

GUIDELINES FOR DEVELOPING A DESIGNER SHOWCASE

General Statement:

The following guidelines were developed when putting together the 2016 Designer Showcase events held at Hidden Harbor in Fort Myers. The events held during the 2016 Showcase included the house tours, the Gala (opening night event), and a Fashion Show. Other events can be held during this time period in order to raise additional money for the Symphony. It is hoped these guidelines will provide you with information you will need in developing your own event – be it a Designer Showcase, a Holiday House, or something else that involves the use of a house or houses. The list is detailed but depending on what events you are planning for your event, some of the items listed may not be inclusive of all your plans and you will need to adapt them to your individual needs.

Guidelines:

The very first thing on the agenda should be to select a Steering Committee which will be responsible for putting together the Designer Showcase. The Steering Committee members are responsible for completing all of the tasks outlined in the six sections listed below. The Steering Committee member assigned the task can perform the duties themselves and/or get a volunteer or volunteers to be responsible for completing the task(s) shown below. You may have other requirements should you decide to hold other events during the Showcase.

SECTION I:

HOUSE TOURS – ASSIGNED TO: (identify the Steering Committee member responsible for this task)

1. Select a person to be the overall head of the house tours. The overall responsibility of this person is to ensure there is a day manager for each day of the event and that there are sufficient numbers of day workers to staff the home/homes for all the days of the event.
2. Prepare blank sign-up sheets and have them available at luncheons for people to sign up. You should have a separate sign-up sheet for each day of the event. You should determine how many day workers and day managers are needed for this event and list it on the sheets.

NOTE: The sign-up sheet can include sign-ups for both day managers and workers OR you can decide if you want people to sign up to just be a day worker and specifically ask people to be the day manager. (The Leadership Manual has a section entitled: 6.K 2016 Designer Showcase – Sign Up Sheets for Day Manager and Day Workers which can be utilized in preparing these sheets.)

3. Determine who will write the instructions on what the people have to do at the houses, where to park, what to wear, etc. (The Leadership Manual has a section entitled: 6.J Day Manager Guidelines which can be utilized when preparing these instructions.)
4. This instruction sheet should be distributed to the day managers who, in turn, will be responsible for distributing the sheet to their respective day workers. (The Leadership Manual has a section entitled: 6.J Day Manager Guidelines which can be utilized when preparing these instructions.)
5. Day managers and workers are to take breaks and/or eat their lunch on a place determined by the overall head of this task. This break/luncheon place should be included in the instruction sheet. FYI: The last two years of the Showcase, the workers were allowed to eat on the lanai of the house in which they were working.
6. Determine admission price for the tour – (\$20 for the tour the past three years); in 2016 if a person attended the fashion show **AND** the Gala, they could tour the house for free.

SECTION II:

ADMISSIONS DESK FOR THE SHOWCASE– (identify the Steering Committee member responsible for this task)

1. Select a person to be in charge of the admissions desk.
2. Ask for volunteers to work at the admissions desk OR have the person in charge of admissions pick their own team to work at admissions.
3. Decide on the location/placement of the admissions desk at the event.
4. Determine the location for parking for guests and volunteers during the tours and/or other events held during the Showcase.
5. When setting up the admissions desk you will need the following items at the desk:
 - a. Cash box with \$100 cash float
 - b. Credit card slips for people who wish to charge their admissions to the tour
 - c. Table and chairs for the people to sit
 - d. Display signs for the event including the Sponsor Board
 - e. Pens, envelopes for the day's receipts
 - f. Determine if people can pay on the Symphony's website
 - g. Have a list of people who attended the Gala and/or fashion show so they can be admitted without charge if you choose to do so.

SECTION III:

GALA – ASSIGNED TO: (identify the Steering Committee member responsible for this task)

1. Select a person to be in charge of the Gala. This person can select their committee members and/or do it themselves.
2. If you want to use the house(s) on the tour for the Gala, confirm with home(s) owner/ HOA/etc. that the Society can use the location for the Gala and confirm the date and time of the event with the home(s) owner/HOA/etc. It is preferable to have these agreements in writing.
3. Determine what events will be in place to raise additional money during the Gala – i.e. silent and/or live auctions, selling raffle tickets, etc. If additional fundraising events are to be held during the Gala, obtain the items to be sold and set up how the items will be displayed and who will collect the money for the sold items.
4. Hire your caterer. If possible, get a signed agreement or at least, send a confirming email/text/letter. Include in the document when payment has to be made for the services and make arrangement for that payment. The following issues were addressed for the 2016 Designer Showcase:
 - a. Select your menu working with the caterer.
 - b. Choose whether hors d'oeuvres will be passed by servers or will the food be placed on tables.
 - c. Determine if there is a need to rent tables/tablecloths and linens, etc. and choose your colors for the event(s).
 - d. Determine seating – do you need to rent additional chairs/tables for the event.
 - e. Determine if the wine will be provided by your caterer or would it be better to solicit a donation of wine from a restaurant/distributor/etc. If you chose to solicit a donation of wine, you are responsible to getting the vendor/restaurant/etc. to supply the wine and for the delivery of it to the location of the event.
 - f. Other drinks: You need to supply water, tonic, club soda, ice, etc. for the non-drinkers.
 - g. Purchase napkins, ice and other supplies for the drinks.
 - h. Etc., etc., etc. – depending on what you have planned during the evening.
5. Hire your entertainment for the event. If possible, get a signed agreement or, at least, send a confirming email/text/letter and include when final payment is due. Make arrangement for the payment with the Treasurer.
6. Ask the membership for volunteers to be bartenders for the evening.

