



Symphony Splendor GARDEN & PATIO TOUR MASTER PLAN

Orchestra: Pittsburgh Symphony Orchestra (Group 1) • Serving a population of 1.7 million
600 Penn Avenue • Pittsburgh, PA 15222

Presenter: Cathy Trombetta • 600 Penn Avenue • Pittsburgh, PA 15222
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Overview

With Symphony Splendor's established reputation for great events, we set out to plan an original, exciting OUTDOOR fundraiser for maximum attendance. We chose to create a Self-Guided Outdoor Garden Tour, Rain or Shine during the Post-COVID Summer. We knew we had to enlist the most beautiful, never-before-open-to-the-public gardens with grand homes as a backdrop in the city's two creme-de-la-creme neighborhoods.

Objectives

- Raise funds for the Pittsburgh Symphony Orchestra.
- Increase community awareness of the Pittsburgh Symphony Orchestra.
- Showcase PSO musicians in a musical interlude at the Preview Party.
- Increase esprit de corps with our volunteer and attending PSA members.

Tools for Success

- Assemble and assign responsibilities to a team of known volunteer professionals.
- Request garden description from homeowners to be included in program book with photo taken by volunteer.
- Recruit, train and educate volunteer docents to maintain security, traffic flow and speak knowledgeably about each garden's highlights.
- Arrange transportation for visitors willing to pay for shuttle service to each garden. Their fees paid for shuttle service. Free parking was provided for these visitors.



Contributors to Success

- Secure donations and underwriting.
- Build event awareness through maximum, free media exposure: billboards, TV, radio, newspaper, magazines and social blogs.
- Recruit and schedule Pittsburgh Symphony musicians for each garden. The performance of world-class musicians in each garden set our tour apart from all others and justified the higher price of admission.
- Create attractive, full-color program book for visitors with maps and addresses of gardens as well as ads to pay for its printing.
- Plan a delightful outdoor, catered (with wine bar) Preview Party fundraiser in the patio and gardens of a large, posh area mansion. Participating homeowners and sponsors were invited as guests.
- Acquire attractive and high-end silent and live auction items as well as an auctioneer. Experiences - i.e., golf outings, dinner parties, wine-tasting events - bring in the highest bids at the live auction.

BOTTOM LINE

Total Revenue \$65,292 • Total Expenses \$10,279 • Net Revenue \$55,016

PRICELESS VOLUNTEERS *(It takes an army!)*

19 PSA Committee Members • 75 Docents • 43 PSO Musicians

