



Kansas City Symphony Secret Art Auction

Presented by the Kansas City Symphony Alliance



The Kansas City Symphony Alliance (KCSA) is a nonprofit volunteer organization which promotes an interest in symphonic music throughout the greater Kansas City area, and in particular the welfare of the Kansas City Symphony. Traditionally our two primary fundraisers are the Symphony Designers' Showhouse and the Symphony Shop that is open during Kansas City Symphony performances at the Kauffman Center for the Performing Arts. KCSA is proud to be one of four auxiliary organizations for the Kansas City Symphony.



Like many organizations, the Kansas City Symphony Alliance had to cancel their primary fundraising projects for 2020 and 2021 due to the COVID 19 pandemic. As these fundraisers are the main source of activity for the Alliance, membership dropped as the projects were cancelled. The KCSA Board invited members to help identify new events and possible fundraisers that could be completed online or socially distanced. This included the Secret Art Auction.

The Secret Art Auction involved asking talented local artists to donate original works of art with the twist that they only signed the back of the art work. This way, during the auction, the name of the artist remained a secret. All artwork submissions were required to be 5.5 x 8.5 inches, a common size for art paper sold in stores. Artists were recruited through personal relationships with KCSA members as well as designers from our Symphony Designers' Showhouse, students at the Kansas City Art Institute and even musicians and staff of the Kansas City Symphony. Calls for artwork were also published on KCSA social media platforms. A committee of 7 including the Chair, KCSA President, Public Relations Vice President and the auctioneer with several other members organized the event. A member of the Kansas City Symphony administrative staff served as point person to collect donations at the Symphony offices.

A local auction house with a national reputation partnered with us on the project. They photographed all of the art and placed it on their own online auction platform, hosting the event. They also held in-person viewings for people interested in viewing the artwork prior to making bids. Once the auction was over, they arranged for artwork to be picked up in person or for a small fee arranging delivery to the winning buyer.



Project Goals:

- Offer a Socially Safe Fundraiser in lieu of KCSA's two primary projects.
- Provide a project for the KCSA members to engage in during a lengthy period of activity related to the pandemic.
- Keep the KCSA name and brand in the public eye
- Promote the Kansas City Symphony and their vital role in bringing world-class music to the community.

Project Time Line:

- February 1st: began contacting artists about participating in the Secret Art Auction
- April 5th: Art work was due to the Kansas City Symphony Offices.
- April 12th: Artwork delivered to KC Auction Company to be photographed.
- April 26th: Auction went live at www.kcauctioncompany.com
- April 26th-May 16th: Promoted the auction on social media and with TV News Spots.
- May 16th: Auction closed live online and winning bids announced
- May 17th: Artists of the art work publically announced. Delivery or pick up of art arranged.



Project Successes:

- Members of the Kansas City Symphony Alliance were able to be engaged in a socially distanced project during the pandemic.
- Attention was brought to the Kansas City Symphony and members were able to highlight their new Music Box Mobile Concert Series as a benefit of the auction.
- Over 100 pieces of art were donated to the auction. The highest winning bid was \$500. 84 of the pieces had competitive bids.
- 93 Bidders represented 8 states. The auction reached a wide, diverse audience. This also brought new attention to the Kansas City Symphony from a new angle.



Financials:

- Cost of Supplies: \$1360. This included paper for artists, cost of mailing information to artists and a percentage of the income from the winning bids to the Auction Company.
- Total Bids from the Auction: \$4,455.
- Net Income: \$3,095.



Contact Information:

Kansas City Symphony

1644 Wyandotte Street Kansas City, MO 64108

816-471-0400

www.kcsymphony.org

Kansas City Symphony Alliance

www.kcsymphonyalliance.org

Secret Art Auction Chair:

Kellie Sullivan– Sullivanaxid@aol.com (913) 645-4498

KCSA President:

Don Dagenais– Ddagenais503@gmail.com (816) 665-8293

