



→ LYRIC THEATRE OF OKLAHOMA

2020 ANNUAL REPORT

Michael Baron • *Producing Artistic Director* Jim Reynolds · Managing Director **Sarah Fisher** • *President, Board of Directors*

The Directors' Report

Well, it's been a year! At the top of Lyric Theatre's 2020 season, we were firing on all cylinders with sellout productions, stellar donor support for Lyric's new Native American musical while meeting Tribal Nations across the state, and fully attended musical theatre classes/performances for youth at our theatrical Academy. In January, we opened the season with a wonderfully creative production of *The Cat in the Hat* featuring a score by Henry Mancini and original puppets. This was a co-production with Adventure Theatre in Washington, D.C. In March, our first subscription show, *Having Our Say*, opened. It was a poignant and timely play that celebrated and explored the African-American experience through the lens of the real-life Delaney Sisters. Featuring direction by Monique Midgette and starring the stunning Broadway performers, Terry Burrell and Julia Lema, the play was a huge success on many levels. Our second mainstage show, the world premiere Native American musical *Distant Thunder* by Lynne Taylor-Corbett and Shaun Taylor-Corbett, rehearsed up until one week before opening night, and then the cast was sent home due to the pandemic. The Coronavirus had forced the closing of performance venues nationwide – including Lyric's Plaza Theatre.

In the weeks following, a series of difficult decisions had to be made at Lyric: From postponing our 2020 spring, summer and fall seasons to 2021, to canceling in-person youth classes, to ultimately laying off 65% of our full-time staff. The remaining staff of nine kept operations going at a voluntary 20% cut in their salaries. Plus, the hundreds of actors, singers, musicians, technicians and artisans we employ each summer for Lyric's "Summer Season at the Civic," were never brought on board. Honestly, it was a real punch-to-the-gut for Lyric Theatre with the loss of two million dollars in earned revenue in 2020 alone.

Turning lemons into lemonade, Lyric quickly pivoted. We immediately began to re-imagine our entire operating environment, including ...

- Governance: Board President Sarah Fisher formed a Board-driven Emergency Task Force to allow for quick decision making, where every week brought new developments that could make it or break it for Lyric.
- **Fundraising:** A score of emergency grant opportunities came our way, and we seized upon them resulting in an excess of \$450,000 of additional life support for the theatre. In the summer of 2020, Lyric introduced our new "#ILoveLyric" giving campaign, which generated a recordbreaking \$78,000 in individual gifts from our loyal supporters.
- The Plaza Theatre: Lyric's production team jumped into action and quite suddenly transformed the entire theatre into a socially distanced space for whatever was to come. We premiered the "#ILoveLyric" Cabaret starring Mandy Jiran and Vince Leseney to test our new space with audiences composed of Lyric board members and quests.
- Lyric's Academy: Transferred all of their classes to online streaming versions and served more students from further afar than ever before.
- Online Streaming: LYRIC KIDS' CLUBHOUSE, Lyric's new online series, proved an instant hit with families throughout Oklahoma and beyond. And, it helped calm the fears and answered questions of young ones during the pandemic. In addition, Lyric co-produced with OKC Broadway The 2nd annual Kelli O'Hara Awards Show in a new digital presentation.
- Producing: Lyric created two outdoor productions at the Myriad Garden's Water Stage
 in downtown Oklahoma City. LYRIC'S MOONLIGHT CABARET featured 3 different weekly
 performances with a total of 24 singers and 3 musicians and LYRIC KIDS' CLUBHOUSE, LIVE!
 performed a 3-week run with safety approval from the Stage Directors and Choreographers
 Society. Ultimately, our beloved production of A CHRISTMAS CAROL came to magical life just like
 a triumphant Phoenix from the craziness of 2020!

YES! To the delight of over 4,000 patrons of every age, Lyric Theatre's 10th anniversary production of Charles Dickens' A CHRISTMAS CAROL was re-imagined in an all-new, outdoor experience at The Harn Homestead. Featuring two full casts in 60 performances over an eight-week run! And, we're pleased to report that audiences were simply in awe. We received praises for the creativity of Lyric's staging, while bringing our community together at a time when communal arts experiences, shared safely, were in short supply.

