



Lyric Theatre of Oklahoma

Annual Report 2017

Michael Baron / Producing Artistic Director

Jim Reynolds / Managing Director

William R. Kakish, M.D. / President, Board of Directors

2017 Artistic Programming Highlights

JANUARY

Paula Stover's Retirement Celebration Concert

FEBRUARY

ASSASSINS featuring post-show discussions after each performance | Summer audition week

MARCH

Co-production of JAMES AND THE GIANT PEACH with Adventure Theatre in Washington, DC launching our first Theatre for Young Audiences production | Two "sensory-friendly" performances offered for the first time at Lyric | OETA documentary about sensory-friendly theatre and Lyric's production of JAMES AND THE GIANT PEACH | In repertory with JAMES AND THE GIANT PEACH, Lyric produced I AM MY OWN WIFE featuring post-show discussions after each performance

APRIL

NAMT spring conference in Los Angeles, CA

Director for the annual NEA POETRY OUT LOUD National Finals in Washington, DC

MAY

Attended the Helen Hayes Awards in DC where Lyric's resident costume designer, Jeffrey Meek, as well as Michael were nominated for Best Costume Design and Direction for Lyric and Adventure Theatre's co-production of JAMES AND THE GIANT PEACH
Summer Season preview performance at Broadway and Brew

JUNE

MILLION DOLLAR QUARTET, a co-production with Zach Theatre of Austin, TX opened summer shows at the Civic Center Music Hall

JULY

New production of Disney's WHEN YOU WISH with many guests from Disney Theatricals in attendance and WEST SIDE STORY

AUGUST

IN THE HEIGHTS in collaboration with Zach Theatre of Austin, TX

SEPTEMBER

Lyric's production of I AM MY OWN WIFE opens Tulsa Project Theatre's season | Lyric's Fall auditions

OCTOBER

ROCK OF AGES runs with added performance week, due to sales | Performance by Tony-winner Beth Leavel at Lyric's Broadway Ball | NAMT fall conference in NYC with Festival of New Musicals and board member sessions

NOVEMBER / DECEMBER

Wichita State University Industry Day guest

Lyric's A CHRISTMAS CAROL featuring new cast members and Ghost of Christmas Future puppet and becoming the 3rd highest grossing show in Lyric history!



Michael Baron
Producing Artistic Director



2017 Managing Director's Report

JANUARY

- New Managing Director, Jim Reynolds, joined Lyric Theatre on January 23.
- Met individually with entire Lyric Theatre staff.
- Established new, weekly Marketing and Development departmental meetings.

FEBRUARY

- Reviewed and updated revenue generation strategies and policies with Marketing, Development, Concessions/Rentals and Education Directors.
- Established weekly finance reporting with Business Manager, including year over year comparisons.
- With the Facilities Manager, identified and implemented immediate facility needs.
- First show of the 2017 season, ASSASSINS, overshot revenue goal and achieved critical success.

MARCH

- JAMES AND THE GIANT PEACH opened as Lyric Theatre's first Theatre for Families production. Overshot projected ticket revenue goal. Established a viable TFF slot on future seasons.
- Marketing Director and Managing Director attended TRG Planning Summit.

APRIL

- I AM MY OWN WIFE achieved box office success and earned critical acclaim.
- Attended National Alliance of Musical Theatre Spring Conference in Los Angeles
- 2018 Season, including the new 3-show summer schedule, announced to Lyric Subscribers via mail and email.

MAY

- As part of a re-designed 2018 Subscription Campaign, Subscription Renewals mailed one month earlier than in 2016. With the earlier revenue influx, the theatre had no need to dip in to cash reserves to cover summer season expenses.

JUNE

- MILLION DOLLAR QUARTET, a co-production with ZACH Theatre of Austin, TX, kicked off the 2018 Summer at the Civic season to audience raves.

JULY

- Lyric created an all-new production of Disney's WHEN YOU WISH with Disney guests attending throughout the run.
- Lavishly orchestrated WEST SIDE STORY played to cheering audiences.

AUGUST

- IN THE HEIGHTS, in collaboration with ZACH Theatre of Austin, TX, closed the 2018 Lyric at the Civic Season becoming the highest attended show of the summer and overshooting its projected revenue goal.

