

2015 Projects of Special Merit

Opera Guild/University of Alabama - Food & Music Around the World: A Gustatory Gala

The 18-member fledgling Opera Guild planned and executed a lavish gala at the Museum of Natural History on the UA campus. Most food, items and services were contributed. University staff and UA students assisted. A grand buffet was arranged and entertainment was provided by 30 students, alumni and faculty. Raffle and silent auction were held. Capacity audience of 150 guests helped raise \$23,000 (the goal was \$10,000). Guild membership has increased 30% and subsequent UA opera performances have all sold out well in advance.

Opera Omaha Guild - Flavors of Midtown

A month-long community celebration of food and music events designed to mesh with Opera Omaha and culminating with their Opera Outdoors concert in the park. *Taste of Midtown* created ticketed "foodie" events at upscale eateries. *Taste of the Opera* were more intimate parties hosted by supporters at their own expense. Donor/guests received VIP seating for Opera Outdoors concert. *Midtown Revelry* was a ticketed event prior to the concert with opera artists in attendance. *A flavorful Affair* was a patron party on concert night featuring a pre-concert restaurant dinner, VIP seating and post-concert dessert. \$20,000 was raised and the publicity and community awareness were priceless.

Kansas City Lyric Opera Guild - At Ease with Opera for *Silent Night*

This educational initiative held in conjunction with the National World War I Museum was designed to promote the opera *Silent Night* and teach the significance of this opera in relationship to WWI. The event was conceived by the guild; the museum provided facilities, equipment and coordination. The university provided a lecturer for one of the three different events. The film *Joyeux Noel* was also screened.

Performing Arts League of Chattanooga - Sunday Showcase

A performance event planned and executed by PAL to highlight and celebrate school-age talent and the organizations that foster and support that talent. This was a first-time project involving the community and promoting youth involvement in the arts while counteracting the cuts and elimination of arts in the schools. The production featured performances by 150 outstanding young student artists representing 40 local schools and organizations. Though not designed as a money maker, funds raised exceeded expenses by \$7,000.

Austin Opera Guild - Austin Opera Guild Enrichment Series

Three times per season AOG holds a session in a private home to provide information on an opera and on its production to enhance the experience, deepen knowledge and provide

background while engaging opera attendees in lively discussion. The guild often features the opera company's stage director or utilizes experts from the academic community.

Glimmerglass Opera Guild - Talking Opera: Members Preview/Met Opera's HD Simulcasts

This is a collaborative outreach by the Guild and the Foothills Performing Arts Center where the Metropolitan Opera's HD simulcasts are screened. Presentations are given before each performance to inform viewers about the opera and sometimes about the performers involved. It has increased attendance at the screenings and attracted new members to the Opera Guild.