



## Second Fiddle Shoppes – Submission to LAO, Volunteer Council

Community & Rationale-When we planned this event, the state of our orchestra was tenuous, as they had been playing all season (2018-2019) without a contract. Currently (August 2019), the players have been locked out by management since June 17. The management expects the players to return on Sept. 9; however, there is no movement toward agreement on a contract. While the orchestra faced financial difficulties, our Baltimore Symphony Associates (BSA) was committed to continue to raise funds for the organization- our focus has always been the education programs of the Orchestra.

Project Description- The BSA had presented about 40 Decorators' Show Houses over the last as many years; however, 2019 was an anomaly in that there was no Show House in the spring of 2019. In trying to present some event in the spring to raise any amount of money, the Second Fiddle Shoppes event was born.

The three most popular features of the Show House are 1) the designers, 2) the boutique, and 3) our Encore Shop. For the Second Fiddle Shoppes event, we invited designers to sell items (new merchandise) from former Show Houses; we invited our best-selling boutique vendors (new merchandise); and we set up our own Encore Shop (gently used items). NOTE: The Encore Shop. Our members, and other community folks, donate gently used items which we sell at the Encore Shop set up during the run of the Show House.)

In addition to the three Show House features, we also offered a bake table, a 50/50 cash raffle, door prizes, and lunch in the form of hot dogs, chips, pizza, cold drinks. There was a \$2.00 entrance fee at the door. Boutique vendors donated one small item that became the door prizes- one every hour during the day. Our hours were 10 am to 4 pm on a Saturday, May 18, 2019. The event was held in a local church hall, which had wonderful facilities with lots of parking. A string quartet of BSO players performed at noon for about 20 minutes.

We charged the Designers a flat amount for their "space;" we charged the boutique vendors a percentage of their sales

We do believe it was a successful event. Being able to use the designers, boutique vendors and Encore Shop ideas from the Show House gave us a "hook" in finding an audience. Many folks who had attended Show Houses came, as did others who had never been to a Show House. Our expenses were kept to a minimum, in order to be able to keep as much of the money we made.

We will definitely repeat this event. Changes would be in the time of the event. 10-4 is too long. We found the majority of folks attend between 11-2, so our next venture will probably be 10-3.

Project Audience –The project was a fund raiser; if we attracted new audience members-that was a plus. Our target audience was BSO subscribers and ticket holders, BSA members, former Show House attendees, as well as the general public. Advertising was done through the BSO email database, BSO website, Face Book posts, all designers and vendors were asked to send information to their client lists, an ad in the Overture (concert brochure), the church advertised in their newsletter, we contacted local neighborhood associations to request that they advertise within their neighborhoods, and we posted on Next Door.

Project Subcategories-

Month began planning – Oct, 2018

Event Date – May 18, 2019-This was the only available date on the church calendar; not our first choice, as it was also Preakness Saturday in Baltimore.

Ended on May 18, 2019

Volunteer Involvement – The committee was comprised of 6. Five were chairs of: Designers, Boutique, Encore, Bake table, Kitchen. The 6<sup>th</sup> member was the General Chair, who secured the site and handled advertising. Only a few volunteers were needed the afternoon prior to the event and during the event. The orchestra staff was helpful. Musicians participated as well.

In-Kind Contributions – Rent of the Hall (\$450). A frame sign (\$125). Baked goods. Encore Shop items.

Budget-We did not really have a budget, so to speak.

EXPENSES:

Rental of Hall - \$450 (donated)

Printing of A Frames - \$125 (donated)

Food - \$137

Supplies-\$65

Raffle -\$100

Printing: Poster - \$169

Total: \$471

Ticket Information: Tickets were not sold. There was an admission fee of \$2.00 paid at the door.

About 200 folks attended the event. We were pleased since this happened to be the same Saturday as the Preakness-here in Baltimore.

Income: Percentage from vendors, flat rate from designers, admission fee, raffle, Encore, and all food.

Profit was about \$3500.

Additional Documents – copy of the flier was included.