SEPTEMBER

- Established new, monthly Department Heads meetings.
- Established quarterly full staff meetings.
- Created and distributed new "Anti-Harassment in the Workplace" policy to staff.

OCTOBER

- ROCK OF AGES played an extended, 4-week run in the Plaza Theatre, overshooting its projected revenue goal.
- Lyric's Broadway Ball was a success and achieved net revenue goal.
- Attended NAMT Fall Conference Festival of New Musicals in NYC.

NOVEMBER / DECEMBER

- A balanced 2018 budget was presented and approved by Lyric's Finance and Executive Committees.
- Conducted staff (all levels) performance reviews including individual 2018 goals.
- Lyric's A CHRISTMAS CAROL played to capacity houses and became the 3rd highest grossing show in Lyric's history and the highest grossing among Plaza Theatre productions.
- Through expanded programming and enhanced revenue strategies, Lyric's Gaylord Academy ended 2017 posting a profit – first time in its history. Attendance and scholarship awards were at an all time high.
- Lyric achieved record-setting costume and set rentals.
- 2017 season ended in the black with a \$70,000 surplus!
- Staff was awarded end-of-the-season bonuses and a 3% salary increase for 2018 – the first raise increase in 3 years.

SUMMARY:

Through the creative and dedicated work of Lyric Theatre's Staff and Board, we ended the 2017 season on a successful, high note. As the theatre grows, Lyric continues to retain a loyal patron base while attracting new and diverse audiences at each and every production. Quality programming, expanded brand messaging, excellent press, growing donor support, expanded education programs and tremendous word of mouth all contribute to Lyric's unparalleled success in Oklahoma. As we strategize for the future, 2018 will see continued, planned expansion in all aspects of the theatre's programs, revenue generation, community outreach and attendance.



Company

Add a little bit of body text



Matthew Alvin Brown

Photos by KO Rinearson



Company

ASSASSINS

Music and Lyrics by Stephen Sondheim / Book by John Weidman

Directed by Michael Baron

February 8 – 26

JAMES AND THE GIANT PEACH

Co-production with Adventure Theatre of Washington, D.C.

Book by Timothy Allen McDonald / Based on the book by Roald Dahl

Directed by Michael Baron

Choreographed by Rachel Dolan

March 29 – April 9



Photos by KO Rinearson

Company



Renee Anderson & Cristela Carrizales



Jordan Jacobs & Justin Larman



I AM MY OWN WIFE

By Doug Wright
Directed by Michael Baron

March 29 – April 9



All Photos of Matthew Alvin Brown by KO Rinearson



Company



Emily Farr & Jeff Jeffers



Gavin Rohrer

Photos by KO Rinearson

MILLION DOLLAR QUARTET

Co-production with Zach Theatre of Austin, TX

Book by Colin Escott and Floyd Mutrux

Directed by Dave Steakley

June 27 – July 1



Photos by KO Rinearson



Ashley Arnold, Mateja Govich, & Serena Feng



Hannah Fernandes & Gino Chaviano

DISNEY'S WHEN YOU WISH

*Directed by Michael Baron
Choreographed by Ashley Wells
Music & Orchestration by Jim Abbott*

