It’s a wrap! Despite the threatening weather that brought the festivities to an early end on June 22nd, the 12th Annual Stems: A Garden Soirée was a resounding success!

With the help of so many generous donors, sponsors and volunteers and in partnership with the City of Overland Park, The Arts & Recreation Foundation of Overland Park continues to fulfill its mission:

**To provide and promote art, recreation, nature, education, and culture to enhance quality of life in Overland Park.**

Stems: A Garden Soirée not only brings us all together in celebration of arts and recreation but generates “ARFOP’s” capacity to make an impact on thousands and thousands of people each year. This short report is to highlight the benefits of participation and to share with you how you have made a difference in our community through your support of Stems.

Thanks to all for being part of the fun, and we look forward to seeing you at the Overland Park Arboretum & Botanical Gardens for Stems 2020 on June 27, 2020!

Anna Randazzo  
President of the Board  
Vicki Lilly  
Executive Director  
Dan Vater  
Development Director

**BY THE NUMBERS**

- Guests in attendance: 1700
- Dollars Raised: $358,236
- Value - In-Kind Donations: $163,000+
- Corporate Sponsorships: 74
- Dining Partners: 22
- Beverage Partners: 12
- Volunteers: 136
- Volunteer Hours: 1350

**DOLLARS RAISED 2008-2019 - $3,205,000**

$128K  $211K  $269K  $255K  $238K  $237K  $320K  $324K  $275K  $331K  $305K  $358K
MARKETING & PROMOTION

The purpose of Stems marketing and promotion is multi-pronged:
- to make Stems: A Garden Soirée one of the best-known annual events in Overland Park
- to ensure that sponsors and partners are associated with a highly respected community event
- to promote the features enjoyed at Stems - dining, beverage and entertainment
- To showcase the beauty of the Overland Park Arboretum & Botanical Gardens
- to acknowledge and recognize sponsors for their community support
- to sell tickets.

Collateral 1500 programs were distributed to guests. All sponsors, featured restaurants, and beverage partners were listed on the program – Presenting, Platinum, Gold, and Specialty Sponsor corporate logos were included; onsite signage and banners recognized sponsors, restaurants, and beverage partners; and electronic signage recognized sponsors, restaurants, beverage sponsors and patrons at the Patron Party.

Social Media Sponsored Facebook event posts to expand reach; sponsors were given the opportunity to provide information about their company and community involvement for a dedicated Facebook post saluting them for their support of Stems; each corporate sponsor-recognition post included a link to the sponsor’s website.

Website Corporate logos of 2019 sponsors, featured restaurants, beverage partners, and entertainment providers appeared (and will continue to appear through the end of the year) at www.stemssoiree.org; sponsors contributing $10,000 or more during 2019 are listed on home page at www.artsandrec-op.org.

Email Marketing 12 dedicated email blasts were sent to 40,000+ ARFOP supporters, February - June, 2019; all emails included a listing of confirmed sponsors, restaurants, and beverage sponsors as of the date of the email; inclusion of Stems event information in FOA and FOTA newsletters; dedicated email blasts from The Pitch and Kansas City Homes & Style


Web Advertising Weekly banner ads in OP Chamber of Commerce MEMBER NEWS; web ads for Healthy KC, Kansas City Homes & Style, and The Pitch; social media advertising throughout the duration of the campaign.

Radio-Television KSHB KC Live segment (featuring Nick & Jake’s as a Stems restaurant); Jasper’s Kitchen segment - KCMO Talk Radio (featuring beverage partners and Stems restaurants); advertising spots on 95.7 The Vibe, 94.9 KCMO, X105.1, KCMO 710, Magic 107.3; advertising spots on Sports Radio 810 - ESPN KC; salutes to Stems on KCUR 89.3 Public Radio.

It takes a dedicated Arboretum staff and many generous volunteers donating their time and talents each year to make Stems a success. We are thankful for the Arboretum staff and all of the volunteers and the work they do for Stems.

Volunteering at Stems is an outstanding way for corporate sponsors to expand the impact of their support – either as individuals or as a group.

Work days preparing equipment for the event take place during the two weeks prior to Stems and are terrific for team-building activities.

