



Lyric Theatre of Oklahoma

Annual Report 2018

Michael Baron / Producing Artistic Director
Jim Reynolds / Managing Director
Brad Ferguson / President, Board of Directors

2018 Artistic Programming Highlights

JANUARY

Full staff begins taking American Sign Language classes in anticipation of deaf actress Sandra Mae Frank's return to Lyric to perform in FUN HOME • CROWNS directed by Jerome Stevenson begins rehearsals- Lyric's first production written by an African-American woman

FEBRUARY

CROWNS has a successful run bringing in new audiences to Lyric • Summer auditions bring in record numbers of performers from around the nation

MARCH

Michael served as a National Alliance of Musical Theatre's New Works grant panelist • Theatre for Young Audience's production of JUNIE B. JONES directed and choreographed by Ashley Wells broke box office records and was sold out before it opened

APRIL

FUN HOME directed by Michael Baron and choreographed by Matthew Sipress opened in a nationally-acclaimed production featuring the integration of American Sign Language with a deaf actress, and special permission to use visuals from the graphic novel the musical is based on in the scenic design by Dawn Drake • Michael was the Director for the Poetry Out Loud National Finals in Washington, D.C. • Michael directed the program at Bishop McGuinness High School for the annual Oklahoma Holocaust Memorial service with Lyric costume designer Jeffrey Meek providing costumes

MAY

Lyric held a workshop for the new musical DISTANT THUNDER about the Native American community written by Lynn and Shaun Taylor-Corbett in anticipation of a 2020 production.

JUNE

The regional premiere of Disney's FREAKY FRIDAY directed by Michael Baron and choreographed by Amy Reynolds-Reed at the Civic Center Music Hall

JULY

HELLO, DOLLY! starring Tony-nominee Dee Hoty directed by Ashley Wells and choreographed by Matthew Sipress at the Civic Center Music Hall • MAMMA MIA! directed and choreographed by Lyn Cramer at the Civic Center Music Hall • Michael attended the National Alliance for Musical Theatre new works roundtable in Minneapolis

AUGUST

Michael attended auditions in Washington, D.C. for the Lyric Theatre/ Adventure Theatre co-production of HUCK AND JIM'S BIG RIVER • Rehearsals begin for the world premiere of WHEN WE'RE GONE by Alana Jacoby and Scotty Arnold directed by Michael Baron

SEPTEMBER

WHEN WE'RE GONE opens, exceeds attendance projections, and is attended by theatre professionals from around the country

OCTOBER

NAMT fall conference in NYC with Festival of New Musicals and board member sessions • Michael directs A Christmas Carol at Ford's Theatre in Washington, D.C.

NOVEMBER

Broadway Ball features entertainment with tributes to Lyric Creative Hall of Fame inductee Bob Windsor and a preview of BRIGHT STAR with its lead, Bligh Voth • Lyric's A CHRISTMAS CAROL directed by Michael Baron and choreographed by Ashley Wells opens Thanksgiving weekend with an added week of performances and breaks box office and attendance records

DECEMBER

Lyric's A CHRISTMAS CAROL concludes its successful run • Ashley and Michael attend a staged workshop of the new musical DISTANT THUNDER in NYC • 2019 season preview concert featuring students from Michael's OCU musical theatre workshop class • Lyric is featured at Oklahoma City's New Year's Eve "Opening Night" festivities with three concerts at the Civic Center Music Hall

Special kudos go to Director of Production Dawn Drake for her scenic designs for JUNIE B. JONES and FUN HOME and whose teams built every piece of scenery, hung and focused every light for every show, and created every prop. In addition, special recognition to Resident Costume Designer Jeffrey Meek and his team, who designed and built costumes for every production. Finally, a special thanks to the hundreds of artists and technicians both on and off-stage from Oklahoma and around the country that made this entire season possible.



2018 Managing Director's Report

With innovative programming, new outreach initiatives and expanded arts education programs, Lyric Theatre is serving a larger more diverse audience than ever. In a season filled with successes, highlights include

JANUARY

- Established new, monthly meetings between Board President, Producing Artistic Director and Managing Director to identify and review goals for the 2018 Season.