July 11 – 15

WEST SIDE STORY

Book by Arthur Laurents / Lyrics by Stephen Sondheim

Music by Leonard Bernstein

Directed by Matthew Gardiner

Choreographed by Amy Reynolds-Reed

July 25 – 29



Company



Company



Austin Colby & MaryJoanna Grisso

Photos by KO Rinearson

IN THE HEIGHTS

Co-production with Zach Theatre of Austin, TX

Music and Lyrics by Lin-Manuel Miranda

Book by Quiara Alegria Hudes

Directed and Choreographed by Michael Balderrama

August 8 – 12

Theresa Medina & Keith Contreras-McDonald



Company



Gina Marie, Cristina Sastre, Alicia Taylor Tomasko, & Celeste Castillo



Photos by KO Rinearson



Company



Derrick Medrano, Vince Leseney, & Gregory Decandia



Joshua Hobbs, Lauren Urso, & Company

ROCK OF AGES

Book by Chris D'Arienzo / Arrangements and Orchestrations by Ethan Popp

Directed by Ashley Wells

Choreographed by Amy Reynolds-Reed

October 11 – November 4

Photos by KO Rinearson



LYRIC'S A CHRISTMAS CAROL

By Charles Dickens

Directed and Adapted by Michael Baron

Choreographed by Ashley Wells

November 29 - December 24

Photos by KO Rinearson

Theлма Gaylord Academy

- Ticketed productions for 2017 included ALICE IN WONDERLAND JR and SOME ASSEMBLY REQUIRED in the spring, summer production camp MADAGASCAR JR., and ADDAMS FAMILY and NOT-SO-GRIMM TALES + SHAKESPEARE SHOWCASE in the fall. MADAGASCAR and GRIMM/SHAKES earned sold out performances and ADDAMS FAMILY earned a completely sold out run.
- RoKademy is in its seventh year and has moved to a school-year cycle, performing an album in its entirety at the end of each spring semester. This year they performed Pink Floyd's THE WALL to very excited audiences.
- In addition to regular spring and fall classes, the Academy expanded programming to include four additional one-week summer camps. These camps were popular with families, increased tuition income, and grew our student base as many summer campers returned to participate in fall programming.
- Ticket income for 2017 was a challenging goal to meet, and the Academy was able to reach 73% to goal. This can be compared to 66% to goal in 2016.
- Enrollment numbers during this year of leadership transition stayed strong. We achieved 93% to goal for student enrollment for the year. Enrollment in the Spring fell by 32%, then rebounded when summer enrollment more than doubled over Summer 2016, mainly due to the summer programming expansion. Fall enrollment increased by 8% over last year.
- As a result of a very successful summer and a solid fall, tuition income for the year ended at 14% above projections.
- 48 students were awarded scholarships in 2017, and the total scholarships dispersed amounted to 77% of the available budget. A new partnership with Boys and Girls Club became part of the overall scholarship strategy and brought new students to the Academy.

Respectfully submitted -

Sarah Fisher, Vice President of Education



Photo by Rozz Grigsby

LAPS (Lyric Academy Parents Support)

JoEllen Poindexter - Coordinator
Alicia Currin-Moore - Co-Coordinator
Gladys Feng - Treasurer
Charlotte Brown - Secretary

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.



Photo by Silver Stone Photography

*Thelma Gaylord Academy
Spring 2017*

ALICE IN WONDERLAND JR

*Directed by Haley Jane Pierce
Music Direction by Kevin Smith
Choreography by Morgan Wilson*

SOME ASSEMBLY REQUIRED

*Directed by Nick Bartell
Music Direction by Kevin Smith
Choreography by Morgan Wilson*

RoKademy Presents: Pink Floyd's THE WALL

Directed by Matt Brown





Photo by K. Talley Photography

Thelma Gaylord Academy

Summer 2017

MADAGASCAR JR.

Directed by Emily Farnham

Music Direction by Rebecca Beaucourt

Choreography by James Grigsby

PreK Creative Drama (Ages 3-5)

Creative Drama (Ages 6-8)

Acting Studio (Ages 9-15)

Musical Theatre: Rock Musicals (Ages 6-8 & 9-15)



Photo by Rozz Grigsby



Photo by Rozz Grigsby

*Thelma Gaylord Academy
Fall 2017*

THE ADDAMS FAMILY

*Directed by Rozz Grigsby
Music Direction by Kevin Smith
Choreography by Morgan Wilson*

NOT-SO-GRIMM TALES + SHAKESPEARE SHOWCASE

Directed by Nick Bartell



Photo by Nick Bartell



Photo by Silver Stone Photography



Photo by Silver Stone Photography

MUSICAL INTERACTIVE

Lyric's Musical Interactive program brings the magic of musical theatre performance to students across the state of Oklahoma. Underwritten solely by corporate and foundation support, Lyric is able to provide Musical Interactive FREE OF CHARGE to interested schools and just completed its 10th year of original performances.

