



TABLE ART 2020 - The Virtual Event

Presented by
Omaha Symphony Guild

The Omaha Symphony was founded in March 1921, and kicked off its Centennial celebration February 18, 2020, reflecting on a century of tradition and live orchestral music in our community. With a strong, ongoing commitment to meeting the needs of its community and concertgoers, the Omaha Symphony, with 75 resident musicians, looks forward to bringing the transformative power of inspiring music and spectacular entertainment for generations to come.

The Omaha Symphony Guild is a not-for-profit organization of volunteers, dedicated to promoting the growth and development of the Omaha Symphony Orchestra for the pleasure and education of residents of the greater Omaha community, the states of Nebraska, Iowa, and surrounding region.

For 63 years, the Omaha Symphony Guild has played an integral role in serving a variety of education and community outreach programs made possible by talented and creative Omaha Symphony liaisons.

Each year, the Omaha Symphony engages community partners spanning service agencies, academic and arts organizations to ensure nearly 30,000 children of diverse background, opportunity and ranging in age from kindergarten through high school, have access to music education.

There are a total of six educational programs facilitated throughout the academic year along with multiple family and community outreach programs enriching lives, and shaping minds through the exposure to music in various forms. These programs are proven to enhance academic performance, with musical practice linked to the mastery of learning and memory, and enhanced neurogenesis.

The greater Omaha community boasts a thriving economy for its more than 1 million residents. A record 92% of local companies are growing at a rate equal to or faster than the United States; and 95% of companies perform at the same rate or better than other companies within their industry. Finally, 46% of companies have plans to invest more capital in 2020 than 2019. (Source: Greater Omaha Chamber)

Julia Russell Designs



Historic General Dodge House & Loess Hills Floral Studio



Father Flanagan House - Boys Town



Suzanne Kotula



The fifteenth annual Table Art fundraising event transitioned to a virtual platform one month prior to the scheduled event due to the Covid-19 global pandemic. Despite this challenge, the Guild remained steadfast in its mission to serve and sustain education and community outreach programs for future participants.

TABLE ART 2020 - The Virtual Event celebrated the Omaha Symphony's Centennial season of timeless tradition honoring live orchestral music, the art of craftsmanship, and community stewardship.

It featured Waterford Crystal renowned for creating glass of unsurpassed beauty and quality, and a history dating back to 1783 in the heart of the Irish harbor town bearing its name. We were privileged to welcome Waterford Master Craftsman and Spokesperson, Tom Brennan, known as the man behind the New Year's Eve Times Square crystal ball.

Along with Tom Brennan, we were honored to have Former Nebraska First Lady, Diane Nelson, serve as our Honorary Chairman for the event.

This event also highlighted a number of local designers and community stewards through the creative expression of tabletop design. As an addition, we provided inspirational table displays from designers across the nation. We hoped these images would generate excitement as we look forward to future gatherings with family and friends.

The unwavering support and commitment of our event partners, from event kick-off on September 20, 2019 through event conclusion, laid the foundation to exceed our vision and goals. The committee of 5 volunteers and 2 orchestra staff utilized a small and nimble approach to remain focused on meeting deliverable deadlines and to ensure financial responsibility. The committee roles for this event included Chairman, Sponsorship, Event Planning, PR/Digital Marketing, and Invitations/Program Planning. There were 2 volunteers who managed distribution of gifts and catered lunches during the event.

Each year the Guild makes a pledge to the Omaha Symphony Association from the proceeds of two main fundraisers. This year's overall pledge was surpassed by 24%. The adjusted goal of the Table Art 2020 fundraiser was 240 attendees and \$40,000 in gross revenue. The actual attendance was 430 with gross revenue of \$44,453. The original goal was adjusted as a result of transforming a two day in-person event to an online platform including a video of the event and robust web based content. The tools used to complete this project included Vimeo, Constant Contact and 32auctions.

Results

Total Revenue: \$44,453
Total Expenses: \$3,839
Net Income: \$40,614
Gifts In Kind: \$17,692

A total of 430 tickets were sold to Table Art 2020 - The Virtual Event, generating \$100 per ticket in net revenue. Total attendees were comprised of 155 corporate and 275 individual patrons. Income for the event was generated primarily from ticket sales, in addition to event sponsors, and an online auction. During the event, a number of Table Art partners donated 10% of proceeds for the benefit of the Symphony education and community outreach programs.

*The event can be viewed: <https://www.omahasymphony.org/table-art-2020-the-virtual-event>
Password: TA2020Virtual!*

The video can be viewed by requesting a link to the DropBox file.

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