

Holland Chorale
Executive Committee Meeting
Oct. 27, 2019

Development Report

From Jennifer Brunk

Funding Goals for 2019-20 Season:

A. Concert Sponsors - \$25,000

Holiday Concerts (Dec. 8) \$7,500

March Concert (March 15) \$7,500

Beethoven's Ninth with HSO (April 18) - ?

Chanticleer Concert (May 1) \$10,000

B. Strategic Planning Grant

We do not have any confirmed concert sponsors as of yet.

Concert Sponsorship Activities:

I have approached a group of prospects for the Holiday Concert Sponsorship. Some have an online process, others I have contacted to request in-person meetings, while others I am still determining who is the best contact to work with. All but one have prior history of concert sponsorships. They include Macatawa Bank, Brookdale Senior Living (Freedom Village), Sight Eye Clinic, Request Foods, and several individuals.

Strategic Planning Funding

1. I will be applying to the Community Foundation of Holland/Zeeland for this.
2. Also, for a Professional or Organization Development Minigrant (POD) which provides up to \$1,500 for this type of need. This is a small grant opportunity through MCACA (Michigan Council for the Arts and Cultural Affairs).
 - a. Application is due January 15, 2020.
 - b. If awarded, the funds must be expended by Sept. 30, 2020.
 - c. Another grant can be applied for, due Aug. 1, 2020, for use Oct. 2020 - Sept. 2020.
 - d. Receiving consecutive grants for the same project is feasible.