In addition to traditional school sites, Lyric also partners with local organizations such as The Children's Center, Positive Tomorrows, The Oklahoma School for the Deaf and Boys & Girls Clubs of Oklahoma County to bring the production to students. During the Fall 2017 semester, Lyric even provided three performances for home school students at its Plaza Theatre on NW 16th Street in Oklahoma City.

Spring 2017 "1776 Interactive"

30,175 students served at 71 schools

Fall 2017 "CALL ME MADAM Interactive"

23,220 students served at 63 schools

2017 Total

53,395 students served at 134 schools



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JAMES AND THE GIANT PEACH

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ROCK OF AGES

Paula and Carl Stover

LYRIC'S A CHRISTMAS CAROL

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David C. Henderson, CPA
Rose M. Henrichs
Dee Hessel
Linda & Charles Jelinek
Julie & Stephen LaFollette
Robert & Mary Leveridge
Beth V. & Myers W. Lockard, III
Justin & Lindsey Manning
Donald & Peggy Manning
Jean & Dave McLaughlin
Vickie & Mark Nichols
Diane L. Nickel
Caroline & Guy Patton
Mary & Bill Price
Margo Price
Dr. Ilse & Joe Salazar
Madeline Schooley
Michael & Jill Sleem
Jay Smith
Mike Stuart
Rosilyn & George Warren
Dr. & Mrs. James H. Wells

IN HONOR

IN HONOR OF GAIL K. BEALS

Jon H. Trudgeon

IN HONOR OF RICHARD P. DULANEY

Don T. & Carolyn T. Zachritz

IN HONOR OF NATALIE GOODIN

Janet & Kenneth Goodin

IN HONOR OF LYRIC'S 2016 EXECUTIVE COMMITTEE

William R. Kakish, M.D.

IN HONOR OF PAULA STOVER

Barbara & Mason Jett
Mr. & Mrs. Robert S. McKown

IN HONOR OF SANDY & JON TRUDGEON'S ANNIVERSARY

Ann, Kelly & Jon

IN HONOR OF GREG WEDEL & RAINEY WILLIAMS

Don T. & Carolyn T. Zachritz

IN MEMORY

IN MEMORY OF EARL AUSTIN

Irma B. Elliott
John & Janet Hudson
Lyric Theatre Board of Directors
Robert & Doris McKown
Cliff & Vickie Miller
Brian & Charlotte Mitchell
Paula & Carl Stover
Don T. & Carolyn T. Zachritz

IN MEMORY OF BERT BILLINGTON BEALS

Jim & Christy Everest
SoRelle & Don Fitzgerald
Lyric Theatre Board of Directors
Robert & Doris McKown
Paula & Carl Stover
Jon H. Trudgeon
Don T. & Carolyn T. Zachritz

IN MEMORY OF KAREL & JOE LOVE

John & Janet Hudson

IN MEMORY OF DEE WOODRUFF

Sharon A. Miller & Christopher P. Miller

IN MEMORY OF
L. THOMAS DULANEY, JR.
Don T. & Carolyn T. Zachritz

IN MEMORY OF MR. & MRS.
LUTHER T. DULANEY
Don T. & Carolyn T. Zachritz

IN MEMORY OF GARY MINARD
Carol & Kerry Alexander
Blake & Gina Babka Bryan
Danielle P. Durocher
Dee Durocher
Irma B. Elliott
Patrica & Donald Goodale
Koch Communications
Robin J. Lister
Mr. & Mrs. Robert S. McKown
Deborah D. Minard
Jeff, Siobhan & Joie Morava
Mary Deane Streich
Allie & Brian Tabberer
Catherine and Gary Warren
Ben J. Williams

IN MEMORY OF WILLIAM J. PHILLIPS
Paula and Carl Stover
Don T. and Carolyn T. Zachritz

IN MEMORY OF RICK ROGERS
Jim & Christy Everest
Melodie & Greg Osborn
Lee Overstreet & Amy Zuback
Parthena & Roger Owens
Allie & Brian Tabberer
Ben J. Williams

