



# LYRIC THEATRE OF OKLAHOMA

## 2022 ANNUAL REPORT

Michael Baron • *Producing Artistic Director*

Jim Reynolds • *Managing Director*

Ashley Wells • *Executive Director*

Monica Wittrock • *President, Board of Directors*



DISTANT THUNDER



HEAD OVER HEELS



MATILDA



CAROUSEL



THE ROCKY HORROR SHOW '22



KINKY BOOTS

# 2022 Producing Artistic Director Report



## JANUARY/FEBRUARY

Our year began with the cloud of the Omicron strain of COVID wreaking havoc with theatres nationwide as being inside theatres was nearly impossible with the high rates of transmission. Fortunately, due to careful planning, we were able to move the run of HEAD OVER HEELS to April when the COVID rates lowered. This allowed us to have a much needed period of time to plan for the upcoming year which had Lyric in both out-door and indoor venues.

During this time, we were able to invite many city and state political leaders to our Plaza District Production Center and Theatre. We led them on tours of our facilities, shared our mission, and gave data highlighting the economic impact of COVID on Lyric and the Plaza District business.

## MARCH

The world premiere of the Native American musical DISTANT THUNDER performed outside on the Festival Plaza of the First Americans Museum.

## APRIL

We officially welcomed back our audiences to our Plaza Theatre for the first time since 2020 with regional premiere of a new 90-minute version of the musical HEAD OVER HEELS featuring music by the Go-Go's. The set design featured Route 66 Oklahoma landmarks - the Gold Dome, the Pops neon bottle, and the Blue Whale. The colorful 1980's and Renaissance-inspired costumes by our own resident designer Jeffrey Meek were the talk of the town.

Michael went to Washington, D.C. to direct the semi-finals of the Poetry Out Loud competition.

## MAY

This month is our main preparation time for the summer season. Michael co-directed a deaf/hearing production of THE MUSIC MAN at Olney Theatre Center in Maryland with Sandra Mae Frank. Sandra was featured in the Lyric productions of FUN HOME and FIDDLER ON THE ROOF. This is the third deaf/hearing collaboration Michael and Sandra have worked on together.

Ashley Wells, director and Amy Reynolds-Reed, choreographer, for Lyric's production of MATILDA started rehearsals with the cast of young performers to get a head start on this complex show.

## JUNE

We returned to the Civic Center Music Hall for our first Summer season of shows since 2019. MATILDA opened to rave reviews and full enthusiastic audiences. It was led by director Ashley Wells and featured a returning creative team featuring scenic designer Kim Powers, lighting designer Helena Kuukka, costume designer Jeffrey Meek, props designer Courtney Strong, and Brian Hamilton as Music Director. As part of our return, before each Summer show, we showed highlights on a big screen in the theater.

## JULY

Our Summer season continued with Michael Baron directing and Vincent Sandoval choreographing the Rodgers and Hammerstein classic, CAROUSEL. It featured a stunning Act II ballet and glorious onstage orchestra conducted by Lyric favorite, David Andrews Rogers.

We closed out our Summer season with a fabulous hit production of KINKY BOOTS also directed with panache by Ashley Wells. It featured dynamic choreography by Hui Cha Poos and a star performance by Lyric alumni Jamard Richardson as Lola. It was truly exciting to see such an enthusiastic audience return in such big numbers.

## AUGUST

After the success of the Summer season, much of the staff took vacations while others planned for the upcoming fall shows and next season renewals. Ashley was busy casting the OCU production of THE PLAY THAT GOES

WRONG. In a unique collaboration, Lyric worked with faculty and students on the fall university production of the show and will transfer the physical production to our Plaza Theatre in Spring 2023 for Lyric's professional mainstage production. Many of the students from this OCU production will serve as understudies for our spring production.

## SEPTEMBER

Michael and Matthew Sipress, director of production, went to see a new production of AIN'T MISBEHAVIN' directed by Monique Midgette at TUTS in Houston. This production will transfer to Lyric Theatre in the summer of 2023 and features a spectacular lighting design by Lyric's resident designer, Fabian Garcia.

In a special collaboration, Michael directed Mendelssohn's oratorio, ELIJAH for Canterbury Voices. The epic performance featured over 250 voices, costumes and lights by Lyric's Jeffrey Meek and Fabian Garcia, and the OKC Philharmonic.

## OCTOBER

This month saw hoards of fans pack the Plaza Theatre for our Texas-themed production of THE ROCKY HORROR SHOW. Featuring a fantastic cast led by Lyric newcomer Lee Walter as Frank-N-Furter, the show was sold out with the entire town scrambling to get a ticket. It also featured inventive and fierce dancing by Kaylene Snarsky in her Lyric debut as lead choreographer.

