**2019 Christmas Concert Update on Preparations as of 10/17**

7/3/19 – Venue secured – Contract signed with San Antonio Shrine Auditorium

August – Publicity outreach to various local and regional media, parishes, and other cultural organizations.

Late Aug / Early Sept – Worked to organize printing of: 1) Save-the-date postcards, 2) Associate Flyers, 3) General supporter Flyers, 4) Admission tickets. All were picked up and ready to go by 9/19/19.

9/20/19 – Save-The-Date postcards sent out by Direct Mail Marketing to our Associate members and general audience which amounted to approximately 1200 addresses.

Late Sept / Early Oct – Personally visited with Activites Directors at about 2 dozen senior residence communities, promoting our concert with posters and in some cases, also electronic versions that could be forwarded to their residents. Message was well-received in all cases and already we have requests for sizeable blocks of tickets.

# RAFFLE 10/7/19 – Following several weeks of anxious concern regarding having no raffle prize, resolution arrived in the form of a sizable donation from Ed and Janice Weber and considerations from NanEtte Richardson Fine Art Gallery in Alamo Heights, namely, a Greg Glowka 16”x20” oil painting, “Spring Sunrise Near Driftwood”.

1000 raffle tickets were ordered immediately; Patrick is now issuing tickets to singers to sell; he will also manage the Raffle prize give-away.

RE: The soon-to-be-mailed Direct Mail Flyers, a Raffle Info blurb was prepared, printed, and as of last rehearsal, inserted into the tri-folded flyers. A half dozen or so spouses were able to complete probably 75% of the Direct Mail effort and even volunteered to return next Monday night to kick it through, if necessary. **As Chair of Direct Mail Marketing, Gary can report on where we stand at the moment.**

Also, at just about the same time we obtained the Glowka painting prize, we had a generous offer of Cloisonné Christmas ornaments from Kitty Keller Designs, LLC. Today I spoke with Kitty and she confirmed that a) she would donate 10 ornaments for the raffle, a $500 value AND b) she would submit an ad for the program back cover. This bodes well for the Liederkranz for future fund-raising potential through our Company Store (in lieu of declining CD sales) with special, unique, collectible designs.

10/8/19 – As was previously announced, our contract with SA Shrine Auditorium allows us to run an electronic ad 24/7 for two months on the marquee in front of the facility. To that end, Eric Morse submitted a carefully prepared 4-slide ad to the contact person. As of two days ago, it was up. And unlike other running ads, our message is clear, concise, and readable at a distance from across the 1604 highway. The four slide run lasts nearly 40 seconds with about 10 seconds per slide.

October – **Program advertising** promotion is underway, but time is growing short and we need all contributors to get their ads/memorials/greetings in without delay by end Oct. Note: an **Ad Packet** includes a *completed ad application form*, *a check*, and *an ad – preferrably in a digital PDF*. Stump is collecting ad packets as they come in, and the plan is he will forward the ads to DLG who will log them into a virtual layout spreadsheet, and then forward to Eric for actual program pre-press layout.

**ADMISSION TICKETS** – As of last rehearsal, issuance of admissions tickets has begun. Management of ticket sales in Ted’s capable hands. To minimize the learning curve, Bill Riebe was kind enough to create and pass on several pages of notes/insights relating to managing ticket sales garnered over the last ten years or so.

**Areas yet to address** – apart from planning and acquisitions, most tasks will be performed on “game day”.

**Music rehearsals – first and foremost, we as individuals need to exert our best efforts to insure we make the best sound possible and that means attending all rehearsals on time and being ready to sing. With the performance taking place in the SA Shrine Auditorium, we will likely be entertaining new a audience. We only get one opportunity to make a first impression. *Let’s* *DAZZLE them!***

Decorations – Will be handled by Fred Pfeiffer. Would be happy for counsel on how much to spend. What has been past budget for decorations?

Refreshments – Anticipate will be handled by George Minjarez. Will make purchases of quantities along lines of past experience as presented in Gary’s concert guidelines.

Stage set-up – group of able-bodied volunteers

Coordination of Volunteers and their services with the goal of running a smooth concert – will taken on by my wife, Becky.

Security? – Who is responsible for coordinating?

Concert Economics: Attached forecast of expenses – Approx $7500 in expenses. Estimated combined revenue of nearly $21,000 resulting in Net Total of about $13,500.