IN CONTINUED REMEMBRANCE OF
SANDRA BRYAN TRUDGEON
Ellen & Allan Metz

BROADWAY BALL
SPECIAL APPEAL CONTRIBUTIONS
GIVEN IN HONOR OF LYRIC'S 2017
JOHN E. KIRKPATRICK HONOREE
MARY DEANE STREICH

Dr. Jack and Ruth Beller
Kristine and Web Browne
Deanna and Joe Cardenas
Terrance and Karla Cason
Sara and Jeb Cook
Mrs. Jackie Cooper
Nick Demos
Linda Ewerth
Ellen and Tim Fleming
David and Lisa Flesher
Linda D. Garrett
Michael and Elizabeth Gray
Mrs. Lou C. Kerr /
The Kerr Foundation, Inc.
Karen and Herb Klontz
Ryan and Carrie Leonard
Tracey and Randy Lewis
Paula Love
Mildred Majors
Scott and Michelle McLaws
Mike and Pam Mowry
Michael and Jim Pullen
Judy and Richard Riggs
Lance and Cindy Ruffel
Danyel and Jonathan Siler
Donna and Randy Smith
Mary Deane Streich
Kevin and Beth Taylor
Catherine and Gary Warren
Ashley and Bart Wells
David and Jennifer Woods

2017 Development Report

During Lyric's 2017 Season, generous individuals, corporations and foundations contributed nearly \$1.6 million to support Lyric's professional productions, educational programs and arts outreach initiatives, a 3.6% increase over the 2016 Season. Lyric achieved 99% of its budgeted fundraising goal.

More than 600 donors made individual contributions to the campaign and helped make 2017 the highest grossing year for individual contributions in the organization's history. In addition to their annual gifts, donors turned out to support Lyric's annual fundraising events, Broadway & Brew and the Broadway Ball, raising additional funds through the purchase of event tickets, raffle tickets and auction items. They were also treated to some exclusive experiences throughout the year, including a pre-summer kick-off party, a meet and greet on stage with the actors playing Aladdin and Jasmine in *Disney's When You Wish*, and backstage tours of *West Side Story*.

In 2017, Lyric's corporate partners provided instrumental support to every component of Lyric's annual programming, from sponsorships of season productions to funding that helped take Musical Interactive to schools throughout the state free of charge. The common thread uniting Lyric's corporate partners is a love for theatre and a passion for the community. And though competition for corporate contributions remains high and the organization fell short of its 2017 sponsorship goal by 4%, the generosity companies are pouring back into our community makes Lyric hopeful that many more corporations will follow their example in the coming years.

Lyric was the recipient of grants from more than a dozen private foundations and granting organizations, including Allied Arts, The Oklahoma Arts Council, and the National Endowment for the Arts. Combined funding from all of these organizations constitutes roughly 40% of Lyric's budget for contributed support. Even though this funding has become more competitive, Lyric exceeded its budgeted goal, ending the year at 103%.

Respectfully submitted -
Carol Ringrose Alexander, Vice President of Development

Lyric Theatre of Oklahoma, Inc.
Statements of Activities
For the Years Ended December 31, 2016 and 2015