Our annual BROADWAY BASH! was a night to remember and featured awesome food, drinks, and performances by members of the THE ROCKY HORROR SHOW cast, Lyric Academy students, and Lyric's RoKademY students.

## NOVEMBER/DECEMBER

On November 1st, Lyric became the Official State Theatre of Oklahoma as signed into law by the Governor. It was truly a watershed moment for the organization going forward. This has informed almost every decision as we look to a bright future serving the citizens of the state and beyond.

We ended our year with one of the Lyric traditions we are most proud of. For our third and final year, Lyric presented its innovative outdoor version of A CHRISTMAS CAROL at the historic Harn Homestead. Audiences came out by the thousands to walk in the steps of Scrooge on his path to becoming a more empathic and kind person. In addition, our auditions graciously donated \$8,897.17 to the Regional Food Bank of Oklahoma.

Thank you to everyone who made this year a success. I am so proud and grateful to be a part of this special theatre.

Sincerely,  
**Michael Baron,**  
*Producing Artistic Director*



Lyric's A CHRISTMAS CAROL  
at The Harn Homestead,  
Photo By: Miki Galloway

# 2022 Managing Director Report



As we enter our Diamond Anniversary Season, there is so much for which to be thankful at Lyric Theatre. Just three short years ago, there was great uncertainty as the world-wide pandemic forced the closure of live, performance venues nationwide. The arts were hit hard, and it's been a slow and steady build back process. Fortunately, Lyric never shut down entirely, and that fact has really helped in our resurgence.

We're not out of the woods yet, but audience reactions to Lyric's 2022 productions were grand – from the world premiere of *DISTANT THUNDER* at First Americans Museum to our first indoor production in 3 years with *HEAD OVER HEELS*, then Lyric's three-show summer season returning to the Civic Center featuring spectacular productions of *MATILDA*, *CAROUSEL* and *KINKY BOOTS*. In the fall, *THE ROCKY HORROR SHOW* made its triumphant return playing to capacity houses at the Plaza Theatre. And Lyric's critically acclaimed *A CHRISTMAS CAROL* made a spirited final bow as an outdoor production at The Harn Homestead. Throughout, audience engagement was strong, and audiences were reminded that attending live productions is rejuvenating, exhilarating, and important to our overall happiness.

The trends are encouraging. At last fall's National Alliance for Musical Theatre (NAMT) conference – the first in-person convening in three years – it was thrilling to discover full houses at Broadway shows and terrific attendance for NAMT's Festival of New Musicals. Audiences are back and full of energy.

Already for Lyric's 2023 season, advance ticket sales are strong. And there's data supporting that there are large volumes of buyers who are willing to spend a little more in 2023. A recent report by Target Resource Group notes that "customers are willing to pay for the value of something they truly want to see, but before price is even a factor they must know about your offering and be interested enough to check the price. Building demand for your product is the most important factor to consider, long before price." As we curate new experiences for Lyric's audiences, we will pay close attention to their feedback throughout the year. Being nimble in this quick-changing environment is key to our success.

Know, too, that in these days our chief competition is "The Couch." The opportunity to stay home in comfortable clothes, with cinema screen sized TVs, and create one's own experience are new habits formed during the pandemic. Our energies going forward must be focused on motivating audiences to spring free and rediscover the dynamic energy that live performances so uniquely offer.

Thankfully, we have great art and the tools for success. Equipped with a 3-year Strategic Plan adopted in 2022, Lyric's Staff and Board are focused on four Strategic Pillars of vital importance: "Mission and Programs," "Leadership, Staffing and Board Excellence," "Financial Stability and Operations," and "Fundraising and Advocacy." We are using this 3-year window to assess Lyric's mission, to refine current programs and facilities, and invest in Lyric's infrastructure as we more fully realize our role as the "standard bearer" for live, professional theatre produced for the diverse audiences of Oklahoma.

As we come back, it's not about returning to where we were in 2019, or trying to bring back the old normal, but to create a new chapter in our future story as "The Official State Theatre of Oklahoma."

– **Jim Reynolds,**  
*Managing Director*



# DISTANT THUNDER

**MARCH 23 - 27**

Location: First Americans Museum

Director/Co-Writer: Lynne Taylor-Corbett

Co-Writer: Shaun Taylor-Corbett

Choreographer: Lynne Taylor-Corbett

Above: The Cast of DISTANT THUNDER

Left: Aiden Łe:Idin Rogers

Photos by Miki Galloway



# HEAD *over* HEELS

**APRIL 13 - 30**

Location: Lyric's Plaza Theatre

Written By: James Magruder

Director: Michael Baron

Choreographer: Amy Reynolds Reed

Above: The Cast of HEAD OVER HEELS

Left: The Cast of HEAD OVER HEELS

Photos by Miki Galloway



Roald Dahl's  
**Matilda**

**JUNE 21 - 26**

Location: Civic Center

Writer: Roald Dahl

Director: Ashley Wells

Choreographer: Amy Reynolds Reed

Above: Olivia Yonkers & Elaina Dobey

Left: Matthew Alvin Brown

Photos by Miki Galloway



RODGERS & HAMMERSTEIN'S  
**CAROUSEL**

**July 5 - 10**

Location: Civic Center

Writer: Rodgers & Hammerstein

Director: Michael Baron

Choreographer: Vincent Sandoval

Above: The cast of CAROUSEL  
Left: Julianne Reynolds & Joe Caskey  
Photos by Miki Galloway



