

Passion and Fashion: President's Luncheon & Style Show

HOUSTON SYMPHONY | LEAGUE

Houston Symphony
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Presenter: Deb Happ
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Metro Houston: 7.1 million
Orchestra Size: Group 1



You're Invited to
HOUSTON SYMPHONY LEAGUE'S
**PRESIDENT'S APPRECIATION
CELEBRATION & STYLE SHOW**
CHAIRS LUCY LEWIS AND BETTY TUTOR

TOOSES



Wednesday, May 18, 2022

LAKESIDE COUNTRY CLUB
100 Wilcrest Drive * Houston, Texas 77042
11:30 a.m.

**Board and Past Presidents:
Please arrive at 10:15 a.m. for Photos**

\$75 per person

PROJECT DESCRIPTION

The President's Luncheon is an annual event to celebrate the successes of the past season, thank the President for her many contributions to those successes, award the Ellen Kelley Volunteer of the Year award, pass the gavel to the incoming President, and look forward to the coming year. To generate a new level of "buzz" around this year's Luncheon, the Co-Chairs developed a Style Show to showcase the League's projects/activities through fashion. Models wore outfits that were appropriate to wear to various League functions, e.g., Opening Night Concert and Gala, Magical Musical Morning, Student Concerts, B# Brunch. During the Style Show, the store stylist and one of the Co-Chairs described the clothing and the events to which the outfit could be worn.

TIMELINE

Planning for the President's Luncheon and Style Show began in January 2022, including selection of the clothing store and Co-Chairs for the Style Show. The Style Show Co-Chairs worked with the store stylist throughout March and April to develop the Style Show. The Luncheon was held on May 18, 2022.

PROJECT GOALS

The addition of the Style Show to the President's Luncheon was intended to garner excitement and interest in the event. Specific goals were to increase attendance by members and their guests, encourage members to renew their memberships and for guests to join the League, give members more information about League projects/activities and how they benefit the Symphony and the member, and increase sign-ups at the Volunteer Fair. All goals were met. The President's Luncheon was attended by 108 League members and 14 guests. 11 of the 14 guests joined the League at the luncheon. 71 unique members signed up for a total of 416 volunteer opportunities at the Volunteer Fair.

FINANCIAL INFORMATION

The overall President's Luncheon incurred expenses of \$10,136.65 and had revenue of \$9,914.00. The primary expense was the venue and catering which came to \$8,317.65. We had in-kind contributions totaling \$1,874.00, including \$1,500.00 for flowers. The stylist provided his services for free, but the League paid \$960.00 for the professional models.

VOLUNTEER REQUIREMENTS

In total, there were 26 League members who volunteered their time and talents for the Luncheon, Style Show, and Volunteer Fair. The Style Show was coordinated by two League members. They approached one of Houston's more fashionable shopping venues to provide the Style Show. The store agreed to provide the fashions and their highly esteemed stylist as coordinator. The Co-Chairs worked with the store's stylist to help him understand the various League activities and the type of clothes that would be appropriate for each activity. The stylist and Co-Chairs jointly selected the outfits.

SUGGESTED IMPROVEMENTS

This was the first year that a Style Show was presented as part of the annual President's Luncheon. Overall, the Luncheon's expenses exceeded revenue by \$222.65. If we used League members to model the clothes instead of professional models, we could lower expenses by \$960.00 and increase member involvement in the event. We are also considering raising the price of tickets as several high dollar items (e.g., graphic design, flowers) were in-kind contributions this year but may need to be purchased in future years.