	2016				2015			
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue and Other Support								
Ticket sales	\$ 2,146,196		\$ -	\$ 2,146,196	\$ 2,179,386	\$ -	\$ -	\$ 2,179,386
Contributions	728,117	648,305	-	1,376,422	749,313	746,828	-	1,496,141
Other programs-revenues	245,551		-	245,551	278,261	-	-	278,261
Special events	219,858		-	219,858	182,435	-	-	182,435
Less: direct expenses	(48,009)	-	-	(48,009)	(47,959)	-	-	(47,959)
Net income from special events	171,849	-	-	171,849	134,476	-	-	134,476
Program advertising	83,670		-	83,670	77,747	-	-	77,747
OKC Community Foundation	37,090		-	37,090	36,339	-	-	36,339
Interest income	1,920		-	1,920	1,358	-	-	1,358
Other income	170,739		-	170,739	130,922	-	-	130,922
Net assets released from restrictions	744,186	(744,186)	-	-	688,749	(688,749)	-	-
Total revenue and other support	4,329,318	(95,881)	-	4,233,437	4,276,551	58,079	-	4,334,630
Expenses								
Program expenses	3,097,453	-	-	3,097,453	3,395,325	-	-	3,395,325
Ticket office and marketing	762,630	-	-	762,630	614,737	-	-	614,737
General and administrative	452,638	-	-	452,638	393,119	-	-	393,119
Fundraising	227,278	-	-	227,278	215,019	-	-	215,019
Total expenses	4,539,999	-	-	4,539,999	4,618,200	-	-	4,618,200
Changes in net assets from operations	(210,681)	(95,881)	-	(306,562)	(341,649)	58,079	-	(283,570)
Change in endowed funds held by Foundations	-	281,936	-	281,936	-	(94,162)	-	(94,162)
Net changes in net assets	(210,681)	186,055	-	(24,626)	(341,649)	(36,083)	-	(377,732)
Transfer to endowed funds held by Foundations	-	-	-	-	(260,000)	-	260,000	-
Distribution of earnings from Foundations	89,062	(89,062)	-	-	219,448	(219,448)	-	-
Net assets at beginning of year	3,933,860	1,751,096	3,904,412	9,589,368	4,316,061	2,006,627	3,644,412	9,967,100
Net assets at end of year	<u>\$ 3,812,241</u>	<u>\$ 1,848,089</u>	<u>\$ 3,904,412</u>	<u>\$ 9,564,742</u>	<u>\$ 3,933,860</u>	<u>\$ 1,751,096</u>	<u>\$ 3,904,412</u>	<u>\$ 9,589,368</u>

2017 Facilities Report

- **JANUARY** -Repairs made on large theatre heater in January, due to failure after Christmas 2016.
- **FEBRUARY** - Replaced HVAC unit servicing most of Administrative Office.
- **MARCH** - City of OKC designated no-parking along Indiana beside PC's rear parking lot, allowing easier access for trucks and Interactive touring vehicle(s).
- **APRIL** - Added annual Terminix Termite treatment to Administrative Office and Theatre, after termite encounter and repairs.
- **MAY / JUNE / JULY** - Donated E-Waste to Science Museum Oklahoma for use in their Education Department. Switched Lawn Care contractor to Old School Lawn Service.
- **AUGUST / SEPTEMBER** - Transition Tony Hartley from hourly employee to staff Head of Security. New computers for Plaza Theatre Lobby Display monitors were installed in September.
- **OCTOBER / NOVEMBER** - New Gate with Crash Bar installed in Plaza Theatre Garden during October. Began limiting public access to Production Center Parking Lot for strongly ticketed performances, reserving spaces for patrons.
- **DECEMBER** - Hallway, Restroom, and Rehearsal Studio Walls repainted in Production Center during December. Replaced Overhead Florescent lights in Lobby, Lobby Restrooms, and Production Center Rehearsal Halls with LEDs.
- **FURNITURE DONATIONS** - Desks, Office Chairs, and Filing Cabinets were received as donations and put to use in various office spaces throughout the year.
- **PRIMARY CONTRACTORS** - Air Comfort Solutions (HVAC), 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), Old School Lawn Service (Lawn Care), Salda Communications (Alarms and Security Monitoring), Mollman Culligan's Water (Coolers and Water Tanks)

Respectfully submitted -
Scott McLaws, Vice President of Facilities

2017 Finance Report

The financial picture for 2017 mirrored 2016 in many ways. The drop in season ticket sales early on had Lyric looking at another \$150,000 plus deficit. And again due to the stellar efforts of all staff, the end of year surplus is predicted to be in the \$70,000 range.

This year the lack of season ticket sales was directly linked with the departure of long time staff member Danyel Siler and the vacancy in the Marketing Director position for three months in the fall of 2016. The new Marketing Director, Beth Adele, took control in December 2016 and did an outstanding job of promoting all single ticket sales for the entire year. Due to Beth's efforts, season renewals for 2018 were well underway by the beginning of the Civic Center shows. Because of this, cash flow for Lyric's most critical time was in an excellent position. For the second year, we did not have to draw on our bank line of credit.

Development faced some challenges as well. But, by the end of the year, Development was 99% of budgeted goal. Both Broadway & Brew in the spring and Broadway Ball in the fall were social and financial successes. The Plaza Theatre bar proved again in 2017 to be a money maker. Increasing bartenders at popular performances helped to reduce lines, therefore increased sales.