# KINKY BOOTS

**July 19 - 24**

Location: Civic Center

Writer: Harvey Fierstein

Director: Ashley Wells

Choreographer: Hui Cha Poos

Above: Cast of KINKY BOOTS

Left: Jordan Jacobs & Jamard Richardson

Photos by Miki Galloway



**October 5 -30**

Location: Lyric's Plaza Theatre

Writer: Richard O'Brien

Director: Michael Baron

Choreographer: Kaylene Snarsky

Above: Cast of THE ROCKY HORROR SHOW

Left: Joshua Morgan Thompson & Lee Walter

Photos by Miki Galloway



# Lyrics A Christmas Carol

PRESENTED BY DEVON ENERGY

**NOVEMBER 16 - DECEMBER 22**

Location: Harn Homestead

Writer: Charles Dickens

Director: Michael Baron

Co-Director & Choreographer: Ashley Wells

Above: Cast of A CHRISTMAS CAROL

Left: Jonathan Beck Reed

Photos by Miki Galloway

# 2022 Marketing Director Report

2022 marked Lyric Theatre's return to indoor theatre for the first time since March 2020, and the audience response was overwhelmingly positive.

## Season Overview

- The season began outdoors with the staging of the World Premiere Native American Musical DISTANT THUNDER. Originally slated for the Plaza Theatre in Spring 2020 but canceled due to the pandemic, the majority of the cast returned to stage this new work at one of Oklahoma City's finest attractions, the First Americans Museum. The outdoor setting provided a wonderful backdrop for Native song, dance and storytelling. Since its premiere with Lyric, DISTANT THUNDER has been staged in other locations across the United States.
- In April, we returned to the Plaza Theatre (for the first time since HAVING OUR SAY in March 2020), for HEAD OVER HEELS, a fearlessly fresh, new musical mash-up of posh and punk. A packed house on opening night provided one of the loudest standing ovations in recent years at the production's finale, as a set piece was lowered from above, proclaiming "Welcome Back OKC!"
- In June, our beloved Summer at the Civic three-show season returned for the first time in four years with family-favorite MATILDA, Rodgers and Hammerstein's classic CAROUSEL and the Broadway hit KINKY BOOTS. Before each performance, audiences were treated to a pre-show video on stage highlighting memories of past Civic Center seasons.
- The fall brought the return of THE ROCKY HORROR SHOW to the Plaza Theatre with audiences shivering with anticipation for what the Texas-themed production had in store!
- And, finally, we returned to the historic Harn Homestead for the third and final outdoor production of Lyric's A CHRISTMAS CAROL. The weather wasn't as cooperative this season, resulting in many canceled performances, but the spirit of the holiday season was not forgotten.

## Ticketing Revenue

- Both Spring productions exceeded single-ticket sales goals. DISTANT THUNDER more than doubled revenue projections, and HEAD OVER HEELS finished more than \$20,000 over goal.
- MATILDA and KINKY BOOTS exceeded goals, though CAROUSEL fell slightly short. The summer season's ticket sales still finished about \$30,000 over budget.
- Season tickets for 2022 also finished above budget – more than \$17,000 over goal.
- THE ROCKY HORROR SHOW brought in nearly \$280,000 sales, more than \$61,000 than projected. While CAROL fell short of its budgeted goal due to the weather and cancellations, overall ticket revenue for the full season ended above goal.

## Staffing Changes

After more than 9 years with Lyric, Box Office Manager Mark Walker left the organization in April. With some restructuring and rebuilding of the Marketing/Box Office Team, the following staff members were in place by the close of the year:

- Michael Bratcher-Magallanez**, *Director of Marketing & Public Relations*
- Derek Kenney**, *Box Office Manager*
- Miki Galloway**, *Marketing Coordinator/Interactive Coordinator*
- Dillon Bertholf**, *Box Office Associate*
- Pam Barrymore**, *Patron Services Representative*
- Val List**, *Patron Services Representative*

Sincerely,

**Michael Bratcher-Magallanez**

*Director of Marketing & Public Relations*

# 2022 Thelma Gaylord Academy Report

We enjoyed productions being fully back in the Plaza Theatre this year with eight ticketed mainstage productions, one touring production, a capstone production for our Professional Artist Training students, and one Studio A play.