FEBRUARY

- Oklahoma premiere of CROWNS, directed by W. Jerome Stevenson, opens Lyric's season with the raise-the-roof gospel musical. New audience outreach initiatives attracts many first-time buyers to Lyric's Plaza Theatre. Achieves 142% of the revenue goal and critical acclaim.
- American Sign Language classes begin as part of a staff-wide initiative preparing for FUN HOME's run.

MARCH

- JUNIE B. JONES delights family audiences of all ages. The production distinguishes itself by selling out before it opens and earns 191% of revenue goal.

APRIL

- Jim Reynolds and Beth Adele represent Lyric at the National Alliance of Musical Theatre's Spring Conference and Spark New Musicals Festival in Pittsburgh.
- Oklahoma premiere of FUN HOME, directed by Michael Baron, opens to audience and critical acclaim. The story of Lyric's deaf bi-lingual production is featured in Samuel French's national catalogue. Achieves 110% of revenue goal.
- 2019 Season announced to Lyric Subscribers via mail and email.

MAY

- Lyric's BROADWAY AND BREW moves to a new location at the OKC Boathouse, making it the hip and fun event of the spring season.
- As part of a Plaza District cooperative project, Lyric invites the Sasquatch Snow Cone Stand to relocate in front of The Thelma Gaylord Academy. Draws additional families to the west end of the Plaza District. Sasquatch proceeds benefit area youth.

JUNE

- The summer season begins with Lyric's all-new production of Disney's FREAKY FRIDAY directed by Michael Baron, plays to audience raves. Disney executives attend and inspired to apply Lyric's artistic vision to future productions.
- 6-month staff reviews, reviewed progress towards 2018 goals by department.
- Achieved 100% of subscription revenue goal!

JULY

- Lavish, new production of HELLO, DOLLY!, directed by Ashley Wells, wows audiences with lavish costumes, scenic design and precision choreography by Matthew Sipress.

AUGUST

- MAMMA MIA! directed by Lyn Cramer, closes Lyric's 2019 Summer Season with a musical party that has summer audiences dancing in the aisles. Achieves 106% of revenue goal.

SEPTEMBER

- New audiences flock to Lyric's world premiere of WHEN WE'RE GONE, which draws regional theatre inquiries from across the nation. Achieves 132% of revenue goal.

OCTOBER

- Lyric's annual Broadway Ball is a spectacular success and achieves net revenue goal.
- Jim Reynolds joins leaders from theatres around the country and Canada at the TRG Arts Executive Summit in Colorado Springs.
- Represents Lyric at NAMT Fall Conference and New Musicals Conference.
- Lyric joins the Plaza Walls Mural Project. West admin wall is painted by an award-winning artist for Plaza Fest which draws thousands of visitors to the Plaza District.

NOVEMBER

- Lyric purchases new Plaza District property at 15th and Indiana streets.

DECEMBER

- Lyric's A CHRISTMAS CAROL, directed by Michael Baron, plays to holiday houses full of cheer attracting 6,126 patrons, #1 for the season, and achieves 116% of revenue goal.
- A balanced 2019 budget presented and approved by Lyric's Finance and Executive Committees.
- Conducted staff (all levels) performance reviews including individual 2019 goals.
- Lyric's Thelma Gaylord Academy ended 2018 posting a profit. Attendance and scholarship awards at an all-time high.
- Leia VanLue joins Lyric's staff as the new Business Manager, following Deborah Minard's retirement after 19 years of service.
- Season ends with a \$35,000 surplus!