Indeed, Lyric's production at The Harn was so note-worthy that it garnered global press coverage from **The New York Times** and **BBC News Radio!** Through rain, sleet, snow, ice, chilly temps and many good weather days, Lyric made great theatre happen, safely, in 2020! When we say, "The show must go on!" – we mean it!

Now, as 2021 arrives, the new COVID vaccines are rolling out, we have begun to carefully add staff positions back to our roster, significant new funding opportunities are rolling out from the Federal government, we are re-imagining a post-COVID organizational structure, and Producing Artistic Director Michael Baron and his creative team are at the height of activity creating a full season of six outdoor productions for our 2021 season. Finally, there's light at the end of the tunnel, and it's not a freight train!

It must be said that none of this would be possible without the amazing support of Lyric's Board of Directors who never flinched in the face of what seemed like insurmountable odds in March 2020. To the Lyric's staff who demonstrated a can-do attitude and wore many hats throughout the year. And, most of all, the thousands of loyal Lyric Subscribers, Donors, and Sponsors who did not ask for their funding back when we had to postpone our 2020 season. But said ... What more can I do to help? And, help they did, many times over, because they value ...

Theatre That is Truly by Oklahoma, for Oklahoma.

Respectfully submitted,

Michael Baron, Producing Artistic Director

Jim Reynolds, Managing Director

Ashley Wells, Associate Artistic Director









JANUARY 23 - FEBRUARY 9

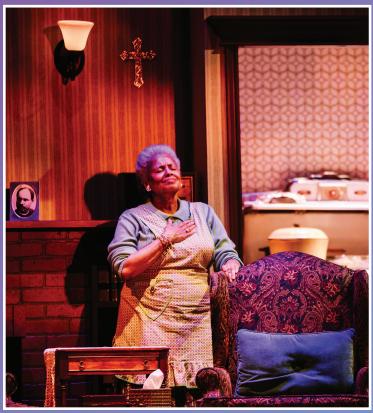
Based on the book by Dr. Seuss

Directed & Choreographed by Matthew Sipress

A co-production with Lyric Theatre of Oklahoma and Adventure Theatre MTC

(Above: The cast of *The Cat in the Hat.* Left: Lexi Windsor as the Fish. Photos by K. Talley.)







FEBRUARY 19 - MARCH 8

By Emily Mann

Adapted from the Book by Sarah L. Delany and A. Elizabeth Delany with Amy Hill Hearth

Directed by Monique Midgette

(Above: Terry Burrell and Julia Lema. Left: Julia Lema. Photos by K. Talley.)









SEPTEMBER 17 - OCTOBER 4

Myriad Botanical Gardens Water Stage

(Above: Emily Pace and Matthew Alvin Brown. Left: Mandy Jiran. Photos by Michael Bratcher-Magallanez.)







NOVEMBER 4 - DECEMBER 23

at the Historic Harn Homestead

By Charles Dickens

Directed by Michael Baron & Ashley Wells

(Above: W. Jerome Stevenson. Left: Mateja Govich. Photos by K. Talley.)

Thelma Gaylord Academy Highlights

2020 was definitely unlike any year at the Academy. The productions and camps that usually define our program were replaced with new online options and learning opportunities. Our students and families really showed their dedication in the fall semester by rehearsing and performing three shows in freezing temps. It was a strange year, but the Academy came out stronger and with more parent support than ever before.

SPRING

The spring semester began under normal circumstances and was one of the most successful semesters to date until the pandemic began in March. We had excellent enrollment and income, with 370 students (goal of 309). We earned 106% to our spring financial goal, earning \$98,170 toward our goal of \$92,275. In March, we moved classes to online formats and canceled spring performances, but we only had two refund requests from our group of 60 production students. Our students and families were disappointed but very understanding and supportive.

SUMMER

In the summer semester, we were not able to have any of our usual two-week production camps for which we projected record numbers. Instead, we were able to host a wide curriculum of online classes with a variety of teachers to keep our students engaged and learning through a very difficult summer. We enrolled 184 students ages 5-18. Our students attended from all across the state since distance was no longer a limitation. Summer classes included Creative Drama, Script Writing, Directing, Audition Techniques, Improvisation, Musical Theatre Dance, and many others. Classes were priced very low to encourage attendance of families affected by the pandemic's financial fallout. Operating costs were kept extremely low by using staff and volunteers to teach most of the classes. The biggest success of the summer was fostering the trust of our students and families in that the Academy will keep going no matter what limitations we face.