- Ticketed productions included NEWSIES, INTO THE WOODS, and PUFFS in the Spring, ARISTOCATS KIDS, LITTLE MERMAID JR, and MADAGASCAR JR in the Summer, and WIZARD OF OZ YPE, CYRANO DE BURGERSHACK, and SHE KILLS MONSTERS in the Fall.
- Other productions included the Academy Professional Artist Training program (APAT) capstone CHICAGO, a first-ever Summer touring production of YOU'RE A GOOD MAN, CHARLIE BROWN, a Spring Break Camp performance, eight voice recitals, and a Fall APAT music showcase.
- Ticket revenue was successful for 2022. The revenue goal was set at \$45,000, and the Academy earned \$57,389. PUFFS had three sold-out performances, and NEWSIES and WIZARD OF OZ YPE each had one sold out house of their four-show runs. For the year, we sold 3,955 tickets combined.
- Enrollment exceeded goals this year. Overall, we had 577 enrollments from 228 unique students. The goal for 2022 was 497 enrollments. These numbers were a great contributing factor to balancing our budget. Tuition income likewise exceeded our goals for 2022. Our overall tuition goal was \$236,155 and we ended 112% to goal at \$236,155.
- We awarded \$21,600 in scholarships to 31 students through 2022. In 2021 we awarded \$13,933 to 23 students, so we are thrilled that we were able to give more opportunities to more families in 2022.
- Our Academy Professional Artist Training program is going strong. They produced a wonderful performance of CHICAGO: HIGHT SCHOOL EDITION in the Spring Semester for their first capstone project (school year 2021-2022). They had terrific performances at Factory Obscura, Plaza Fest, and BROADWAY BASH! in the fall in addition to a fantastic final fall musical showcase. Two of our APAT students were asked to perform at the Allied Arts end-of-campaign celebration and represented our program and Academy well.
- We added several special programs in 2022 that brought our student body together and created great investment in the Academy from many families. We added several "Academy Nights" at Lyric productions to support our teachers and students. Academy Night at MATILDA and Lyric's A CHRISTMAS CAROL were especially loved and well attended. We also threw our first ever Academy Lock-in that was great fun and will make lasting memories for all the students that attended.
- Lastly, we added an additional full-time staff person to the Academy in October of 2022! Lauren Leppke has already done wonderful work as the Academy Education Associate and will continue to improve the day to day operations of the Education Department.

## Lyric Academy Parent Support

Lyric Academy Parent Support (LAPS) booster club had a banner year of recruitment and fundraising. They earned more than \$10,000 at Plaza Fest alone and had great success selling boas at THE ROCKY HORROR SHOW. They raised more than \$40,000 toward the National Performing Arts Festival trip that will send 30 young actors to compete at Universal Orlando and perform at Disney World in February 2023. Additionally, they raised funds to purchase body mic elements to double our ability to mic the Academy production actors. We are really excited about what the next year holds as the booster club trains a new set of leadership.

## LAPS Leadership 2022

**Danielle Briseno** - *Coordinator*, **Brandi Coffman** - *Co-Coordinator*, **Lourdes Planas** - *Treasurer*, **Phylesia Dailey** - *Secretary*

## About LAPS

- LAPS plans fundraisers and special activities throughout the year that enhance and support the students' experiences at the Academy. The success of the Academy would not be possible without the time and energy that LAPS parents so generously give.
- In 2022, LAPS contributed greatly to the Academy, providing meals for production tech weeks, donating the cost of costumes, and purchasing 16 body mics.

**Rozz Grigsby,**  
Thelma Gaylord Academy,  
*Director of Education*



WIZARD OF OZ  
Photo By: Laura Chitwood



NEWSIES  
Photo By: Becky Benedict



CYRANO DE BURGER SHACK  
Photo By: Katie Hoff



CHICAGO: HIGH SCHOOL EDITION  
Photo By: LAPS



13: THE MUSICAL  
Photo By: Lance Payne

**LYRIC THEATRE**  
THELMA GAYLORD ACADEMY

**PUFFS**

Director: Ronn Burton

**INTO THE WOODS**

Director & Choreographer: Thomas Olson  
Music Director: Kevin Smith

**NEWSIES**

Director: Meagan Olson Choreographer: Thomas Olson  
Music Director: Chance Ingalls

**CHICAGO: HIGH SCHOOL EDITION**

Director & Music Director: Ronn Burton  
Choreographer: Ashley Manners

**LITTLE MERMAID JR.**

Director: Meagan Olson Choreographer: Thomas Olson  
Music Director: Ronn Burton

**MADAGASCAR JR.**

Director: Charlie Burns  
Choreographer: Sierra Sikes-Posada  
Music Director: Ronn Burton