Company



Kizzie Ledbetter, Delanie Phillips Brewer & M. Denise Lee



Photos by KO Rinearson

Company



CROWNS

By Regina Taylor

Adapted from the book by Michael Cunningham and Craig Marberry

Directed by W. Jerome Stevenson

February 7 - February 25

JUNIE B. JONES: THE MUSICAL

Created by Marcy Heisler and Zina Goldrich

Based on the books by Barbara Park

Directed and Choreographed by Ashley Wells

March 8 - March 25

Photos by KO Rinearson



Company

Micah Marine, Kristin Küns & Cole Cloutier



Micah Marine & Kristin Küns



Photos by KO Rinearson



Sandra Mae Frank & Taylor Yancey

FUN HOME

Music by Jeanine Tesori
Book and Lyrics by Lisa Kron

Based on the Graphic Novel
by Alison Bechdel

Directed by Michael Baron
Choreography by Matthew Sippres

April 11 - April 29



Taylor Blackman & Mateja Govich



Photos by KO Rinearson



Celeste Rose & Jennifer Lynn Teel



DISNEY'S FREAKY FRIDAY

Music and Lyrics by Tom Kitt and Brian Yorkey / Book by Bridget Carpenter

Directed by Michael Baron

Choreography by Amy Reynolds-Reed

June 26 – July 1



Photos by KO Rinearson



Company



Company

HELLO, DOLLY!

Directed by Ashley Wells
Choreography by Matthew Sipress
Music & Lyrics by Jerry Herman
Book by Michael Stewart

July 10 – 15



Company



Meredith Inglesby & Jessica Martens



Company

MAMMA MIA!

