

# ***intermezzo candlelight tour***

Kansas City Symphony Guild  
Madeline Johnson

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(slide 1) LOGOS

Intermezzo Candlelight Tour was billed as a “majestic, musical, memorable holiday symphony for the senses.” It was all of that and so much more! The Kansas City Symphony Guild traditionally hosts a holiday tour of three homes decorated for the holidays and includes a boutique with an interesting variety of vendors. The Tour is held each November. Intermezzo – as the name implies – was an interlude for one year only in the sequence of those homes tours.

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(slide 2) EXTERIOR/DRIVEWAY

Intermezzo was hosted on November 11, 2013 from 6:00 to 9:00 pm at the beyond fabulous, 12,000 square foot home of Twyla and John Wilson.

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(slide 3) FOYER

Our 330 guests were taken on a tour of the main level of the home that was lavishly decorated for Christmas. Intermezzo guests stepped into this entry hall through the main entrance to the home on your left.

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(slide 4) CHRISTMAS TREE

One of many Christmas trees stands in front of the windows overlooking the outdoor space off the main level.

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(slide 5) DINING ROOM

The formal dining room featured the table set as though an elegant dinner was about to be served.

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(slide 6) LIVING ROOM

This view of the living room looks back toward the entry hall and provides a glimpse of the balcony above.

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(slide 7) KITCHEN

The kitchen nook was also decked out for a holiday meal.

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(slide 8) COCKTAIL SPREAD

Following the tour of the main level of the Wilson's home, guests were treated to cocktails and heavy hors d'oeuvres on the terrace level that overlooks the Wilsons' gardens, pool and Riss Lake. A signature cocktail as well as wine and beer were offered at the bar.

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(slide 9) HARP & CAROLERS

Music was provided by members of the Lyric Opera as well as performances by Kansas City Symphony musicians. Tickets cost \$100 per person with \$75 of that tax deductible.

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(slide 10) SANTA/MAILBOX

In a sort of mini-boutique, very popular local artist presented her one-of-a-kind Santas and Christmas decorations for purchase. Each guest left the event, they received a hostess gift of a very tasty cookie packaged in festive holiday style and donated by a local boutique bakery.

A small group of Guild members created the concept of Intermezzo in conjunction with Kansas City Symphony staff. This was facilitated by the fact that Twyla Wilson is also a Guild member. Therefore, it was not necessary to locate a home, educate the homeowners, and then obtain their permission. Once the plan was conceived in broad outlines, the Guild leadership was invited to a small brunch in June of 2013 where the concept was presented and ideas exchanged. Eventually, the plan was endorsed by the Board, and it was presented to the membership at our first meeting of the year in September. The Guild has a membership of 50-60 women.

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(slide 11) SPONSORSHIPS

Sponsorship contribution levels were established in coordination with Kansas City Symphony staff and made public shortly thereafter. These levels ranged from \$500 to \$10,000 and were attached to varying sponsor benefits. Benefits ranged from two tickets and recognition in Intermezzo printings to ten tickets and significant advertising in all printed and published materials.

Kansas City Symphony staff was also involved in some aspects of the planning of the event, identification of Symphony musicians who performed at Intermezzo, coordination with Symphony volunteers and review of printed materials. The Symphony Guild operates under the umbrella of the Symphony, and as such, Kansas City Symphony staff signs all contracts and assumes all responsibility for making sure that adequate insurance coverage is in force.

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## (Slide 12) GOALS

Two goals were established for Intermezzo.

- To increase exposure of the Kansas City Symphony Guild within the community.
- To provide an increased fundraising opportunity beyond the level typically achieved by the Homes of Note holiday tour.

The first goal was met by attracting a different clientele than we typically host at Homes of Note. Homes of Note is a one day event running from 10:00 am to 8:00 pm usually hosting between 800 and 900 people with a per person ticket cost of \$15 in advance, \$20 day of event. Because of this time frame, the vast majority of our guests are those who can be available during the day, although it should be noted that career people do come through the homes during the evening. Intermezzo brought in some of those same people with the addition of a wide variety of Kansas City community members including several of the major local home builders, professionals and community leaders in our area. The Guild also received several new member applications as a result of the evening's activity.

Our financial goal for Intermezzo was amply met.

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## (slide 13) REVENUE

Intermezzo had a gross monetary income of \$52,000 plus in-kind donations valued at \$25,168. These included three very significant donations of the design and production of marketing materials, magazine coverage and a portion of the catering costs.

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## (slide 14) EXPENSES

Thanks to the in-kind donations, expenses totaled only \$16,126. Homes of Note typically nets approximately \$15,000.

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## (slide 15) NET PROFIT

Intermezzo netted \$35,873.88.

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## (slide 16) PROMO PIECE

Intermezzo marketing materials were designed and donated in-kind by a Guild member who owns her own company, Second Nature Designs. These included advertisements, flyers, invitations,

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(slide 17) TICKETS

tickets and sponsorship materials. The Kansas City Symphony Pops series program included an Intermezzo advertisement.

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(slide 18) MAGAZINE SPREAD

Intermezzo was featured in a 4-page spread in the Kansas City Homes & Gardens Magazine November 2013 Homes Tours edition.

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(Slide 19) COMMITTEE

The Intermezzo steering committee consisted of sixteen-members.

1 Chairman

3 Assistant Chairs

1 Publicity Chair

1 Music Liaison

3 member Ticket Committee

2 Room Coordinators

3 Greeter Liaisons

4 member Sponsorship Committee

The evening of the event, there were 28 greeters who worked in shifts, stationed in six locations throughout the home. These were all either Guild members or their husbands. Their task was to guide guests from one location to the next. Guests were not permitted in certain areas of the home. The greeters also made sure that these requests of the Wilsons were honored.

Fifteen Kansas City Symphony volunteers who are not Guild members were stationed in rooms throughout the home. They provided information about the furnishings and holiday decorations in each room.

A total of 60 volunteers were involved from initial planning through implementation. Approximately 35 of them were Guild members.

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(slide 20) RECOMMENDATIONS

The Guild identified four specific recommendations to be followed should this event be replicated. First, monitor expenses closely, particularly catering. Catering bills were surprisingly high especially considering that \$9500 of their cost was an in-kind donation. Ensure that guests can easily access both the bar and the buffet and that there are adequate quantities of food and drink available at all times. Space issues surrounding the bar and buffet areas arose during the height of the event. Finally, involve as many auxiliary members as possible in all stages of planning, preparation and implementation of the event. This creates an important sense of pride and ownership as well as keeping auxiliary members feeling connected to the organization during the time leading up to the actual evening.

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(slide 21) PHOTOS (3)

In conclusion, Intermezzo guests definitely enjoyed the evening. It was, as they say, a great party! This type of event has the potential of raising a considerable amount of money. Given access to a similarly amazing home and supportive home owners, the Guild would definitely consider repeating the event on an occasional basis.

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(slide 22) THANK YOU

The members of the Kansas City Symphony Guild sent me with the pleasurable task of thanking the Volunteer Council of the League of American Orchestras for this Gold Book Award. We are honored by your selection.

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