

BORDEAUX ON THE BAYOU - HOUSTON SYMPHONY LEAGUE

League of American Orchestras Roundtable Handout - June 5, 2014

- **Project Name:** *Bordeaux on the Bayou (BB). Held April 3, 2013*
- **Volunteer Associations:** *Houston Symphony League (HSL) and Buffalo Bayou Partnership (BBP)*
- **Orchestra Contact:** *Houston Symphony (HS), 615 Louisiana, #102, Houston, Texas, 77002, 713-224-4240*
- **Orchestra size:** *Group 1*
- **Presenter Contact:** *Susan Osterberg, 11222 Wilding Lane, Houston, Texas, 77024, 713-467-4750, 713-254-4750, susanosterberg@gmail.com*
- **Population of Houston area:** *over 6.3 million*
- **Project timeline:** *One year out- Creative thinking session with HSL President and HSL BB Chair, HS Senior Director League Relations and BBP Director of Events. 4 months out - Solicitation and follow up with potential contributors, musicians, City of Houston Parks and Recreation and contact potential media sources, magazines, calendars, television. 2 months out - Continue to follow up with potential contributors, finalize 2 food trucks, art cars with musical themes, the artist of The Door Project to produce door for the event, musicians, wine and beer contributors, Urban Izzy Travelling Boutique, the Billy Pilgrim Travelling Library and balloon sculpture artist. Send Save the Date via email, snail mail, all social media. 6 weeks to 1 week out - Send invitation via snail mail, email and social media. Each of the 23 organizations who were contributing to the evening reached out to their constituents and the result was a ripple effect of networking. Follow up and finalize all of the above.*
- **Revenue:** *\$30. pp +/- 200 - \$6000. Expenses - \$5084.78. Profit - \$915.22 . The contributors at the 100% level and at a partial support level are listed on the back of this page.*
- **Houston Symphony League (HSL) and Buffalo Bayou Partnership (BBP) hosted Bordeaux on the Bayou with musical interludes.** *Plans included a bucolic evening of strolling on Sabine Promenade trails while being serenaded by Houston Symphony (HS) Brass Quintet. Pontoon boat rides with music from Virtuosi Orchestra playing classical and 'rolling down the river' tunes during the cruise through downtown Houston. Trucks serving international fare and Bordeaux wine completed the evening. This collaborative effort between HSL and BBP allowed HSL members to learn about Houston's significant natural resource, Buffalo Bayou, while BBP members were introduced to the HS and HSL. The goal was to produce a really fun, multi-layered and casual musical evening and to raise awareness of the other's work, efforts and initiatives. The evening was planned as an innovative project with new outreach to increase excitement, energy and involvement of the HSL members and to introduce BBP members and friends to the HSL and HS as potential members, attendees, subscribers and donors.*
- **Challenges/Obstacles:** *Torrential rain on 1 April 2013 made passage for the Pontoon Boat impossible on the swollen Buffalo Bayou and the grounds of Sabine Promenade were impassible mud. Because rain was predicted to continue we made the decision on the day prior to the scheduled event to move the arts festival inside to FotoFest headquarters, Vine Street Studios. This change of venue challenged us to communicate with 200 +/- potential attendees, all vendors, the City of Houston, valet, insurance and security, port-o-cans and safety. While we gave up the natural setting, we gained a 2-story wonderful art space full of newly hung photographs entitled "International Discoveries IV", a perfect artistic backdrop for the HS Brass Quintet. As I said in my opening remarks that evening, "Welcome to Bordeaux Near the Bayou. We're not on pontoon boats sailing down Buffalo Bayou surrounded by nature; however we are surrounded by*

the world of art, visual art, The Door Project made especially for tonight's event, musical art of the HS Brass Quintet and Virtuosi of Houston and the art of friendships, old and new....."

