

MEMORANDUM

TO: NWFSC Foundation Board

FROM: Ms. Cindy Frakes

DATE: October 29, 2024

SUBJECT: Holiday Pops Reception

For many years the Foundation has partnered with the NWFSC President's Office on the reception immediately prior to the annual Holiday Pops concert at the Mattie Kelly Arts Center. The concert is the biggest of the season for the Northwest Florida Symphony Orchestra and the event has been one of the largest that the College puts on.

The Foundation has provided the funding for the event and, in return, we have provided a list of donors to be invited. The President's office has supplemented the list with additional invitations to various community leaders.

In addition, all the attendees of the reception have also been offered free tickets to the concert. These are tickets that otherwise would have been sold but instead are given by the Arts Center/NFSO.

In the period with an Interim President, the Foundation staff, College leadership, and Arts Center staff have had extensive conversations about this year's reception and concert.

The decision has been made that the reception will be a Foundation event. The invitation list will include our donors and the event will be a way for us to put the focus on them. The intent is that this is truly a stewardship event as a way to thank our donors.

Because of the shift to a Foundation event, we are asking something new of our Board members. We would like Board members to plan to attend the reception in order to meet, thank, and get to know our donors. This is an opportunity for Board members to directly connect with those who have so generously supported the work of the College.

In addition, this year we will offer those invited to attend the reception the opportunity to purchase tickets to the concert at a reduced price (as opposed to giving everyone tickets). As mentioned above, this is the largest concert of the year and by giving away hundreds of tickets, the financial impact on the NFSO is significant. We will offer a "discount code" so donors can purchase tickets for \$25 each instead of the face value of \$45 each.

We are excited for a chance to thank our donors and for you, our Board of Directors, to get to play an important role in our stewardship.