**SHE KILLS MONSTERS**

Director: Matthew Alvin Brown  
Fight Choreographer: Josiah Brooks & James Tabor

**WIZARD OF OZ**

Director: Rozz Grigsby  
Choreographer: Sierra Sikes-Posada  
Music Directors: Kim Cobb & Jeremy Sheets

**CYRANO DE BURGER SHACK**

Director: Elizabeth Drago  
Choreographer: Ashlyn Adams  
Music Directors: Ronn Burton

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## **HEAD OVER HEELS**

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JT Brown  
Linda Cavanaugh and William Clark  
Ray Cloer  
Joel Dixon  
David and Rurie Dobson  
John and Sandra Fanelli  
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Dean John Bedford and  
Ms. Jo Rowan  
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Diane Burgess  
Mary Lou Casper  
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Leonard and Jody Court  
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Carlos and Mary Elwell  
Kay F. Emery  
Carrie Evenson  
Jim and Christy Everest  
Michael and Deborah Felice  
Buck and Gladys Feng  
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Gwin Faulconer-Lippert and  
Rick Allen Lippert  
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Donna Vogel  
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Linda Wesley  
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Anne Zachritz and Jane Ann Norris

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Amber Austin  
Jan Fischer Bachman  
Elizabeth Ballard  
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Judith and Kyle Cunningham  
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Emily Mcconnell  
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Roberta Sloan  
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Jerry and Karen Stephens  
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Dava White  
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Katy Baria  
Daniel Barnes  
Skyler Barnes  
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Meghan Carter  
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Jason Chapman  
Jody Chase  
Lora Chastain  
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Caitlin Clear  
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Marianne Edwards  
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Toni Ellington  
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Randall Evans  
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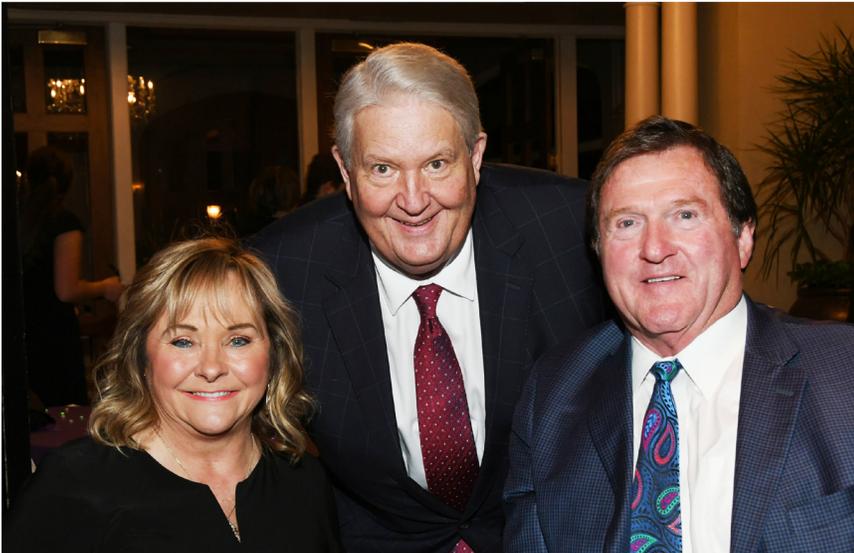
TyMBER Holt  
Hope Horton  
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Network for Good  
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Floyce Young-Kirkpatrick  
James Zumwalt

2022

# Lyric Theatre of Oklahoma's BROADWAY BASH!



# 2022 Development Report

2022 was a pivotal year of engagement for Lyric's Theatre's philanthropic individuals, corporations, and foundations. Contributed support surpassed \$2.5 million, bolstering Lyric's professional productions, educational and arts outreach initiatives, and Lyric's Thelma Gaylord Academy.

Lyric's corporate partners continued to demonstrate their optimism and belief in our mission through instrumental support of every component of Lyric's annual programming. Corporate investment in Lyric's innovative season productions continues to grow, expanding our ability to bring live musical theatre to a broader audience. In the Fall of 2022, Lyric celebrated a \$1,000,000 gift from Devon Energy for the indoor return of Lyric's A CHRISTMAS CAROL at the Plaza Theatre after being produced outside since 2020. While the competition for corporate sponsorships remains aggressive among nonprofit organizations, Lyric's Development Team continues to significantly surpass corporate sponsorship goals.

The Lyric Understudies launched in 2022 under the thoughtful leadership of chairperson Scott Bartel. The Understudies is a group of inclusive theatre lovers that support the efforts and artistic vision of Lyric Theatre of Oklahoma through social events and theatre engagements. The group hosted several events in 2022 that included happy hours, an 80s dance class, an afterparty, and Holiday caroling in the Plaza District. The Understudies' membership has already grown to more than 35 individuals.

