



PRESENTER — Tandy Cobb

1022 N. Cleveland Street
Little Rock, AR 72207
501 258 6149
tance1945@gmail.com

Arkansas Symphony Orchestra
2417 N. Tyler Street
Little Rock, AR 72207
Orchestra Size: Group 3
MSA Population: 750,000

PROJECT OVERVIEW — A Fundraiser from Scratch

Symphony of Flavors was a video series of four cooking demonstrations by local celebrity chefs that aired four consecutive Thursdays in April 2021. Videos featured remarks from an ASO spokesperson and the Guild president and music by ASO musicians. Each video's subscription included a hand-delivered deluxe gift bag filled with menu-specific goodies and wine.



PROJECT GOALS — A Modest Proposal

Our main goal was to create an alternate year fundraiser to our biennial Designer House with the ingredients on hand: One pandemic, with strict social distancing in place and Guild members eager to fundraise for the Symphony.

OUR GOALS

- Raise \$8,000
- Create a successful fundraiser
- Call on a small number of volunteers
- Make friends for the Guild by providing an engaging and informative experience

PROJECT TIMELINE — October 2020 – April 2021

- October 2020 – Committee begins brainstorming potential new fundraisers
- December 2020/January 2021 – Chefs Confirmed, Sponsors Solicited
- February/March 2021 – Videos Recorded, Publicity Begins
- March 2021 – Ticket Sales
- April 2021 – Videos Air, Gift Bags Delivered





FINANCIALS

Net Profit \$24,718

| EVENT INCOME | | EVENT EXPENSES | |
|--------------|-----------------|-----------------|----------------|
| Sponsors | \$16,500 | Gift Bags | \$4,253 |
| 9 @ \$500 | | Wine | \$2,625 |
| 12 @ \$1,000 | | Printing | \$691 |
| Ticket Sales | \$15,275 | Thank-You Gifts | \$250 |
| 33 @ \$75 | | Misc. | \$52 |
| 64 @ \$200 | | | |
| Donations | <u>\$814</u> | | |
| | <u>\$32,589</u> | | <u>\$7,871</u> |

COLLABORATIONS/PARTNERSHIPS

We worked with ASO staff members, chefs, videographer, graphic designer, local businesses and ASO musicians. Retail value of in-kind donations exceeded \$28,000.

VOLUNTEERS

- 1 chair
- 16 Guild volunteers, including:
 - Chef Liaisons
 - Publicity
 - Gift Basket committee
 - Gift Basket delivery
 - Treasurer

SUCCESSES

- Netted over \$24,000 – three times our goal
- Showcased ASO musicians
- Celebrated local chefs
- Engaged community members, including many non-Guild members



RECOMMENDATIONS

- Increase ticket price
- Limit gift bag ingredients
- Clarify steps in cooking demonstrations
- Control ambient noise in videos