- *Number of those working the event and volunteers: +/- 20.*
- *Plans to repeat Bordeaux on the Bayou: Overwhelmingly positive feedback was received from attendees and the media. In addition, invitations from the Buffalo Bayou Partnership and Preservation Houston to collaborate and produce Bordeaux on the Bayou were received.*

BORDEAUX ON THE BAYOU

LIST OF IN-KIND CONTRIBUTORS: PARTIAL AND 100% LEVEL

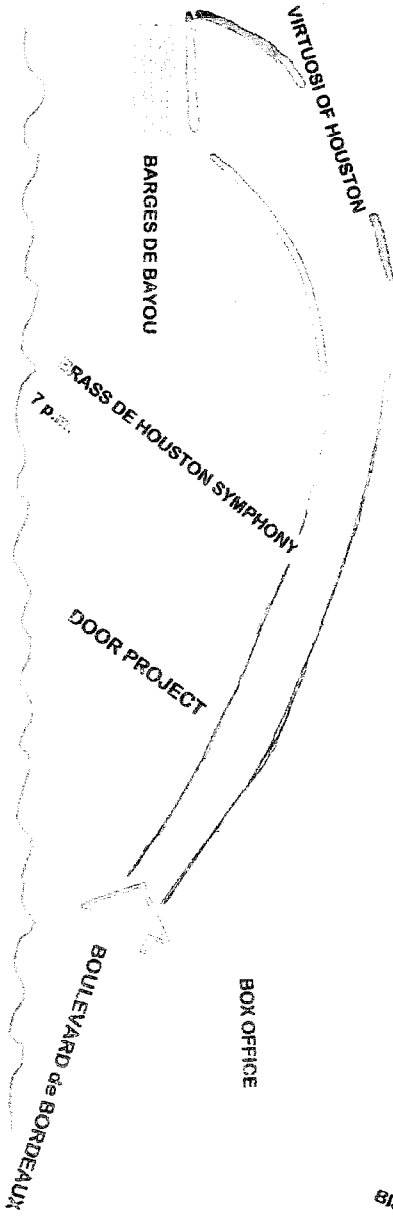
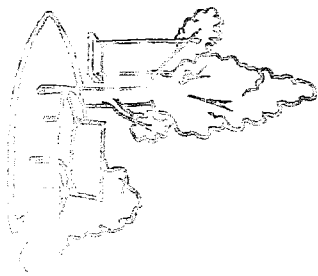
- 1. Almost Anything Goes – Standing Balloon Sculptures**
- 2. Barfield Photography**
- 3. Beth Wolff Realtors – TABC licensed bartenders and volunteers**
- 4. Billy Pilgrim Travelling Library – Travelling library carrying arts orientated books/materials/media**
- 5. BBP Invasive Plant Eradication Unit – Travelling unit depicting process for clearing plants from the Bayou**
- 6. Richard G. Carter and Sashimi Tabernacle Choir – Art car with musical fish and lobsters**
- 7. Charles Washington and the Harambee Art Gallery – Art car and The Door Project – door produced for BB, one side covered with sheet music and signed by all musicians and attendees at the event**
- 8. Chipotle Mexican Grill – giant burritos**
- 9. Houston First Corporation and Houston Parks and Recreation Department – Sabine Street Promenade**
- 10. Houston Symphony Brass Quintet**
- 11. It's a Wrap! – Mobile Bistro - food from around the world**
- 12. Ladybird Food Truck – International menu**
- 13. Lotus Entertainment Photo Booth**
- 14. Orange Show – Art cars**
- 15. Positively Houston – television coverage of the event**
- 16. Randall's Food Markets – Cookies**
- 17. Sprinkles Cupcakes**
- 18. St. Arnold Brewing Company – Beer**
- 19. 13 celsius, European Wine Bar and Café – Red and white Bordeaux wine**
- 20. Trader Joe's – water, bags for materials and favors**
- 21. Urban Izzy, a boutique on wheels (15 vendors)**
- 22. Vine Street Studios – FotoFest headquarters and art space**
- 23. Virtuosi of Houston – musicians of high school age who played except during the performance of the Houston Symphony Brass Quintet**

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