Susan and Mike Turpen served as Lyric's Honorary Co-Chairs of the 2022 BROADWAY BASH!, where almost 250 people celebrated the exceptional accomplishments of 2022 - and signaled their belief in Lyric's mission by exceeding the fundraising goal before the party kicked off! The festive October evening at the Oklahoma City Golf and Country Club included pop-up performances from Lyric's finest, a special tribute to the Turpens from Broadway-great Emily Skinner, and the inaugural afterparty, Lyric Late Night hosted by Lyric Understudies, that capped off the evening with the audience belting Broadway tunes from the top of their lungs!

Dr. Elliott R. Schwartz and Pamela Shanklin significantly expanded the reach of Lyric's Musical Interactive program through the largest gift received to date for the program. The primary goal of Musical Interactive is to introduce musical theatre to students who may have never experienced the art form due to financial or geographical limitations. Lyric's Musical Interactive program is offered to schools statewide free of charge and is accessible to school children Pre-K through 12th grade. The investment made by Dr. Schwartz and Mrs. Shanklin will allow Musical Interactive to visit over 100,000 students in 63 of Oklahoma's 77 counties during the 2022-2023 school year.

Lyric received grants from more than a dozen private foundations and granting organizations, including Allied Arts, the Inasmuch Foundation, the Gaylord Foundation, the Shubert Foundation, the Carolyn Watson Foundation, the Oklahoma Arts Council, the Opportunities for Children iFund, and the Kirkpatrick Foundation. At the close of 2022, Lyric received a substantial grant from Allied Arts designated to continue recovering the losses from the crisis caused by COVID-19.

Due to Lyric's steady recovery from the pandemic, Lyric was able to add to the Development Team in 2022. After serving as a Development intern during the 2022 Summer Season, Mia Sherlock accepted the full-time position of Lyric Special Projects Associate. Mia recently graduated with a Bachelor of Science in Dance and Arts Management from The Ann Lacy School of American Dance and Entertainment at Oklahoma City University. In October, Mady Hendryx accepted the Grants and Individual Campaigns Manager position. Mady graduated from Oklahoma State University with a Bachelor of Arts in Music and joins the team after serving as the Donor and Volunteer Coordinator at the OKC Philharmonic.

Respectfully submitted,

**Carrie Leonard**  
*Vice President of Development*

**Kerrie Brinkman-White**  
*Director of Development*

# Lyric's OKLAHOMA! Musical Interactive

Each year, Lyric's MUSICAL INTERACTIVE Program brings the magic of musical theatre performance to students across the state of Oklahoma. Underwritten solely by corporate and foundations support, Lyric provides the MUSICAL INTERACTIVE PROGRAM free of charge to interested schools and is in the middle of its 16th year of original performances.

Schools Attended/Scheduled: **277**    Students Reached: **117,592**    Number of Performances: **359**    Counties Reached: **63**

*\*Due to the school year still being in session, numbers may change.*



## LYRIC OKLAHOMA! MUSICAL INTERACTIVE DONORS:

Dr. Elliott R. Schwartz & Pamela Shanklin, Carolyn Watson Rural Oklahoma Community Foundation, Devon Energy, Allied Arts Educational Outreach Program, Globe Life, Kirkpatrick Foundation, Inasmuch Foundation, The McGee Foundation, National Endowment for the Arts, Oklahoma Arts Council, The Shubert Foundation and Wilshire Charitable Foundation.

Photo at the top: The cast of Lyric's OKLAHOMA! Musical Interactive at Scissortail Elementary in Edmond. Bottom Left: Greg Gore & Julianne Reynolds at Lyric's Plaza Theatre for Homeschoolers Day. Bottom Right: The cast of Lyric's OKLAHOMA! Musical Interactive with Sheridan McMichael at Lyric's Plaza Theatre for Homeschoolers Day. All photos taken by: Miki Galloway.