The most surprising income line was the Scenery and Costume rental line. It ended the year at 300% or \$80,000 over budget. That coupled with the financial success of Lyric's A CHRISTMAS CAROL - 116% or \$42,351 over goal - put the financial picture for 2017 in a positive light.

The 2018 proposed budget is still on the conservative side, but allows for growth and achievable goals.

Respectfully submitted -
Ian Ogilvie, Vice President of Finance

2017 MARKETING REPORT

SENSORY FRIENDLY - Lyric Partnered with Autism Oklahoma to produce its first Sensory Friendly Performance of *James and the Giant Peach*. OETA aired a 30-minute documentary featuring the making of a sensory friendly production.

TICKETS - Lyric finished the 9-show season surpassing budget goals culminating with the highest grossing Lyric at the Plaza show, the 2017 Lyric's *A Christmas Carol* earning almost \$297,000!

SOCIAL MEDIA - Lyric increased its Facebook followers by 20.12% (11,530 to 13,850); its Instagram followers by 30.39% (2,310 to 3,012), and its Twitter followers by 5.63% (6,655 to 7,030).

MERCHANDISING - Lyric began selling merchandise in the Plaza Theatre lobby starting during Rock of Ages. Get your gifts at Lyric!

GROUPS - Beginning in 2017, a "group" was newly defined as 8 or more patrons adjusted from the previous 10 or more opening doors for increased group sales. Lyric surpassed its group revenue goal in 2017; worked with over 100 groups, with the average group size being 21 patrons. The smallest group was 8, while the largest group was 202.

DON'T JUST ATTEND, EXPERIENCE LYRIC - Pint Nights, Pride Nights, and Friends of the Plaza nights kicked off many patrons' evenings, enhanced the theatre experience, and provided collaboration opportunities for the future.

INTRODUCING LYRIC LINK - Subscribers could renew their subscriptions online with their own Lyric Link accounts.

RENEW EARLIER - Lyric executed a subscription renewal plan that moved renewals early enough to provide enough cash flow to keep Lyric from using its money market fund during the summer and allow for focus on new subscription acquisitions.

COMMUNITY ENGAGEMENT - Lyric placed greater emphasis on community engagement by reaching out to more people who had never stepped foot into Lyric. It worked. Lyric also hosted over a dozen events including Big Brothers Big Sisters, Positive Tomorrows, Girl Scout Day, church nights, dozens of field trips from K-12 and collegiate groups in addition to the special event nights mentioned earlier.

NEW EMAIL LOOK - Out with one email platform, and in with Emma, an email platform allowing for more design and dynamic content.

OU RESEARCH - Two of OU's Marketing Research classes engaged in patron research for two projects: Lyric subscriptions and The Thelma Gaylord Academy.

STAFF ADJUSTMENTS - At the end of 2016, Lyric hired Beth Adele as the new Director of Marketing. Under her leadership, the department has flourished and as a result the many accomplishments of 2017 have been achieved. Additionally, her department increased in number as an Information System Specialist and a Patron Services (formerly telemarketing) Manager have been added!

Respectfully submitted - Carrie Leonard, Vice President of Marketing

LOOKING AHEAD TO 2018

- LYRIC SCENE -

Lyric's young professional (40 or under) subscription package will be introduced. It is a Plaza package for a bundled price and will feature an opening social for members.

- INCLUSION -

Lyric will produce another sensory friendly production during JUNIE B. JONES and ASL performances during FUN HOME in which we invited back talented, deaf actress, Sandra Mae Frank.

- TICKETS -

Even though Lyric has moved from 9 shows in 2017 to 8, the forecasted ticket revenue has increased!

- MERCHANDISING -

Lyric will continue to sell merchandise in the Plaza Theatre lobby and perhaps even during Lyric's Summer at the Civic.

- GIFT CARDS -

Gift cards will be converted to processing through PatronManager, Lyric's CRM database.

- GROUPS and COMMUNITY ENGAGEMENT -

Lyric has an even increased commitment to outreach initiatives that tap into the rich diversity of Oklahoma City and the surrounding region.