Directed by Lyn Cramer

Music and Lyrics by Benny Andersson & Björn Ulvaeus

Book by Catherine Johnson

July 10 – 15



Renee Anderson, Meredith Inglesby & Barb Schoenhofer

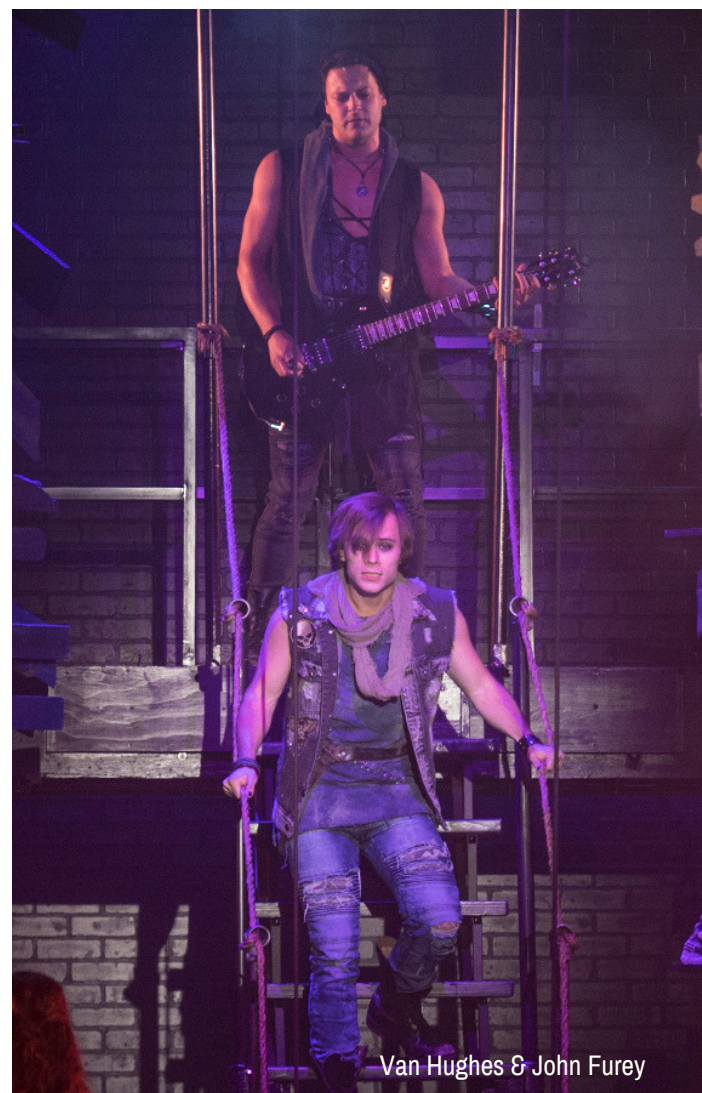
Matthew Alvin Brown and John Furey



Photos by KO Rinearson



Derrick Medrano & John Furey



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WHEN WE'RE GONE

Words by Alana Jacoby

Music by Scotty Arnold

Directed by Michael Baron

September 26 - October 14



Natalya Fisher & Dirk Lumbard



Andi Dema, Dirk Lumbard & Jennifer Lynn Teel



Dirk Lumbard, Andi Dema & Lexi Windsor

LYRIC'S A CHRISTMAS CAROL

By Charles Dickens

Adapted and Directed by Michael Baron

Choreographed by Ashley Wells

November 23 - December 24

Photos by KO Rinearson

Thelma Gaylord Academy

Photos by Jerrod Poindexter

- Ticketed productions for 2018 included SEUSSICAL JR. and THE 25TH ANNUAL PUTNAM COUNTY SPELLING BEE in the spring, and THE MUSIC MAN and THE REALM (play) in the fall semester. In the summer, the Academy doubled the number of production camps, producing both THE WIZARD OF OZ and WILLY WONKA JR. Each of these six productions did well at the box office earning just shy of the overall income goal.
- The RoKademy Experiment is in its eighth year. In spring 2017 they performed The Beatles' SGT. PEPPER'S LONELY HEARTS CLUB BAND to very full, excited audiences. This fall, RoKademy has seen a revitalization. After losing many graduating seniors at the end of the 16/17 school year, they have recruited new students and have a new energy. They used that energy to perform an additional production in December--a rock venue-style holiday show that provided an exciting extra performance opportunity.
- Ticket income for 2018 was good but just shy of goal. For 2018, the Academy made it 99% to goal. When compared year over year, this is great growth at the box office for the Academy. In 2017, we reached 73% to goal, and in 2016 reached 66%. We are confident and excited to achieve goal in 2019.
- New additions to Academy programming in 2018 include the Homeschool Play Production class and PreK Creative Drama class. These classes take place during the regular school day and capitalize on our available studio space. They also serve as good introductory courses for students who then join the Academy for additional camps, classes, and productions. In the spring our Homeschool Production class performed Jack and the Beanstalk, and in the Fall they performed The Lorax.
- 2018 saw the restructuring of our Dance Education program, with a near complete overhaul of leveling, classes, and focuses. Dance class enrollment nearly tripled, going from 20 enrollments in 2017 to 57 dance enrollments in 2018.
- Overall, we have maintained good enrollment numbers in 2018. We achieved 106% to goal for student enrollment this year--a total of 637 enrollments. For comparison, in 2017 the Academy reached 90% to goal. 70 students were awarded scholarships in 2018, disbursing 100% of available scholarship funds (\$23,203). We consider this a huge success for the year as it creates accessibility to quality performing arts programming for deserving but underserved children. Our partnership with Boys and Girls Club is going strong, and with the help of their Director of Arts Programs, LaRissa Conn, we are able to serve many talented, deserving students here at the Academy.
- Disney Musicals in Schools (DMIS) is an exciting new addition for 2018. With the support of the DMIS grant awarded to Lyric this year, we have hired ten teaching artists and selected five excellent applicant schools with whom we will be partnering during the spring 2019 semester. In November, a team of trainers visited our Teaching Artists for a four-day intensive training course, which prepared our team to provide excellent instruction for our partner school sites and will improve the overall quality of instruction at the Academy.



Lyric Academy Parent Support (LAPS)

LAPS booster club elects officers on a two year cycle. 2019 will be the second year for LAPS officers.

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

LAPS contributed greatly to the Academy providing meals for production tech weeks, donating the cost of all costumes, purchasing a high quality electronic piano, and many other projects supported by their dedicated fundraising efforts.



*Thelma Gaylord Academy
Spring 2018*

SEUSSICAL, JR.

*Directed by Justin Larman
Music Direction by Kevin Smith
Choreography by Morgan Wilson*



Photo by Jerrod Poindexter



Photo by Jerrod Poindexter

THE 25TH ANNUAL PUTNAM COUNTY SPELLING BEE

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

RoKademy Presents: The Beatles' SGT. PEPPER'S LONELY HEARTS CLUB BAND

Directed by Matt Brown



Photo by Matt Brown

*Thelma Gaylord Academy
Summer 2018*

THE WIZARD OF OZ

*Directed by Rozz Grigsby
Music Direction by Ronn Burton
Choreography by James Grigsby*

WILLY WONKA, JR.