# Lyric Theatre of Oklahoma, Inc.

## Statement of Activities for the years 2021-2022, ending December 31, 2022

	2021		2020		
	Without Restrictions	With Restrictions	Total	With Restrictions	Total
<b>Revenue and Other Support</b>					
Ticket sales	\$ 706,011	\$ -	\$ 706,011	\$ 390,896	\$ 390,896
Contributions	495,970	524,572	1,020,542	716,814	1,336,846
Recovery grants	1,639,182	-	1,639,182	-	-
In-kind donations	71,621	-	71,621	83,225	83,225
Other programs-revenues	240,378	-	240,378	251,886	251,886
Special events	114,983	-	114,983	16,450	16,450
Less: direct expenses	(18,698)	-	(18,698)	-	-
Net income from special events	96,285	-	96,285	16,450	16,450
Program advertising	33,962	-	33,962	31,450	31,450
OKC Community Foundation	40,567	-	40,567	39,422	39,422
Interest income	2,160	-	2,160	1,864	1,864
Other income	179,416	-	179,416	99,453	99,453
Net assets released from restrictions	622,032	(622,032)	-	683,094	(683,094)
Total revenue and other support	4,127,584	(97,460)	4,030,124	2,314,554	2,251,492
<b>Expenses</b>					
Program expenses	1,832,247	-	1,832,247	1,842,997	1,842,997
Ticket office and marketing	333,703	-	333,703	263,937	263,937
General and administrative	463,025	-	463,025	433,012	433,012
Fundraising	93,627	-	93,627	88,268	88,268
Total expenses	2,722,602	-	2,722,602	2,628,214	2,628,214
Changes in net assets from operations	1,404,982	(97,460)	1,307,522	(313,660)	(376,722)
Change in endowed funds held by					
Foundations	-	921,751	921,751	-	574,513
Net changes in net assets	1,404,982	824,291	2,229,273	(313,660)	197,791
Distribution of earnings from					
Foundations	232,045	(232,045)	-	195,067	-
Net assets at beginning of year	3,427,327	6,354,493	9,781,820	3,545,920	9,584,029
Net assets at end of year	\$ 5,064,354	\$ 6,946,739	\$ 12,011,093	\$ 3,427,327	\$ 9,781,820

## 2022 Finance Report

2022 was a very good year financially for Lyric Theatre as we continued to recover from the negative and challenging impact COVID-19 had on the Arts in our community, the nation, and worldwide. The favorable impact Lyric Theatre received of approximately \$952,000 in Recovery Grants, and the generous support of \$1,000,000 received from Devon Energy to provide a 10-year sponsorship of Lyric's production of A CHRISTMAS CAROL bolstered our traditional sources of income and strengthened our balance sheet.

The budgeting process for 2022 was clouded with uncertainty surrounding the timing of our patrons' willingness to return indoors, coupled with COVID's negative impact on our subscriber base. With that said, Lyric Theatre is pleased to report 2022 Ticket Sales of \$1,519,037, which represents 105% of our budgeted goal. Total Revenue for the year was \$5,945,184 (140% of budget) against Total Expenses of \$4,271,480 (102% of budget), resulting in Net Ordinary Income of \$1,673,704, far exceeding our forecast for a nominal gain for the year. Staff is congratulated for driving revenue to exceed budget and controlling expenses near budgeted levels to realize this favorable carryover.

Lyric's Balance Sheet as of 12/31/22 listed Total Assets of \$12,994,933 against Total Liabilities of \$887,836, resulting in Total Equity of \$12,107,098. Cash balances totaled \$3,533,401, providing strong sources of liquidity to meet Lyric's obligations in a timely manner. Long-term support is also provided by Lyric's Endowment funds which totaled \$5,462,405 at year-end. To note is the fact that our Endowment Fund balances reflected an unrealized loss in value of \$959,762 at year-end, resulting from a general downturn in the stock market where these funds are invested.

Lyric Theatre moves into 2023 with optimism as we can continue to build on the gains our solid financial platform realized in 2022.

Respectfully submitted,  
**Brad Ferguson**  
*Finance Committee Chair*



The cast of Lyric's A CHRISTMAS CAROL along with Devon Energy & Lyric Theatre Staff at Devon's financial gift announcement (Photo By: Miki Galloway).

# 2022 Facilities Report

- A 2005 Isuzu NPR Diesel Truck was purchased for our Production Team's use.
- Maglocks were installed at The Plaza Theatre and PC by PyFi in March. This installation allows the box office to use their ticket window for daily ticket sales by giving them remote control of unlocking/locking the theatre's lobby door. This installation allows staff that have offices in the PC building a more efficient and safe way to answer the door. It also gives staff a PC door that is accessible by code. Although many issues with the maglocks have occurred since the installation, both doors are currently in working order.
- In March, a fire sprinkler head in Studio C (located in the PC) burst after a frozen pipe started to thaw. Many small items were damaged by the water but all affected music equipment in the studio dried on their own. Phoenix Restoration Services extracted the water from the building and provided dehumidifiers to ensure there was no moisture left in the drywall material of Studio C, Men's Restroom or Prop Shop.
- The Plaza Theatre's Marquee was repaired in 2022. It has had a few problems with the transformers on the unit but most work has been covered under warranty. It currently has one ring of neon out. Dalmarc Sign will make the repairs before the opening of BIG RIVER
- Fabian Garcia (*Resident Lighting Designer*) led the installation of our beautiful twinkle lights that highlight the entrance of the Plaza Theatre in time for the opening of HEAD OVER HEELS, our return indoors.
- Our 40-ton HVAC unit's heating was repaired and is currently working well. This unit is now back on a quarterly schedule for routine maintenance.
- Salda Communications replaced the main computer board and power supply board of the theatre's FACP. This repair resolved the unit's frequent "internal trouble" and "battery supply trouble" error codes of the Fire Alarm Panel.
- R.K. Black completed the installation of Lyric's server to a new Google Cloud Drive in November. This installation allows Lyric Staff to access our shared files with a simple internet connection.
- A Better Fence completed work on our Admin. Parking Lot's new Western Red Cedar privacy fence in December.

