

Matching Grants - 2017

OPERA GUILD OF DAYTON

Website and Social Media Enhancement

The intent of the project is to intensify our focus to make information available through internet applications by using the latest technology available and teaching members how to use it. This will educate our audience, especially the younger population about our mission, events, membership donations and our education program. One short term goal is to make online payments easier to track and use, enable contestants for the Guild's Vocal Competition to apply online, provide members only area with password protection, create a more appealing presentation, deepen our understanding of analytics for more targeted messages, learn proper method of archiving aged material and to grow our membership.

INSPIRATION POINT FINE ARTS COLONY

Costume Inventory Project

After 66 years in operation, we have accumulated upwards of 5,000 costumes but a complete inventory has never been done. We plan to document our costume inventory using software from Costume and Theater Inventory Resources and will need to acquire labels and other supplies. Six volunteers have agreed to spearhead this project. with paid younger workers to help with heavy lifting, etc. Every costume item will be assigned a number, photographed and a label will be applied and entered in the database. A volunteer will then add key points into the database. Volunteers will be trained in the protocol.

Incoming costume designers will now know what needs to be built or what can be reused. With a database that illustrates what we have in stock, this process can be streamlined and costs could be better controlled. In addition, it may enable us to offer costumes for rental.

NASHVILLE OPERA GUILD

Opera Fast Pass

This program will sponsor music students at two college or universities in our community: special consideration will be given to classical voice majors at schools with diverse populations and high financial need. The program will provide tickets to two Nashville Opera performances during the 2017/2018 season and informative and interactive programs taught by our Director of Education with support and personal testimonies by members of the Nashville Opera Guild along with backstage tours given by volunteers. Excellent connections have already been made with schools such as Tennessee State University and Middle Tennessee State University. Most of these students cannot afford to see an opera. Students involved in this program will attend classes that will provide pertinent information on the productions they will attend. Approximately 150 volunteers will be available for this program.

OGDEN OPERA GUILD

Mini Opera at Weber State University

The objective of the Ogden Opera Guild is to support the growth and expansion of the Utah Opera through education, volunteer activities and financial support. Bringing Utah Opera Resident Artists to Ogden perform in *The Elixir of Love* at Weber State fills this mission. It is the only professional opera in the Ogden area and is free to the public. We provide the opportunity for Weber State theater and vocal students to interact with young opera professionals in a Q & A session.

PENSACOLA OPERA GUILD

The Ultimate Volunteer Challenge

Description: We plan to expand our 2017 Fall Artist in Residence Program by one week allowing Guild members to focus on Volunteer community engagement. We plan to immerse our volunteers in the inner workings of the Artist in Residence Program which would ultimately serve as training, development and recruitment for our Guild while helping achieve our mission. By allowing our volunteers to have greater involvement in our Education and Outreach programs, they are more likely to become stake holders through their personal interactions with our Artists in Residence. In addition to administrative duties, advertising and attending opera performances, our volunteers will be asked to plan and execute two special events. This will engage 80 volunteers.

Opera Maine (formerly PORTopera)

The Impresarios

The Impresarios are a group of (21-40 something) opera enthusiasts looking for unique and fun experiences. Although the group focuses on recruiting a younger demographic, it is with the spirit of inclusivity that all are welcome that they seek to instill enthusiasm and introduce opera to new audiences with a lot of fun along the way. There is no membership fee. Meetings were held over the last seven months to focus on addressing the needs and mission of this new group. The group plans to recruit new members, plan and promote events, distribute materials, offer volunteer opportunities and collect new member information to grow support for the opera company.

SEATTLE OPERA GUILD

Seattle Opera Guild Webpage Redesign

Description: Our webpage needs a complete overhaul to render it user friendly, provide the ability to connect mobile devices, and present a visual appearance more complementary to that of Seattle Opera to which it is linked. Created by the Guild in 2013, it contains much that is redundant and technically outdated. It is difficult to read and hard to navigate and is not mobile friendly. The project is designed to eliminate these problems, while giving a more professional appearance in keeping with the Guild's new branding.

SHREVEPORT OPERA

This project will work to bring twenty-somethings to opera: to volunteer, to experience the art form as patrons and become Board and Guild members. We will host after hour receptions and a flash mob will surprise attendees. Local young artists will sing. After the flash mobs, information about our opera company will be distributed. Guild members and chorus members will be on hand to answer questions. We will spread the word about these events in magazine, newspaper ads, emails and social media.

ST. PETERSBURG OPERA

Opera for Children

The Guild is partnering with Pinellas County Schools to develop Opera for Children (Pinocchio) in seven elementary and three middle schools that have been identified as being some of the worst in the state of Florida. At the prep sessions, Guild volunteers will distribute information and encourage teachers to teach the chorus to students before the opera. About 600 third grade students will attend. The critical part of the program is participation. The Guild will provide ushers and greeters. The middle school program will be a comedy and suitable for children. At performances, volunteers will sing along with the children. Volunteers prepare the prep pamphlet and will be involved with a survey and get back to the company with suggestions. Training for volunteers will be an ongoing project. Ten schools will initially be involved with plans for expansion.

The assistance of volunteers is vital to this program as the opera company staff is small. The school system has secured a federal grant to retain music teachers. Our participation in this program can only be positive. Music is linked to development of good citizenship, creative thinking, ability to focus and self- discipline.

TWIN CITIES OPERA GUILD

Creating a Young Artist Ambassador Program (YAP) with Twin Cities Opera Guild Volunteers

We are partnering with Fargo-Moorhead Opera to bring their Young Artists to our area to perform in schools in April 2017. This program was launched in 2016 and included 19 performances in 11 different schools reaching 2,400 students. We want to create a network of TCOG volunteers where each will take a school and act as an ambassador for the Young Artists Program. We plan to establish policies for the performances in schools and print a book to document. We plan to create a volunteer training program, marketing materials and a plan to enhance website capabilities to communicate better with schools.