



## Metropolitan League: **Afternoon in the Gold Room**

San Francisco Symphony, Metropolitan League 201 Van Ness Avenue, San Francisco, CA 94102

Orchestra Meeting Size: Group 1

Presenter: Nancy Greenbach 236 Camino Al Lago, Atherton, CA 94027 [nancyjoe@ix.netcom.com](mailto:nancyjoe@ix.netcom.com)

Estimated 2013 population of San Francisco: 837,442

Project Timeline: 8 months

### Revenue from all sources:

Ticket Sales	16,200.
Donations	2,815.
Silent Auction	6,430.
Remote store sales	1,600.
Centerpiece sales	215.
Total Revenue	27,260.

### In-Kind Expenses:

Catering/corkage/Runway	8,583.
Centerpieces	387.
Flamenco Guitarist	400.
Invitations	913.
Postage	219.
Programs	118.
Gifts for non-league models	87.
Total Expenses	10,707.
Net Profit:	<b>16,553.</b>

### Project Goals:

- ✓ Increase attendance:
  - Changed venue from an older club to a well-known 5-star hotel
  - Improved invitation from folded Xerox to quality design and printed professionally
- ✓ Introduce new audience:
  - Invited individuals from neighboring non-profits to model in fashion show
  - Those individuals brought friends from those organizations to support them
- ✓ Increase profit:
  - Improved venue and invitation brought more donors at higher prices
- ✓ Bring awareness to the Symphony's resale shop
  - Store apparel, accessories and props used in the fashion show
  - 'Satelite' store at the venue with select accessories and small items
  - Models loved and purchased clothes they had showcased

### Collaborations or partnerships with staff, retail, or other community groups:

Models worked closely with Resale shop manager partnered with model/volunteers from 6 community groups

### Number of volunteers required and how utilized:

Event chair (1)  
Mailing committee (5)  
Auction chairs (2)  
On-site volunteers (8)  
Invitation (2)  
Models (23)

What would you change next time: Possibly include incentive to drive guests to Resale shop (coupon)

Plans to repeat project in the future: Refresh and revisit in 2015