Primary Contractors Include: Air Comfort Solutions (HVAC), Hunter Mechanical (40-Ton A/C Unit), Oklahoma TAB and Commissioning (Air flow analysis), Voss Lighting (Lightbulbs and Fixtures), Terminix (Pest and Termite Treatment), Mayfair Lock and Key (Door and Lock repairs), Graco Roofing and Construction (General Contractors), J. Curry Electric (Electrical Wiring), Salda Communications (Alarms and Security Monitoring), Mollman Culligan's Water (Coolers and Water Tanks), Commercial Cleaning of Oklahoma (Custodial Services), Hull Plumbing (PC Sump Pump), and R.K. Black (Computer Network and Phone Systems).

Respectfully submitted,

**Lauren Hathcoat,**

*Facilities, COVID Safety & Front of House Manager*

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Kurt Carter  
Ed Clements  
David Dobson  
Senator Kay Floyd  
Olivia Glazner-Cassil  
Brenda Hernández  
Lou C. Kerr  
Blake Lawrence  
Randy Lewis  
Paula Love  
Mollie McCurdy  
Robert S. McKown  
Scott McLaws  
Sarah Moore  
Judy Reyes-Henderson  
Gary Rosenhamer  
Leslie St. John  
Dr. Pooja Singhal, M.D.  
Carl Shortt  
Mary Deane Streich  
Mary Ann Tomlinson  
Jon Trudgeon  
Patricia Williams, M.D.  
Emily Yowell

### EMERITUS BOARD

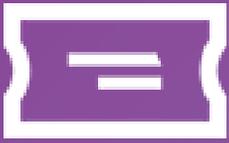
J. Angela Ables  
Patricia Austin  
Gail K. Beals  
Randy Compton  
Dr. David Flesher, M.D.  
Linda Garrett  
Dee Hessel  
L. Win Holbrook  
Richard R. Horton  
Barbara Jett  
Ginny Lawrence  
Robin Lister  
Keith Long  
Paula Stover  
Mike Turpen, Esq.  
Don T. Zachritz

John Bedford, *Ex Officio*

## Lyric Staff

**Michael Baron**, *Producing Artistic Director*  
**Jim Reynolds**, *Managing Director*  
**Ashley Wells**, *Executive Producer*  
**Matthew Sipress**, *Company Manager/Production Manager*  
**Michael Bratcher-Magallanez**,  
*Director of Marketing & Public Relations*  
**Miki Galloway**, *Marketing Coordinator/Interactive Scheduler*  
**Kerrie Brinkman-White**, *Director of Development*  
**Mady Hendryx**, *Grants & Campaigns Manager*  
**Mia Sherlock**, *Special Projects Associate*  
**Jeffrey Meek**, *Resident Costume Designer*  
**Fabian J. Garcia**, *Resident Lighting Designer/Master Electrician*  
**Corey Ray**, *Resident Sound Designer/Audio Engineer*  
**Leia J. VanLue**, *Finance Manager*  
**Angela Dambold**, *Payroll & Accounts Payable Administrator*  
**Lauren Hathcoat**, *Facilities, COVID Safety & Front of House Manager*  
**Derek Kenney**, *Box Office Manager*  
**Dillon Bertholf**, *Box Office Associate*  
**Josiah Brooks**, *Technical Director*  
**Josie Walley**, *Lead Carpenter*  
**Rozz Grigsby**, *Thelma Gaylord Academy Director of Education*  
**Lauren Leppke**, *Education Associate*  
**Matt Brown**, *Production & Rental Associate, RoKademY Director*  
**Ronn Burton**, *Production Director, Private Voice & Acting Teacher and Academy Professional Artist Training Program Instructor*  
**Kim Cobb**, *Production Music Director, Private Voice Teacher*  
**Thomas Olson**, *Dance Instructor, Choreographer*  
**Megan Olson**, *Production Director, Wardrobe Coordinator*  
**Summer Nolan**, *Pre-Production Dance Instructor, Choreographer*  
**Jaylynn Nash**, *Pre-Production Teacher, Young Performers' Supervisor*  
**Tristan Gfeller**, *Rokademy Assistant Director*  
**Kevin Smith**, *Private Voice Teacher*  
**Jenny Rader**, *Private Voice Teacher*  
**Danielle Briseno & Brandi Coffman**, *Lyric Academy Parent Support (LAPS) Booster Club Co-Coordinators*





# LYRIC THEATRE OF OKLAHOMA



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