7. Parking – check into parking; do you need valet parking for the evening or will an adjacent lot or on-street parking be acceptable.
8. Determine if you want a reception line at the house(s) and if so, determine who should be in the reception line.
9. Determine if you need an admissions table for the event. If so, ask for volunteers and make arrangements as to where the table will be situated.
10. Get volunteers – (1) to get things set up and (2) for being the cleanup crew for that evening after the event.
11. Other??????

SECTION IV:

FASHION SHOW - ASSIGNED TO: (identify the Steering Committee member responsible for this task)

1. Select a chairman of the event.
2. Select the store/mall/vendor which will put on the show for the Society. Obtain a signed agreement.
3. Select the date, location and menu for the show. Discuss any additional items for the event with the vendor – i.e. do they provide centerpieces, the color of the tablecloths and napkins, the need for a runway, music to be provided during the show, etc. If possible, get a signed agreement or, at least, send a confirming email/text/letter.
4. Select someone to take reservations for the fashion show and assign tables. This information then needs to be given to the people working the admissions table.
5. Select your models for the show. You may be required to work with the store/vendor to set up dates and times for the models to go to the store to try on items to be modeled. You also may be asked by the store/vendor to provide size information for each model so they can choose items ahead of when the models are to go into the store. It saves everyone time if you can do this ahead of the scheduled dates.
6. Set up an admissions table at the event and ask for volunteers to work admissions for the event. The admissions people will provide the assigned table numbers to each of the attendees.

7. Determine if you will have other fundraising events to be held during the fashion show and select a committee and/or person to be in charge of these fundraising events.
8. The facility you are using for the event will generally require payment in full at the conclusion of the event. Make arrangements with the Society Treasurer to give you a check to pay for the event. In most cases, you can also use your personal credit card and submit an expense report to be reimbursed by the Society for the expenses incurred during the fashion show.
9. Other????

SECTION V:

BUDGET – ASSIGNED TO: (identify the Steering Committee member responsible for this task)

1. Prepare and submit a budget for the Showcase to the Executive Committee for approval before the event is held. Any expense that may exceed \$200 requires prior approval by the Executive Committee before making the commitment for the expense.

The budget should include all expenses to be incurred by the Society for the event. Some of the items to be included in your budget include:

- a. Advertising expenses – placing ads in newspaper(s), developing the logo and newspaper ads (one for Grandeur)
- b. Hiring of caterer
- c. Contract with a country club for the use of their space for the fashion show
- d. Rental of any items for any of the events.

The above list is only suggested items. Make sure you include of all your anticipated expenses for all the events you will be holding during the Showcase.

2. Other?????

SECTION VI:

ADVERTISING – ASSIGNED TO: (identify the Steering Committee member responsible for this task)

1. Select a chairman of the event to be responsible for the overall advertising for all the events associated with the Showcase.

2. Contact the contractor/company/firm who is supplying the house(s) to determine what they are planning for advertising, if any.
3. Develop your ads for the events. You should consider using a professional to develop your ad when placing it in the newspapers. There are specific requirements as to size as well as dates the information must be submitted.
4. The News-Press has given the Society coverage for the Showcase over the last few years. Someone needs to meet with the editor of the News-Press (in the past it was the President) to request that type of "donation." The last four years the News-Press included an ad for the Showcase in "Grandeur". The Society is responsible for developing the ad and sending it to them for inclusion in magazine. Be aware there are specific deadlines for getting the information to them for the advertising – many of these deadlines are far in advance of your event(s).
5. Place ads in newspapers if you choose to do so. Remember to include the section in the newspapers' websites for the dates and times of the events.
6. Consider using the radio for advertising your event.
7. Develop flyers for the events for distribution to the members. The flyers can be included in the NON advertising. Make sure you include the registration form on the flyers. Have them available at the luncheons. Check with the Treasurer to make sure you ask for the required information when people use credit cards for payments (i.e., security number from the back of the card.)

It is prudent to have separate flyers for each of the events.
8. Develop the "sponsor board" – a list of sponsors for the event(s) should be displayed at all the events held during the Showcase.
9. Attend the concerts and other Symphony events to distribute the flyers to let people know the events will be held and ask for the concertgoers for their support by attending the event(s).
10. Write NON articles on the Showcase and all events included therein.
11. Contact the vendor for the fashion show to determine if they will advertise for the event. If no, ask if they will put a copy of the fashion show flyer in their store(s).
12. Send the information on the Showcase and all the events to the Symphony office so they can put the information on the Symphony's website.

13. Other????

GENERAL INFORMATION

1. Determine if people can pay for the events using the Symphony's website.
2. Ask if the Symphony office staff can help you by taking reservations for the event(s).
3. Please remember to ask the Treasurer (for 2016/17 Roz is our Treasurer) to help out depositing money/providing information, etc. You need to work with her to make sure you provide the information she needs for depositing and recording the money received for the Showcase.
4. All contracts entered into have to be signed by the Executive Director of the SWFL Symphony and a copy given to the Symphony office for their files.
5. Certificates of insurance, if required, can be obtained from the Symphony office by contacting the Executive Director or CFO.
6. The Symphony office must know the location and dates of the events so as to inform the insurance carrier.
7. Consumer's Certificates of Exemption for the SWFL Symphony Orchestra and Chorus Association Inc. is included in Leadership Manual. This certificate exempts the Society from having to pay state tax on items. You should provide a copy of this certificate to all vendors you use during the event(s)

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