*Directed by Emily Farnham
Music Direction by Ronn Burton
Choreography by Cassie Campbell*

SUMMER CAMP

ONE WEEK ONE ACT

*Weird Therapy with Dr. Tobias Smartbrain.
Season 3, Episode 4: Shark Tales -or-
You Fin Some, You Lose Some
Directed by Nick Bartell
Production Assistant Delaney Horton*



*Thelma Gaylord Academy
Fall 2018*

THE MUSIC MAN

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

THE REALM

Directed by Nick Bartell



Photos by Jerrod Poindexter



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 provides Musical Interactive FREE OF CHARGE to interested schools and just completed its 11th 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 Blind and Boys & Girls Clubs of Oklahoma County to bring the production to students. During the Fall 2018 semester, Lyric provided three performances for home school students at its Plaza Theatre on NW 16th Street.

Spring 2018 "CALL ME MADAM Interactive"

16,682 students served at 38 schools.

Fall 2018 "OKLAHOMA! Interactive"

34,593 students served at 85 schools

2018 Total

51,275 students served at 123 schools

Photo by Carl Shortt



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JUNIE B. JONES

Paula and Carl Stover

Disney's FREAKY FRIDAY

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WHEN WE'RE GONE

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OG&E

Lyric's A CHRISTMAS CAROL

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Mark, Laurie, Cole and Collier Hammons
Susan L. Hay
Virginia Henson
Greg R. Hibblen
Stephen F. Hiebsch
Rick Hill
Mary and Karl Hirsch
Donna Jackson
Tiffany S. Jackson-Ponder
Dr. Karen and Larry Jennings
Michael Johnson
Edith King
Peggy A. Kirk
Maria Robles Kropp
Gene Lamb
Anita Le

CHORUS (continued)

Marcia W. Ledbetter
Robert and Mary Leveridge
Kay B. Lewis
Loy D. Markland
Ken and Irene McAlister
Ray and Reda Mewhorter
Sharon A. Miller and Christopher P. Miller
Eugene Mitchell
Renee Mixon
Siobhan and Jeff Morava
Wes and Judy Morrison
Paul B. Odom III
Dr. and Mrs. W. H. Oehlert
Scott Overmeyer
Celia Pate
Max Patterson
Caroline and Guy Patton
Benita Peeler
Betty and Horace Phillips
David and Madge Pomeroy
Margo Price
Dr. Nikola Puffinbarger
Julie C. Reid
Dr. and Mrs. Michael Fred Robinson
Mr. and Mrs. James Rowan
Erik Salazar and Christopher Lloyd
Jay Sale / Sale Physical Therapy
George Schluterman
Pamela Scott
Dan Servetnick
Mr. and Mrs. Ben Shanker
Dr. Daniel Snell
Keith Stelting and Carole Owen
Paula Stephenson
Gene and Lynda Stephenson
Alice Story
Jim and Sharon Strate
Richard and Reta Strubhar
Mike Stuart
Robyn Stump

CHORUS (continued)

Shane Wilson and Bill Swigert
Gregg Vandaveer
George and Nancy Wallace
Paul and Barbara Weigl
Jen Whitton
Jim and Anna Marie Wight
Wiley and Janet Williams
Darlene Wynne
Betty Zybach

FRIEND (under \$100)

Chantry Banks & Matthew Sypress
Wallis Benedict
Keri Buntyn
Steven Corley
Rachael Crawford and Heather Leonhart
Tony Davenport
Sara Daves
Nancy S. Davidson
Hildegard Effinger
Betty I. Ellis
Sue L. Fiaccone
Katie Fritzer
Jeana Gedmin
Sherri Gibson
Judy Gigstad
Donna Hallman
Jaqueline J. Johnson
O.W. and Darlene Johnson
Brian Jordan
Mr. and Mrs. Nick Knutson
Kelly Kohlman
E.J. Large
Lea May
Robin Mickel
Tiara Miller
Robert Ralph Mitchell
Susan Moorman
Dan and Andrea Morgan
Brock Parker

CHORUS (continued)

Michelle Pool
Mark and Susan Robertson
Anna-Faye Rose
Mr. and Mrs. James Rowan
Jolene Strong
Hannah Swallow
Lisa Synar
Dr. Sandra Thompson
Mary Walker
Ben J. Williams
Harry Wilson

IN HONOR

IN HONOR OF MARY STREICH

Richard Howell

IN HONOR OF RICHARD P. DULANEY

Don T. & Carolyn T. Zachritz

IN HONOR OF NATALIE GOODIN

Janet & Kenneth Goodin

IN HONOR OF LYRIC'S
2017 EXECUTIVE COMMITTEE

William R. Kakish, M.D.