- SPECIALTY EXPERIENTIAL EVENTS CONTINUE -

Patrons will continue to be invited to Pint Nights, Pride Nights, Friends of the Plaza nights and restaurant collaborations such as a Southern Soul Brunch at The Pritchard for CROWNS patrons who wish to purchase a brunch ticket through Lyric.

- LYRICTHEATREOKC.ORG -

Lyric has migrated its web domain to LyricTheatreOKC.org to emphasize its 501(c)(3) status. The .com will continue to redirect.

- LYRIC LINK ENHANCED -

Subscribers will be able to add single tickets with their discounts through Lyric Link.



May 11, 2017

BROADWAY & BREW

Seth Lewis
Chair



October 6, 2017

BROADWAY BALL 2017

Lori Mathena
Chair

Amy Mitchell
Jessica Ockershauser
Co-Chairs



Tony Award-Winner Beth Leavel



2017 John E. Kirkpatrick Honoree Mary Deane Streich



2017 Board of Directors

Executive Committee

William R. Kakish, M.D. / President

Brad Ferguson / President-Elect

David J. Flesher, M.D. / Immediate Past President

Mollie McCurdy / Secretary

Carol Ringrose Alexander / Vice President of Development

Sarah Fisher / Vice President of Education

Scott McLaws, CPA / Vice President of Facilities

Ian Ogilvie / Vice President of Finance

Eric Friedman, M.D. / Vice President of Governance

Carrie Leonard / Vice President of Marketing

Bill Martinez / Member-at-Large

Richard Riggs / Member-at-Large

Don T. Zachritz / Member-at-Large

Board

Sharlene S. Branham

Kurt Carter

Terrance Cason

Randy Compton

Ellen Fleming

Betty K. Fletcher

P. Kay Floyd

Janet Hudson

Lou C. Kerr

Randy Lewis

Paula Love

Lori Mathena

Louise McFall

Robert S. McKown

Debbie Nauser

Gary Rosenhamer

Carl Shortt

Mary Deane Streich

Mary Ann Tomlinson

Jon Trudgeon

Linda Whittington

Monica Wittrock

Emeritus

Angela Ables

Patricia Austin

Gail K. Beals

Gayle Freeman Cook

Irma B. Elliott

Linda Garrett

Dee Hessel

Win Holbrook

Richard Horton

Barbara Jett

Ginny Lawrence

Robin Lister

Keith Long

Brian Mitchell

G. Wythe Munford

Mark Robertson

Paula Stover

Mike Turpen

John Winblad

Ex Officio

John Bedford, Dean OCU

Michael Baron, Producing Artistic Director

Jim Reynolds, Managing Director

2017 LYRIC STAFF



Michael Baron
Producing Artistic Director



Jim Reynolds
Managing Director



Ashley Wells
Associate Artistic Director

Beth Adele / Director of Marketing
Catherine Warren / Director of Development
Matthew Sipress / Company Manager & Assistant Production Manager
Deborah Minard / Business Manager
Dawn Drake / Director of Production & Technical Director
Jeffrey Meek / Resident Costume Designer
Michael Bratcher / Audience Services & Public Relations Manager
Rachael Crawford / Group & Community Engagement Coordinator
Chantry Banks / Development Officer
Siobhan Morava / Development Officer
Jessica James Curtis / Information Systems Specialist
Allie Tabberer / Database and Ticketing Manager (thru 6/2017)
Andrew Brown / Production Coordinator & Facilities Manager
Jenny Barrett / Scenic Charge
Matthew Sykes / Staff Audio Engineer
Matt McFarland / Production Technician (thru 10/2017)
Mark Walker / Box Office Associate
Gina Babka Bryan / HR-Business Office Assistant
Tony Hartley / Head of Security
Richard Hartley / Security Officer
Mitchell Laflin / Security Officer
Glen Toney / IT Consultant
Elisa Hoover / Musical Interactive Coordinator
Jessica Carabajal / Plaza House Manager
Rozz Grigsby / Director of Primary Education
Nicholas Bartell / Director of Secondary Education