FALL

The fall was by far the Academy's greatest semester of 2020. While enrollment numbers were average, the trust and community we were able to build with our students and families will benefit the Academy for many semesters into the future. The Academy was able to host many online classes including Musical Theatre Dance and Introduction to Musical Theatre. RoKademY had a great semester online of songwriting and preparing new, student-written music that will become their first ever album release in spring 2021. Most of our private lesson instruction continued online, and one instructor was able to return to in-person lessons using the large Studio B space. But the crown of the Academy's fall semester was our three full productions on the Myriad's Water Stage. In order to keep class numbers small, rather than a very large fall musical and small fall play, we produced two medium-cast musicals as well as a fall play. All in all, the fall semester included 143 students. In comparison, fall 2019, one of our biggest fall semesters to date, had 286 enrollments. Live performances in 2020 were so precious for our students who hadn't been able to perform in nearly a year. It was the most meaningful effort possible for our students and families and it was demonstrably appreciated.

There was no ticket income for the Academy in 2020. Spring productions (*Legally Blonde JR*, *Once Upon a Mattress*, and the RoKademY spring concert) were canceled before ticket sales began. Fall Water Stage productions were free for family and friends due to the uncertainty of the performances.

LYRIC ACADEMY PARENT SUPPORT

Lyric Academy Parent Support (LAPS) booster club elects officers on a two-year cycle. New officers were chosen in the fall of 2020 and they will serve 2021-22. This slate of officers include a few new Academy parents with younger children which will build consistency among the LAPS members, as members with younger children tend to volunteer longer.

LAPS Officers

Laura Magrath/Coordinator Jessica Ockershauser/Treasurer Lindse Barks/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. In 2020, LAPS was sadly not able to have most of their very successful fundraisers, but they continued to contribute to the success of the Academy by managing production photos and sales, volunteering in record numbers, and donating crucial supplies like hand sanitizer, masks, gloves, thermometers, etc.

"Taking part in SOUND OF MUSIC was a highlight, if not THE highlight, of my teenager's year. The Academy allowed him to collaborate with peers, be part of a group project and create a fantastic production that we all will remember forever. Thanks to all involved for moving the show forward in spite of all the odds."

- Cathy Webster, Academy Parent







WILLY WONKA JR.

Directed by Meagan Olson Choreography by Thomas Olson Music Direction by Chance Ingalls

HELEN'S MOST FAVORITE DAY

Directed by Kassie Carroll Downey

THE SOUND OF MUSIC

Direction, Choreography and Music by Ronn Burton

(Photos by Lance Payne.)







Donors for Cinderella Interactive:
Devon Energy, Allied Arts,
Globe Life, Paycom, the McGee
Foundation, and the Wilshire
Charitable Foundation

Lyric's 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 foundations support, Lyric provides Musical Interactive FREE OF CHARGE to interested schools and just completed its 13th 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 Spring semester, we were finishing up our 19/20 school year with Cinderella Interactive. Due to COVID-19, our semester was cut short, and we had to cancel the remaining schools. We then were able to use the remaining money to offer our Lyric Kids' Clubhouse Cabaret performances, on the Myriad Gardens Water Stage, free of charge. Fall 2020 we were unable to mount a new Interactive show due to COVID-19, schools being closed and virtual learning.

Spring 2020: Cinderella Interactive
50 Schools Scheduled
29 Schools Completed

19,736 Students Scheduled 15.640 Students Saw Performance

Fall 2020 - No show due to COVID-19

(Above: The cast of *Cinderella Interactive*. Left: Sheridan McMichael and Helen Han. Photos by Carl Shortt.)