IN HONOR OF GREG WEDEL
& RAINEY WILLIAMS

Don T. & Carolyn T. Zachritz

IN MEMORY

IN MEMORY OF ELAINE ADAMS

Robert Adams

IN MEMORY OF L. THOMAS
DULANEY, JR.

Don T. and Carolyn T. Zachritz

IN MEMORY OF
MR. & MRS. LUTHER T. DULANEY

Don T. & Carolyn T. Zachritz

IN MEMORY OF KAREL & JOE LOVE

John & Janet Hudson

IN MEMORY OF BARBARA MEE

Paul & Carl Stover

IN MEMORY OF BRADLEY Z. NAIFEH

Lyric Theatre of Oklahoma

IN MEMORY OF DEE WOODRUFF

Sharon A. Miller & Christopher P. Miller

2018 Development Report

During Lyric's 2018 Season, generous individuals, corporations and foundations contributed nearly \$1.5 million to support Lyric's professional productions, educational programs and arts outreach initiatives, equalling income for the 2017 Season. Lyric achieved 98% of its budgeted fundraising goal.

More than 600 donors made individual contributions to the campaign and helped increase individual giving over last year's record high. 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, on-stage dinners with Michael and Ashley on the Plaza stage, and backstage tours throughout the summer.

In 2018, 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 2018 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 -
Carrie Leonard, Vice President of Development



Statements of Activities
For the Years Ended December 31, 2017 and 2016

	2017				2016			
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue and Other Support								
Ticket sales	\$ 2,086,090		\$ -	\$ 2,086,090	\$ 2,146,196		\$ -	\$ 2,146,196
Contributions	771,648	581,472	24,900	1,378,020	728,117	648,305	-	1,376,422
Other programs-revenues	244,270		-	244,270	245,551		-	245,551
Special events	199,724	-	-	199,724	219,858	-	-	219,858
Less: direct expenses	(41,987)	-	-	(41,987)	(48,009)	-	-	(48,009)
Net income from special events	157,737	-	-	157,737	171,849	-	-	171,849
Program advertising	76,515	-	-	76,515	83,670	-	-	83,670
OKC Community Foundation	37,373	-	-	37,373	37,090	-	-	37,090
Interest income	2,597	-	-	2,597	1,920	-	-	1,920
Other income	274,139	-	-	274,139	170,739	-	-	170,739
Net assets released from restrictions	659,740	(659,740)	-	-	744,186	(744,186)	-	-
Total revenue and other support	4,310,109	(78,268)	24,900	4,256,741	4,329,318	(95,881)	-	4,233,437
Expenses								
Program expenses	3,270,127	-	-	3,270,127	3,097,453	-	-	3,097,453
Ticket office and marketing	686,295	-	-	686,295	762,630	-	-	762,630
General and administrative	465,198	-	-	465,198	452,638	-	-	452,638
Fundraising	213,291	-	-	213,291	227,278	-	-	227,278
Total expenses	4,634,911	-	-	4,634,911	4,539,999	-	-	4,539,999
Changes in net assets from operations	(324,802)	(78,268)	24,900	(378,170)	(210,681)	(95,881)	-	(306,562)
Change in endowed funds held by	-	-	-	-	-	-	-	-
Foundations	-	691,048	-	691,048	-	281,936	-	281,936
Net changes in net assets	(324,802)	612,780	24,900	312,878	(210,681)	186,055	-	(24,626)
Distribution of earnings from								
Foundations	306,711	(306,711)	-	-	89,062	(89,062)	-	-
Net assets at beginning of year	3,812,241	1,848,089	3,904,412	9,564,742	3,933,860	1,751,096	3,904,412	9,589,368
Net assets at end of year	<u>\$ 3,794,150</u>	<u>\$ 2,154,158</u>	<u>\$ 3,929,312</u>	<u>\$ 9,877,620</u>	<u>\$ 3,812,241</u>	<u>\$ 1,848,089</u>	<u>\$ 3,904,412</u>	<u>\$ 9,564,742</u>

