

Operations Manager Board Report From Jennie Reyes

Hours: 58 hours (December)

HOLIDAY CONCERT:

Holiday Concert ATTENDANCE REPORT (2022)

300 in attendance (not counting musicians)

48 Comp tickets (32 from West Michigan Children's Choir and 16 others)

237 full price adult tickets \$20 (\$4,740)

5 season tickets (about \$16.6 per ticket= \$83 total)

3 students over 18 @ \$5 (\$15)

7 students under 18 no charge

- Purchased LICENCES for streaming holiday concert music
- Mailed tickets, entered data into quickbooks, updated addresses for customers (mailing list)
- Publicity: Mailchimp, Facebook, Instagram, and **radio spotlight on WHTC morning news for Holiday concert with Dan Evans**
- Coordinated vendors and volunteers for Holiday Concert:

End of year mailing: Updated year end mailing list; Completed with Carol, Jill, Maura, Jo Meeuwsen, and Janet Morrow)

AIH grant report: submitted

Year end donation: Thank you letters

Start of the new term duties: New Attendance sheet, New master schedule, emailing new members, new name tags, contact members & past members regarding participation for new term

Digital Advertisement: Emails sent to over 33 businesses with follow up email; Invoices and thank you letters sent, payment collected

Devos Capacity Training: created institutional marketing plan 2023-2024, online webinar and phonecall

Donor list updated list for January 1 2022-Dec 28, 2022

Dickens Quartets: collecting payment

Cal Langejans Plaque: Made contact with Matt VanDyken from Civic Center: they won't allow the plaque to be hung. Emailed Ricki Levine at Holland Museum. Waiting to hear back.

Errands: Bank, Post Office, Midtown Center

UPCOMING TASKS: Considering Matthew Shepherd; Painted Piano Project; SMU data arts report, UEI number, **Renew Chorus America?**