



Gold Award of Excellence Lunch & Listening

A 2018-2019 Education Project of the Amarillo Symphony Guild

The Purpose of the Project:

The purpose of Lunch & Listening is to provide the opportunity for patrons of the Amarillo Symphony to experience engaging presentations about the artists, composers, and works of the symphony season.

How the Project was Developed:

Lunch & Listening was developed several years ago to enhance the concert experience for our patrons. The idea originated with the Amarillo Symphony office staff who collaborated with the Guild to move the project forward. Lunch & Listening events are held during lunch on the Fridays of the Symphony concert performances. Attendees join Amarillo Symphony's Music Director Jacomo Bairos and guest artists on stage at the Globe-News Center for the Performing Arts for an hour of entertaining, thought provoking presentations about the upcoming concert while enjoying a box lunch. Dr. Kimberly Hieb, Music History Professor at West Texas A & M University serves as host of the events. Tickets for each Lunch & Listening event are \$10.00 per person and includes a box lunch and water. The tickets may be purchased for the entire season or individually for specific months.



Financial Information:

- 2018-2019 Revenue \$4,061.00
- 2018-2019 Expenses \$3,601.18
- 2018-2019 Net Profit \$459.82

Volunteer Requirements:

- One Project Chairman
- Guild Volunteers – One to Two

Timeline:

July – Coordinate with Symphony Office on dates for the events

August – Choose caterer and secure host; send event details to patrons & Guild members

September – April – Project Chairman attends monthly Guild Board meetings to keep Board informed. She also works with volunteers from 11:00 am to 1:30 pm at each event to set up and clean up. The events were held each Friday of the 6 subscription concerts.

Impact on the Community:

Our patrons have enjoyed this event for many years, especially now that it's on the stage with a box lunch. They often bring a friend who in turn comes to the concert, thereby increasing ticket sales. Once they've attended Lunch & Listening, they want to keep coming because they really feel connected to the performance at the concert.