2020 Sponsors & Season Support

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THE CAT IN THE HAT Supporting Sponsor: Goldfish Swim School

Lyric's A CHRISTMAS CAROL

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84 Hospitality

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2020 Development Report

Despite the unparalleled circumstances of 2020, Lyric's supporters, corporations, individual donors, and foundations contributed nearly \$1.3 million in support Lyric's professional productions, educational programs and arts outreach initiatives, speaking to their steadfast generosity.

More than 650 donors made individual contributions to the campaign and helped maintain individual giving on pace with last year's record-high. Since in-person fundraising events weren't feasible during 2020, Broadway Ball tried a new successful approach that included tickets to Lyric's *A Christmas Carol* at the Harn Homestead and dinner deliveries to donor's homes by local restaurant partner I2U Culinary Solutions. Lyric also hosted Virtual Happy Hours during the holiday season to connect with our donors in as meaningful way as possible. The festive virtual parties were very well attended. The guests loved the special guests from Broadway and appreciated the conversation with insiders of musical theatre.

Lyric's corporate partners love for theatre and passion for keeping the arts in business during the trials of 2020 was on full display. Corporate partners continued critical support to every component of Lyric's annual programming, from show sponsorships to funding responsible for taking Musical Interactive to schools throughout the state free of charge, and then to bringing a digital platform to life after the COVID-19 shutdown occurred. While competition for corporate contributions remains high, the organization reached 202% of our corporate sponsorship goals due to sponsors choosing to sponsor Lyric's *A Christmas Carol* at the Harn Homestead. The generosity companies are pouring back into our community provides hope that many more corporations will follow their example in the coming years.

Several grants were made available throughout the COVID-19 crisis, providing desperately needed funds during an extraordinary time. Lyric received significant funding specific to the crisis, which was instrumental to implementing continued programming. Additionally, Lyric was the recipient of grants from more than a dozen private foundations and granting organizations, including Allied Arts, Oklahoma Arts Council, National Endowment for the Arts, and The Shubert Foundation. Combined funding from all of these organizations constitutes roughly 40% of Lyric's budget for contributed support.

While 2020 was an exceptional year for fundraising, the development team achieved 143% of an adjusted, but still ambitious goal. In the process, significant groundwork has been laid for greater funding activity in 2021 and beyond.

Respectfully submitted,

Carrie Leonard, Vice President of Development

Kerrie Brinkman-White, Director of Development

Lyric Theatre of Oklahoma, Inc.

Statements of Activities for the years ended December 31, 2019 and 2018

			2019			20	2018	
	Without		With		Without	W	With	
	Restrictions	20	Restrictions	Total	Restrictions	Restri	Restrictions	Total
Revenue and Other Support								
Ticket sales	\$ 2,224,176	\$ 9/1	S	2,224,176	\$ 2,011,321	S	· ·	2,011,321
Contributions	645,906	906	672,033	1,317,939	529,990		822,345	1,352,335
Other programs-revenues	279,721	721	1	279,721	441,219		ı	441,219
Special events	175,217	217	ı	175,217	211,270		ı	211,270
Less: direct expenses	(56,765)	765)	 	(56,765)	(37,223)		 	(37,223)
Net income from special events	118,452	152	ı	118,452	174,047		,	174,047
Program advertising	123,700	002	1	123,700	90,043		,	90,043
OKC Community Foundation	38,736	736	ı	38,736	37,832		ı	37,832
Interest income	5,6	5,872	ı	5,872	5,110		ı	5,110
Other income	346,707	707	ı	346,707	322,712		1	322,712
Gain on disposal of assets		ı	1	1	13,454		ı	13,454
Net assets released from restrictions	872,200	500	(872,200)	1	594,507		(594,507)	1
Total revenue and other support	4,655,470	170	(200,167)	4,455,303	4,220,235		227,838	4,448,073
Expenses								
Program expenses	3,500,102	102	ı	3,500,102	3,315,179		ı	3,315,179
Ticket office and marketing	880,818	318	ı	880,818	658,250		ı	658,250
General and administrative	472,566	999	ı	472,566	494,740		1	494,740
Fundraising	179,636	536	1	179,636	214,332		1	214,332
Total expenses	5,033,122	122	1	5,033,122	4,682,501		1	4,682,501
Changes in net assets from operations	(377,652)	552)	(200,167)	(577,819)	(462,266)		227,838	(234,428)
Change in endowed funds held by			;	,			,	,
Foundations		1	781,569	781,569			(262,913)	(262,913)
Net changes in net assets	(377,652)	552)	581,402	203,750	(462,266)		(35,075)	(497,341)
Distribution of earnings from								
Foundations	235,543	543	(235,543)	ı	356,145	_	(356,145)	ı
Net assets at beginning of year	3,688,029)29	5,692,250	9,380,279	3,794,150	9	6,083,470	9,877,620
Net assets at end of year	\$ 3,545,920	320 \$	6,038,109 \$	9,584,029	\$ 3,688,029	\$	5.692,250 \$	9,380,279

