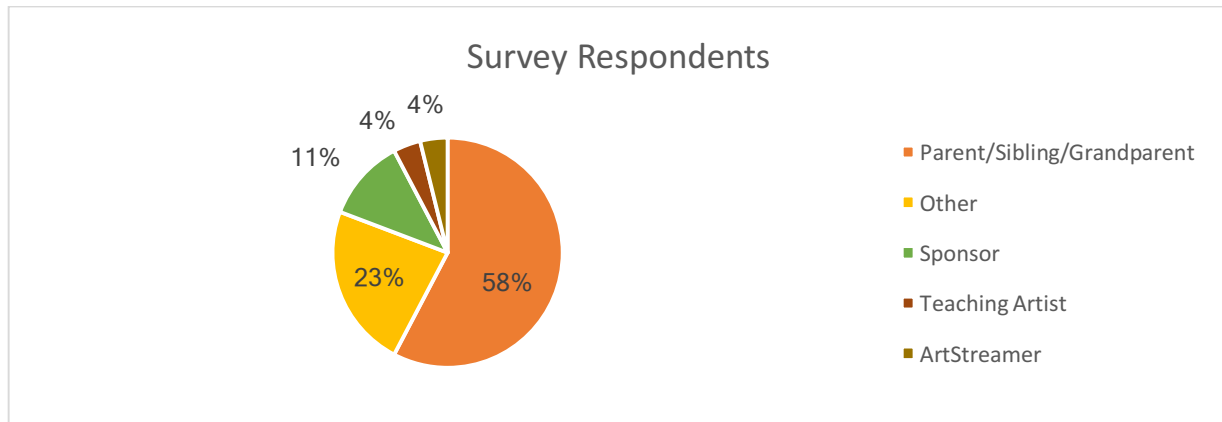


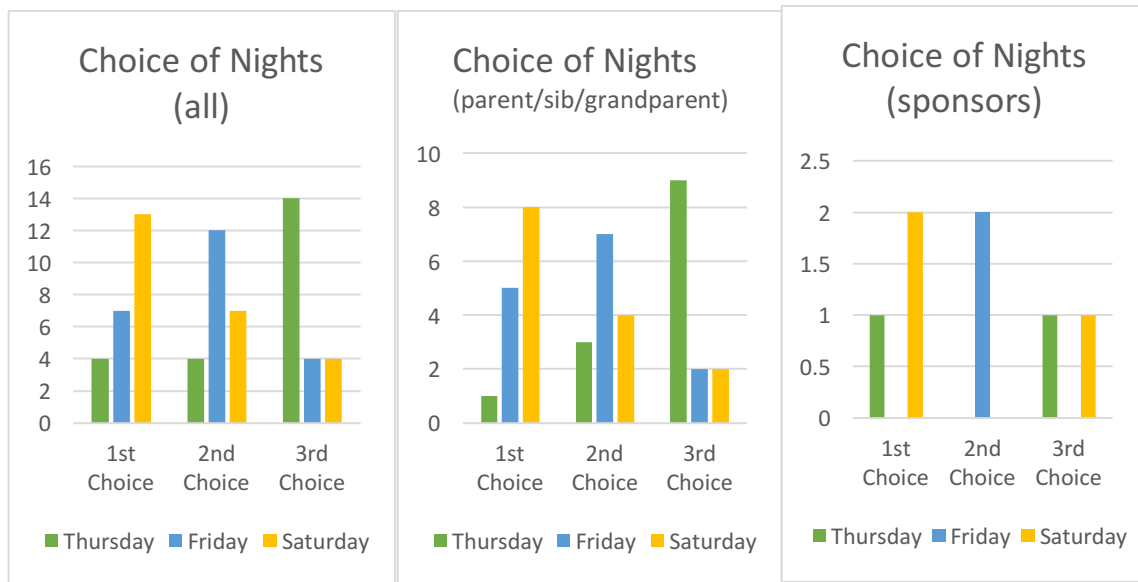
January 22, 2018

TO: Board of Directors
FROM: Heller An Shapiro
RE: Gala Survey Responses

A Gala Survey was sent to 140 people who attended the Gala in the past 3 years (2015-2017). Twenty-three people (16%) responded. There was a 50% open rate. Two respondents who identified as a sponsor **and** a parent/sibling/grandparent were counted in both categories. “Other” included volunteers and vendors.



Choice of Nights:



Note: The Bethesda Ballroom is unavailable on a Friday or Saturday in October. In general, Thursdays start at \$1,500 and Friday-Saturdays start at \$3,500.

What makes the Gala Special for you?

Seeing friends/being part of the ArtStream community (26%)

Year in Review Photos (22%)

Dancing (17%)

ArtStreamers performance/showcase (17%)

Auction (silent or dinner) (13%)

Photo booth (9%)

Comments:

1. All of it - Reviewing the year, dressing up, celebrating together while contributing monetarily.
2. Seeing the faces of the actors and hearing from the Board
3. Hearing the ArtStream vision.
4. Acknowledging the accomplishments and seeing friends
5. Seeing everybody have such a good time.
6. Feeling fancy with everyone, mingling
7. I just love to see everyone dressed beautifully -- and enjoying the entire "special" event. I did miss the silent auction!! I enjoyed that better than the wine purchases (probably because I buy inexpensive wines!)
8. My son getting to dance and socialize with his friends
9. My son and I had a lot of fun...

10. Not enough space to walk and visit before we could get into ballroom.
11. The food was cold.... especially the fish... delicious potatoes ran out before I could get some. So, the food was disappointing.

Three people offered to help with the 2018 Gala, eight people said “maybe” they would help.