

2021 CMAA Idea Fair

**Name**

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Club

Hampton Hall Club

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Chapter

Carolinas Chapter

Entry Details**Category**

19. Breakthrough Ideas

Description of Idea - How has this idea enhanced your club's operation, etc.?

Allowing members to enjoy being outside of their houses in a safe, socially distanced way, Hampton Hall Club provided concerts from the parking lot!

How was this idea implemented and what have been the club members' reactions?

Hampton Hall Club hosted a Summer "PARK" Concert Series monthly through the Summer of 2020. This socially-distant concert series averaged 200 members per concert in the parking lot of the Community Clubhouse, allowing members to enjoy local bands safely. Resident family groups brought lawn chairs for their parking spaces. Every other parking space was marked off as lawn chair seating, with a minimum of 10 to 12 feet between families. Resident members were also provided with a picnic-style meal offering at each concert, which they enjoyed at their leisure throughout the show. With servers cocktailing throughout the events, bringing food and beverage orders directly to the seated members, this allowed for Club operations to continue to be successful throughout the year. Member satisfaction was very high and Hampton Hall Club will continue these events in the coming year.

HAMPTON HALL CLUB

Breakthrough Ideas

"Park" Concerts

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Hampton Hall Club

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