2020 Finance Report

Lyric's strong financial position going into 2020 along with reasonable expense reductions throughout the year put Lyric Theatre in a position to continue to provide quality professional theater in Oklahoma and to enrich our community.

Following revised budget projections in light of the COVID-19 venue shutdowns beginning in March, Lyric found itself above revenue estimates and well below expense estimates. Our actual 2020 net income was \$427,058.50. Even without a regular season of seven productions, those that Lyric was able to present, as a whole, showed a net profit for the year. Total income for 2020 was \$2.4 million, which was almost 50% less than 2019, but was accompanied by a commensurate reduction in expenses, with Total Expenses being slightly less than \$2 million. In an unprecedented year, we are projecting an end of year surplus of \$400,000. The main reason for this were the COVID-19 Relief Grants (\$473,000) from several local and national foundations and governmental agencies. However, we had other revenue highlights, including Individual Contributed Income of \$282,646 and *A Christmas Carol* at The Harn ticket sales of \$195,428. We have begun the process the Paycheck Protection Program loan forgiveness, and anticipate having that resolved in the early part of 2021.

Lyric Theatre continues to maintain a strong Balance Sheet with Total Equity of \$9.55 million. Total Assets at the end of 2020 were \$11.17 million against \$1.6 million in Total Liabilities. We have combined bank balances of \$955,773 as we start the new year. This secure position along with cash reserves and accounts receivable provide more than adequate coverage for our payables as we start 2021. Lyric's Endowment funds total \$5.7 million.

New and extended forms of COVID-19 relief will be available in the upcoming months, including the SOS (Save our Stages) grant, and the second round of Paycheck Protection Program for givable loans funded through the Small Business Administration of the Federal Government. Even with all the challenges our organization faced, we are coming into 2021 in a secure financial position and will continue to bring world-class theater to Oklahoma.

Respectfully submitted,

Meredith W. Wolfe, Vice President of Finance

2020 Facilities Report

Due to the COVID-19 pandemic, Lyric's facilities were used considerably less in 2020 than in previous years. Many services were curtailed or cut altogether in an effort to cut expenses during this belt-tightening time. However, a few highlights of note include ...

- · Lyric moved quickly during the initial COVID-19 venue shutdown to reconfigure the theatre in to a socially distanced space. Every other row was removed, dividers were created between seats, and a one-way path from door to exit was created. Cabaret performances with Lyric Board, staff and friends were conducted. General feedback was good with these test audiences who said they felt safe and comfortable in the new space. However, as Oklahoma's COVID-19 cases remained high throughout the year, Lyric ultimately moved its performances to outside venues in the city. The Plaza Theatre will be restored in time for audiences ultimate return to indoor performances projected for 2022.
- In October 2020, a record-breaking, icestorm hit Oklahoma and coated everything in sight. Area trees, which still had summer foliage, became over weighted and massive limbs came down everywhere. Though Lyric's buildings escaped damage, many of



our property's trees fell, and clean up was costly. Lyric was without power and Internet cable connection for over two weeks as was much of the city.

- The 15-year-old main gas line to Lyric's Production Center was leaking and had to be shut off for six months. Repairs were made before the height of the winter season, and heat was restored.
- With our scene shop warehouse lease coming up for renewal in 2020, Lyric toured several warehouse spaces in OKC as possible sites to purchase. When the COVID-19 shutdown hit, the search was placed on hold. The decision was made to continue with the current warehouse lease, and Lyric negotiated a favorable extension on our lease.

