



## Symphony Book Fair - A fundraising project of LPO Volunteers

*"Dedicated to Service in Support of the Louisiana Philharmonic Orchestra"*

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Greater New Orleans population: 1 million

Orchestra Size: Group 3

[LPOVolunteers.org](http://LPOVolunteers.org)

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### Project History

New Orleans is a city that does not change easily. It preserves architecture, customs, cuisine, and music. The Women's Committee of the New Orleans Symphony saw a need to generate funds for the orchestra and realized that this preservation of literature could be combined by starting the Symphony Book Fair in 1953.

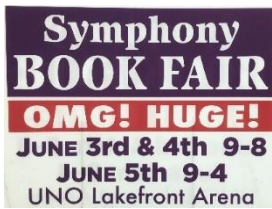
John Churchill Chase, a political cartoonist, created Pierre Bookregard, to help publicize the event in the 1960's. He remains our mascot.



The New Orleans Symphony went bankrupt in 1991 and the musicians created the Louisiana Philharmonic Orchestra. The Women's Committee became Symphony Volunteers and later LPO Volunteers. Symphony Book Fair continued through these changes.

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### Project Description



This event supports the Louisiana Philharmonic Orchestra and serves local book lovers and collectors by offering used items at prices starting at \$1. It is an annual event held the first weekend in June at the New Orleans Lakefront Arena. The sale includes used books, artwork, recorded media, sheet music, and games.

Setup for the sale is on Thursday. The sale occurs Friday through Sunday.

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### Volunteer Structure

During the year a core group of 12 to 15 warehouse volunteers works to receive the books and other materials and prepare them for the sale. The warehouse is open from 10 – 2 on Tuesdays and Fridays from September to May. Materials are accepted through the first week of May.

During the sale set-up and the actual sale an additional cadre of about 35 to 40 volunteers from the LPO Volunteers, LPO musicians and staff, college music fraternities/sororities, and the general public are sought. They help unpack the books, act as cashiers, and keep the tables stocked with books. These additional volunteers are put on a work schedule to ensure all areas are covered during the sale. They also pack up unsold items at the end of the sale.

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### Project Audience

This event reaches a diverse audience. We collect materials from all over the region and have a diverse audience attending the event. There is no cost to the general public and the materials are low priced, there is no cost for parking and the Lakefront Arena (BF venue) is on a major public bus route. Most books cost between \$1 and \$4. We have a wide range of categories to appeal to any audience.



The first six hours on the first day of the sale are for professional booksellers and others wanting the best choice of materials. They are charged \$15 at the door - approximately 300 people this year. This is part of the cash received on the first day of the sale.

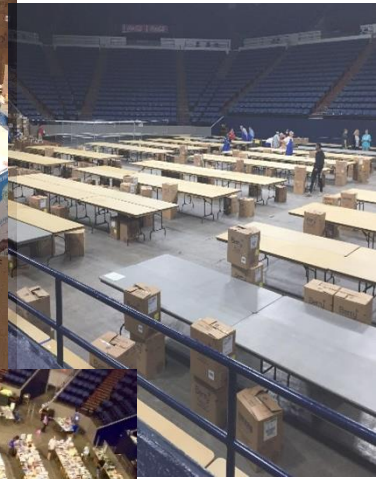
## Weekly Schedule

Warehouse is open to the public for donations.

- Tuesdays & Fridays from 10 a.m. - 2 p.m.

The process:

- Open bags, boxes, piles
- Assess condition
- Price
- Sort into categories
- Pack into moving boxes
- **Repeat until May**



## Yearly Schedule

September – May

- Process, sort, price, and pack donations

September – secure venue for next year

January – finalize details (contracts where needed)

- Moving company and publicity
- Supplies
- Refreshments for volunteers during sale
- Extra volunteers
- Company for unsold books

2 days before sale – move books to venue

Day before sale – unpack 800 boxes of books in 8 hours



## Financials

This is an ongoing event so financials fit into two categories: annual and event based.

### Annual Expenses:

Warehouse Rent	\$18,000
Utilities	1,200
Book Boxes	1,080
Misc. Supplies	600

### Book Fair Weekend Expenses:

Sale Venue Rent	\$10,000
Transporting Books	6,000
Forklift Rental	2,000
Advertising	4,000

### Income:

Popups	\$ 5,000
Online sales	
Book Fair	89,000

The success of this year's event allowed us to donate \$45,000 to the LPO and make enough money to cover expenses for the coming year.

## What Keeps Our Volunteers Going?

- Love for the Louisiana Philharmonic Orchestra
- Shared sense of purpose to keep the Orchestra and the music alive
- And a deep-rooted love of BOOKS!