2018 Facilities Report

- **LYRIC Lobby Sign** - repaired to full illumination
 - **Sasquatch Shaved Ice** - installed as a tenant on the sidewalk near the Production Center
 - **Administrative Office Exterior Wall** - incorporated in the Plaza Walls Mural Project
 - **Upgraded Alarm Keypads** - in all three Plaza buildings
 - **Purchased a New Lot of Land** - at 1800 NW 15th Street
 - **Continued to Recycle E-Waste** - including computers, speakers, and fluorescent lights
 - **Purchased a New Water Cooler** - for the Warehouse
 - **Replaced the HVAC Unit** - for Studio D and the Artistic Director's Office
 - **Installed New Workstations** - in Administrative Office
 - **Replaced the Mirrors** - in the Theatre Lobby Women's Restrooms
 - **Added Additional Breakers** - for Administrative Kitchen
- **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), Commercial Cleaning of Oklahoma (Custodial Services)

Respectfully submitted -
Terrance Cason, Vice President of Facilities

2018 Finance Report

Lyric's financial picture was generally strong for 2018.

Unlike the shortfall in 2017, season ticket sales met expectations in 2018. Plaza single ticket sales were also particularly strong, exceeding budget by 27%, while Civic single ticket sales were 86% of budget.

This year the success of season ticket sales this year was directly linked to the efforts of our Marketing Director, Beth Adele, who did an outstanding job of promoting all single ticket sales for a second straight year.

Season renewals for 2019 were well underway at the beginning of the Civic Season. Because of this, cash flow for Lyric's most critical time was in an excellent position. For the third year we did not have to draw on our bank line of credit.

Development faced some challenges in 2018. Individual gifts, including Broadway Ball, in particular, fell a bit short in 2018. But by the end of the year Development was 96% of budgeted goal.

Other income items were largely in line with budget projections, although "Other Income" came up a bit short due to shortfalls in Program Advertising.

Lyric's A Christmas Carol did \$31,354 over goal, once again putting the year to a successful fiscal close.

The 2019 proposed budget is still on the conservative side but allows for growth and achievable goals.

Respectfully submitted -
Ian Ogilvie, Vice President of Finance

2018 MARKETING REPORT

SUBSCRIPTIONS - Lyric surpassed its individual subscription ticket goal, and made 99.9% of its 2018 subscription revenue goal.

TICKETS - Junie B. Jones surprised us all selling over 5,000 tickets to our second Theatre for Young Audiences production! Lyric finished the 8-show season surpassing single ticket revenue goals by over \$50,000 and culminating with the highest grossing Lyric at the Plaza show, the 2018 Lyric's *A Christmas Carol* earning almost \$312,754.95!

SOCIAL MEDIA - Lyric increased its Facebook followers by 15.29% (13,850 to 15,967); its Instagram followers by 30.81% (3,012 to 3,940), and its Twitter followers by 2.69% (7,030 to 7,219).

MERCHANDISING - Lyric launched its first full year of selling merchandise in the Plaza Theatre and Civic Center lobbies earning over \$12,000 and increasing our branding walking around.

GROUPS - In 2018, for the first time ever, Lyric surpassed six figures in group sales revenue (2018 goal was \$90,935.38). We worked with 130 groups (30% increase from 2017), with the average group size being 26 patrons (25% increase from 2017). The smallest group was 8, while the largest group was 175.

COMMUNITY ENGAGEMENT - We participated in over 40 diverse community engagement initiatives in 2018 to draw in more groups

LYRIC SCENE - Lyric's young professionals subscription package was offered in 2018. It included a special price and a reception. Seating locations were selected closer to the day of the performance at the discretion of the Audience Services / PR Manager.

WINDOW ART - Lyric decided to share its show art throughout the year by asking Fradycat Signs to paint the production logos on the Administration Building windows for all to see! We heard positive comments almost daily.

