups and KCS Youth Symphony about the event.
• March – Created invitation and reservation procedures including mailings and online and set deadline. Ordered RSS logo Gobo. Met with KCS Marketing Department. Notified and invited musicians to perform. Determined equipment and instrument needs. Promoted at KCS Auxiliary Council.
• April – Promoted RSS at Symphony Designers’ Showhouse event with Save the Date fliers. Advertised in KCS concert program book. Developing program book outline with performer bios.
• May – Selected KCS leaders and staff to invite. Selected Emcee (Associate Conductor of KCS)
• June – Confirmed performers, equipment needs. Began online tickets sales, addressing and mailing invitations.
• July – Promoted event on websites and Facebook. Finalized decoration plan. Made dessert selection.
• August – Verified room set ups at hotel, contacted photographer, made signage for tables, hotel, and reception table.
• September – Promoted at POPS in the Park concert, Fall KCSA general meeting and at Symphony Shop. Made registration envelopes with drink ticket, table assignment and nametags.
• October – Finalized seating chart for attendees and sponsors. Printed program book. Finalized hotel setup schedule.
• November – Held wrap up meeting and collected notebooks and reports from each committee member.

Financials: Total Revenue: $21,970; Total Expenses: $10,476; Net Revenue/Donation to the Kansas City Symphony: $11,494.

Collaborations: The Kansas City Symphony contacted the finalist, the symphony musicians and their students who performed. A prominent Kansas City law firm and a financial consultant company were the only outside businesses that sponsored a table. Other tables were sponsored by members of the organization and one past member who had moved away and came back specifically to attend. A local floral shop donated the table centerpieces. We did not partner with another community organization to organize the event; however, the University of Missouri, Kansas City Conservatory of Music and Dance sponsored a table in support of one of their students who performed.

Volunteers: The committee had 11 members who planned and organized the event. The positions were President, Chair, Signage, Check In/Seating Arrangement, Assisting the Musicians/Green Room, Publicity, Program Design and Printing, Invitations and Mailing, Secretary, Decorations, and Advisor. All were in attendance and volunteered onsite in various roles and serving as hostesses at tables and/or for musicians and attendees at the event. There were three Kansas City Symphony staff members also onsite to assist. They were the Manager of Events and Volunteer Engagement, Director of Development, and Education Manager. The symphony staff assisted in the planning of the event and helped design the program book. The Education Manager selected the students and symphony musicians and determined the order of their performances.

Successes: Success was measured by many positive comments and reaching the income goal of $10,000.

What Lessons Learned: The requirement of the young artists to perform with their symphony teacher was limiting the selection of the performing young musicians from the finalists. As a result, symphony musicians were solicited to perform with their qualifying students. These students then agreed to compete in the competition the following winter. In addition, the majority of the tables were sponsored by committee members. Only four tables were sponsored by non-auxiliary members. Therefore, during the wrap up meeting and discussion, the committee voted to recommend not continuing this project for a third year. It was important to the committee to end on a very successful note since we met the income goal this year. To reinstate this project or a version of it, the process/format needs to be reworked; venue, cost, targeted audience, and selection of young musicians. These factors are being reviewed. We believe this project is unique and we aspire to reinvent it in the near future because those who attended loved it!