

Matching Grants - 2009

Houston Grand Opera Guild

Artist Hospitality Program

The Houston Grand Opera Guild sponsors 8 major volunteer opportunities that develop and train volunteers. At present, the Hospitality Program's mission is to make the artist feel welcome and satisfy needs during his/her stay in Houston. The Houston Grand Opera has requested the Guild to expand the Hospitality Program to the HGO chorus and stage professionals. The Artist Hospitality project is needed to meet our goals of promoting active participants through service and events.

Projected expenses include printing, photographer, decorations, equipment/furniture rental, postage and entertainment. Training is part of the volunteer experience in this project. Seasoned volunteers conduct "on the job" training during the volunteering experience.

Project expenses are expected to be \$4,925. Matching Revenue will come from the Spring Fund Raiser, Awards Brunch and dues.

Opera Illinois League

Opera Preview Program

Since our local opera company suspended operations, we have placed greater attention on enhancing other opportunities to enjoy opera in our community. We initiated free breakfast previews in conjunction with the Met Opera Broadcasts. These are prepared and presented by a League board member who teaches opera for continuing education at two local colleges. The previews increase the audience for these events by adding more interest and understanding, especially for newcomers to opera. They include visuals which are built into a PowerPoint slide show.

When our audience was small, we could allow people to view these visuals directly on the laptop computer screen. As our previews increase in popularity, we find we must either dispense with the visuals altogether or find a way to project them so they can be viewed by a large group. The cinemas presenting the Met operas do not offer such equipment, even for rent, and long term rental would be costly. We have identified increased interest in attending the Met operas when a multimedia preview is available.

In addition to the board member who prepares and presents the previews, we have a board member who assists with technical items, another who co-ordinates with theater management and two who assist with refreshments. These events are publicized in the newspaper and directly to League members.

We would like to purchase a Sony 3LCD Projector for this program. Cost expected is \$999. We will match \$500 if awarded this grant. Money to match came from a raffle.

Elgin Opera

Development of Elgin Opera Guild

Elgin Opera will use grant funds to pay for the development of an effective Elgin Opera Guild. We will pay, on a contract basis, a program coordinator to identify and solicit potential guild members, contact current guild members, write and distribute a professional newsletter, organize distinct events for current guild members and potential guild members, organize and hold educational events for the guild and potential members, and pay for marketing materials. We anticipate that the program coordinator will work on this project from April through December 2009.

The program coordinator will develop methods to identify potential members and hold appropriate individual and group outreach meetings with them. The position is also responsible for writing and distributing a professional newsletter targeting potential and current members. The coordinator will hold sessions to train current guild members to go out and solicit new members. Expenses will include time, materials such as DVDs, posters, shirts and mugs, postage and a software application to publish the newsletter.

We would like to add 50 new members by the end of 2009. We believe the OVI grant would put us in a strong position to accomplish this goal. At this critical juncture in our development, we need this growth to survive and to continue to serve our community. A strong and active Opera Guild will serve to help us continue to realize our mission.

Cost to achieve this goal is approximately \$8,000. We will match the \$2,000 grant with money received from ticket sales to events and membership.