Set-up days – on the day before and day of Stems are perfect for teen community service projects - lots of tables and chairs to set up supervised by our trained set-up leads.

And at the party, volunteers are needed to greet guests, pour wine, assist restaurants, and provide guests with information.
Feedback

Stems received high marks from sponsors, guests, volunteers, and partners. (Source: responses to post event surveys)

**Sponsors**
- 100% of sponsors responding were very satisfied with their decision to be a Stems sponsor.
- Community involvement, entertaining clients or customers, and Stems as a marketing opportunity tied as the top reason for corporate sponsorship.
- All aspects of the event met or exceeded expectations.

**Patron Ticket holders**
- 100% of “Patrons” were satisfied or very satisfied with their experience.
- 100% were very likely or somewhat likely to recommend Stems to a friend or colleague.
- 55% attended the Patron Party at InterUrban ArtHouse the week before Stems.

**Guests**
- 100% were likely or somewhat likely to attend again.
- 93% were satisfied or very satisfied with their experience.
- 59% of guests were previous attendees.
- All respondents had attended at least 1 of the Foundation’s other major events, and 100% had attended the Holiday Luminary Walk.

**Volunteers**
- 95% were satisfied or very satisfied with their volunteer experience.
- 61% of volunteers were returnees.

Thank you so much for allowing us to participate in Stems 2019! We met so many great people and we are very grateful since we are still new to the KC market. It was also one of the most organized and well-planned events I have personally participated in in a very long time, and your volunteers were very pleasant to work with. We hope that your organization was able to raise a lot of money for such a great cause, and we hope to continue to be a part of that for many years to come.

Thank you again!

Heather Tapp, General Manager,
Big Whiskey’s American Restaurant & Bar

Sustainability

Through partnership with Missouri Organic Recycling, Ripple Glass, Tri-Mark Hockenbergs, and Overland Park Arboretum staff, we were able to conserve and divert waste from the landfill at Stems.

70% of the total waste generated – a total of 3926 lbs. of glass, compostable materials, and recyclable materials – was diverted. That’s 78% of the the total waste generated.

Thanks for the honor of allowing me to entertain your special guests. It was fabulous as usual!

Eileen McCoy, Kansas City’s Original Caricature Artist

The Arts & Recreation Foundation Board of Directors welcomed guests to the party and expressed appreciation for spending the evening at the Arboretum in celebration of arts and recreation in Overland Park. I. to r. Jim Holland, Jill Forrest, Greg Ruether, Christine Ricci, Scott Havens, Kellie Mingori, Greg Elliott, Anna Randazzo, David Erlbacher, Wendy Blackburn, Rick Morris, Tanya Wilson, Dennis Patton, Janet Long, Phil Bressler, and Vicki Lilly
It was our pleasure to entertain sponsors’ leadership, clients, employees, and friends and to partner with our featured restaurants, beverage donors, and vendors. Stems is known not only as a fantastic party in a beautiful setting but also as one of the finest networking and marketing opportunities in Overland Park.

**DINING PARTNERS - FEATURED RESTAURANTS**
- Big Whiskey’s American Restaurant & Bar
- Bizz & Weezy Confections
- Bo Lings Chinese Restaurant
- Brew Lab
- Coco Bolo’s
- Corner Bakery Cafe
- Fiorella’s
- Firebirds Wood Fired Grill
- Granite City Food & Brewery
- The J Bar
- Johnny’s Italian Steakhouse
- Longhorn Steakhouse
- Maggiano’s Little Italy
- Nick and Jake’s
- Nothing Bundt Cakes
- OP 1906 at the Sheraton
- Pig & Finch Gastropub
- Pinstripes
- Plan B Catering
- Plaza III Steakhouse
- Sunset Grill
- Velouté French Market & Catering

**BEVERAGE PARTNERS**
- Ad Astra Selections
- Aubrey Vineyards
- Boulevard Brewing Company
- BUZZ WTR
- Clear 10 Vodka
- Crawford Sales Co.
- Dos Puentes
- Mano’s Wine
- Midnight Espresso
- Stone Hill Winery
- Stone Pillar Vineyard & Winery