GIFT CARDS - Gift cards may now be purchased online!

STAFF - In October, Andy Foreman became the new Information Systems Specialist for Lyric Theatre and promptly completed his Patron Manager Administrator Certification. Rachael Crawford Leonhart was named one of OK Gazette's 40 Under 40!

Respectfully submitted - Kurt Carter, Vice President of Marketing

LOOKING AHEAD TO 2019

- LYRIC SCENE -

Lyric's young professional (40 or under) subscription package will be extended to Lyric's Summer at the Civic.

- TICKETS -

2019 sees a forecasted single ticket revenue increase of over 10%!

- MERCHANDISING -

Lyric will continue to sell merchandise in the lobbies of the Plaza Theatre and Civic Center.

- GROUPS and COMMUNITY ENGAGEMENT -

Inclusiveness is the key to success when it comes to group sales and community engagement. In 2019, we will continue to tap into the rich diversity of Oklahoma through increased community engagement. We are also developing relationships with national and international group travel leaders.

- SPECIALTY EXPERIENTIAL EVENTS CONTINUE -

Patrons will continue to be invited to Pint Nights, Pride Nights, Friends of the Plaza nights and other collaborations with area restaurants.

- SELLING DIGITAL -

In addition to selling ads in our beautiful playbills, Lyric is now selling ads for digital screens in the Academy windows

- LYRICTHEATREOKC.ORG -

Lyric followed its website domain migration with its email domain. Staff members now get emails at .org and .com.

- GROUPS WEBPAGE -

Be looking for a new and improved webpage for Group Sales!



May 4, 2018

BROADWAY & BREW

Brent Moss
Chair

Luke Glazener
Co-Chair



November 2, 2018

LYRIC'S
BROADWAY
Ball

Amy Mitchell

Jessica Ockershauser

Chairs

Charlotte Brown

Chair



2018 John E. Kirkpatrick Award
Gene Rainbolt and the late Jeannine Rainbolt



2018 Creative Artist Award - Robert Windsor



Photos by Peter Dolese

Special Entertainment Bligh Voth

2018 Board of Directors

Executive Committee

Brad Ferguson / President
Sarah Fisher / President-Elect
William R. Kakish, M.D. / Immediate Past President
Mollie McCurdy / Secretary
Carrie Leonard / Vice President of Development
Janet Hudson / Vice President of Education
Terrance Cason / Vice President of Facilities
Ian Ogilvie / Vice President of Finance
Eric Friedman, M.D. / Vice President of Governance
Kurt Carter / Vice President of Marketing
Randy Lewis / Member-at-Large
Richard Riggs / Member-at-Large
Monica Wittrock / Member-at-Large

Board

Carol Ringrose Alexander
Sharlene S. Branham
Randy Compton
Ellen Fleming
Dr. David Flesher
Betty K. Fletcher
P. Kay Floyd
Lou C. Kerr
Paula Love
Lori Mathena
Robert S. McKown
Sarah Moore
Judy Reyes-Henderson
Gary Rosenhamer
Carl Shortt
Mary Deane Streich
Mary Ann Tomlinson
Jon Trudgeon
Kristy Viravong Portis
Linda Whittington

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
Paula Stover
Mike Turpen
John Winblad
Don T. Zachritz

Ex Officio

John Bedford, Dean OCU

Michael Baron, Producing Artistic Director
Jim Reynolds, Managing Director

2018 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 Leonhart / Group & Community Engagement Coordinator

Chantry Banks / Development Officer

Siobhan Morava / Development Officer

Jessica James Curtis / Information Systems Specialist

Andrew Brown / Production Coordinator & Facilities Manager

Jenny Barrett / Scenic Charge

Fabian Garcia / Master Electrician

Johnathan Jarmon / Master Carpenter

Matthew Sykes / Staff Audio Engineer

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

Michael Seager / Security Officer

Glen Toney / IT Consultant

Justice von Maur / Resident Stage Manager

Laurena Sherrill / Resident Stage Manager

Jessica Carabajal / Plaza House Manager

Rozz Grigsby / Director of Primary Education

Nicholas Bartell / Director of Secondary Education