Primary Contractors Include:

Air Comfort Solutions (HVAC), Voss Lighting (Light bulbs 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), Jake's Plumbing (Plumbing and Gas Line Repairs) and RK Black (Computer Network and Phone Systems.)

Respectfully submitted, Richard Riggs, *Vice President of Facilities*

Board of Directors

Executive Committee Sarah Fisher, President Monica Wittrock, President-Elect **Brad Ferguson,** Immediate Past President Sarah Moore, Secretary Carrie Leonard, Vice President of Development Mollie Bennett McCurdy, Vice President of Education Richard Riggs, Vice President of Facilities Meredith Wolfe, Vice President of Finance **Eric Friedman, M.D.,** Vice President of Governance **Kurt Carter,** Vice President of Marketing Ellen Fleming, Member-at-Large David Flesher, M.D., Member-at-Large

Carol Ringrose Alexander Sharlene S. Branham Ed Clements **David Dobson** P. Kay Floyd Jim Grant Brenda Hernandez Janet Hudson Lou C. Kerr JJ Kuhn Randy Lewis Paula Love Lori Mathena **Bob McKown** Scott McLaws Kristy Viravong Portis Judy Reyes-Henderson Gary Rosenhamer Carl Shortt **Ellen Spiropoulos** Leslie St. John Mary Deane Streich Mary Ann Tomlinson Jon Trudgeon

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Angela Ables Patricia Austin Gail K. Beals Gayle Freeman Cook Irma Elliott Linda Garrett Dee Hessel Win Holbrook Richard Horton Barbara Jett **Ginny Lawrence Robin Lister** Keith Long Brian Mitchell Paula Stover Mike Turpen John Winblad

John Bedford, Ex Officio

Don T. Zachritz

Lyric Staff

Michael Baron, Producing Artistic Director Jim Reynolds, Managing Director Ashley Wells, Associate Artistic Director Kerrie Brinkman-White, Director of Development Michael Bratcher-Magallanez,

Director of Marketing & Public Relations Rozz Grigsby, Director of Education **Jeffrey Meek,** Resident Costume Designer Leia J. VanLue, Finance Manager

Mark Walker, Box Office Manager **

Matthew Sipress,

Company Manager/Production Manager **

Adam Brand, Technical Director **

Fabian J. Garcia, Resident Lighting Designer/

Master Electrician **

Corey Ray, Audio Engineer **

Glen Toney, IT Consultant

Dawn Drake, Director of Production/Tech. Director *

Rachael Leonhart, Group & Community Engagement Coordinator *

Kevan Dunkelberg, Box Office Assistant & Patron Services Coordinator *

Jessica Carabajal, Development Coordinator *

Andy Foreman, Information Systems Specialist * Katherine McLemore, Payroll & Business Office

Andrew J. Brown, Production Coordinator & Facilities Manager *

Matt McFarland, Associate Technical Director * Jenny Barrett, Assistant Technical Director & Scenic Charge *

Pam Barrymore, Patron Services

Val List, Patron Services

Administrator *

Laurena Sherrill, Resident Stage Manager, Plaza Main Stage *

Tony Hartley, Head of Security *

Christina Draper, Costume Shop/Rentals Manager *

Taylor Radke, Wardrobe Master *

Sarah King Bartell, Plaza House Manager *

Nicholas Bartell, Director of Secondary Education *

Kassie Carroll Downey, Education Associate,

Choreographer and Dance Instructor*

Justice von Maur, Interactive Scheduler/

Stage Manager *

Kevin Smith, Music Director and

Private Voice Instruction

Jenny Rader, Private Voice Instruction

Ronn Burton. Private Voice Instruction &

Class Teacher

Matthew Alvin Brown, RoKademY Instructor

Heather Leonhart, Plaza Bar Staff *

Lisa Wolf, Plaza Bar Staff *

Jenny Rader, Plaza Bar Staff *

Seth Paden, Plaza Bar Staff *

January 1 - June 8, 2020

^{**} January 1 - June 8, and September 1 - December 31, 2020 (65% reduction in staff due to COVID-era layoffs. 5 positions restored Sept. 15)



= LYRIC THEATRE OF OKLAHOMA

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