



KING OF PANGAEA
 in collaboration with Aurora Theatre
 Book and Lyrics by Martin Storrow
 Directed by Michael Baron
 Sponsored by O.K. Detrick Foundation/Gail Beals



Photos by Miki Galloway



MARY POPPINS
 Music & Lyrics by Richard M. Sherman & Robert B. Sherman
 Book by Julian Fellowes
 Directed by Lyn Cramer
 Mary Poppins played by Adriana Hicks*
 Sponsored by Express Employment International, Compliant Solutions, and The OKC Car Crash Clinic, Martin Lopez, M.D.



Photo by Lance Payne

The Penguin Rep production of **SMALL**
 Written and performed by Robert Montano*
 Directed by Jessi D. Hill



LYRIC THEATRE OF OKLAHOMA

2024 ANNUAL REPORT



Photo by Carl Shortt

Lyric's **A CHRISTMAS CAROL**
 Written by Charles Dickens
 Adapted & Directed by Michael Baron
 Scrooge played by D. Lance Marsh*
 Sponsored by Devon Energy, and Paula & Carl Stover



Photo by Miki Galloway

JERSEY BOYS
 Book by Marshall Brickman & Rick Elice
 Music by Bob Gaudio
 Directed by Ashley Wells
 Sponsored by MidFirst Bank, American Fidelity Foundation, Paula & Carl Stover, and Jay Parks, C.P.A.



Photo by Miki Galloway



Photo by K. Talley Photography

Rodgers & Hammerstein's **CINDERELLA**
 in collaboration with Deaf Austin Theatre and ZACH Theatre
 Book and Lyrics by Oscar Hammerstein II
 Music by Richard Rodgers
 Directed by Dr. Brian A. Cheslik and Michael Baron
 Starring Sandra Mae Frank* as Ella
 Sponsored by Continental Resources, Inasmuch Foundation, and Cory's AV.



Photo by K. Talley Photography

ONCE ON THIS ISLAND
 Book and Lyrics by Lynn Ahrens
 Music by Stephen Flaherty
 Directed by Monique Midgett



Photo by: Lindse Barks

Lyric's Thelma Gaylord Academy students staged hit productions of *High School Musical Jr.*, *Mean Girls: High School Version*, *RoKademy Experiment: Jagged Little Pill*, *Sondheim on Sondheim*, *James and the Giant Peach Jr.*, *Finding Nemo Jr.*, *Press Start*, *Zombie Prom (Atomic Version)*, and *The Curious Incident of the Dog in the Night-Time*.

Lyric Academy's **MEAN GIRLS: High School Version**
 Book by Tina Fey
 Music by Jeff Richmond
 Lyrics by Nell Benjamin
 Directed by Elizabeth Dragoo



Photo by Miki Galloway

Lyric's Musical Interactive School Touring Program
 Rodgers & Hammerstein's **THE SOUND OF MUSIC**
 Directed by Rozz Grigsby
 Sponsored by The Dr. Elliott & Pam Schwartz AEIOU Foundation and Devon Energy



Photos by Miki Galloway



In 2024, Lyric hosted the National Alliance for Musical Theatre's annual Spring Conference featuring Keynote Speaker Mayor David Holt (top right) with Michael Baron. (Below) Many valuable sessions were held on the state of the musical theatre field during the 3-day convening.

* Member Actors' Equity Association

LYRIC THEATRE OF OKLAHOMA

Michael Baron, *Producing Artistic Director*

Jim Reynolds, *Managing Director* • Ashley Wells, *Executive Producer*

THE MISSION of Lyric Theatre of Oklahoma is to produce quality professional theatre in Oklahoma; to encourage and educate talented individuals; to promote collaboration among the arts in our community; and to enrich the quality of life for the people of Oklahoma.



In 2024, Lyric Theatre of Oklahoma experienced remarkable growth and recognition. Notable highlights include:

- Robert Montano's tour-de-force autobiographical performance in **SMALL**.
- The regional premiere of Martin Storrow's **KING OF PANGAEA**, which was seen by musical theatre colleagues from across America and Canada at . . .
- The **National Alliance for Musical Theatre's Spring Conference** hosted by Lyric Theatre featuring Keynote Speaker Mayor David Holt. Oklahoma hospitality was in full force, and everyone was delighted to discover many gems in Oklahoma City!
- Attendance at **MARY POPPINS** starring Broadway's Adrianna Hicks, the widely acclaimed **JERSEY BOYS**, and Lyric's bilingual production of Rodgers and Hammerstein's **CINDERELLA** grew to over 25,483 single ticket buyers in 2024, compared to 18,326 in 2023. Several thousand of those attendees were new to Lyric, furthering the theatre's strategic goal of expanding its audience base.
- A new record was set for **Individual Donations**, paving the way for Lyric's capital campaign to renovate the Academy building, administrative offices, and the newly acquired Production and Design Center, and 16th Street properties.
- An intimate new production of **ONCE ON THIS ISLAND** graced Lyric's Plaza Theatre.
- Lyric's 2024 edition of **A CHRISTMAS CAROL** set an all-time high for attendance.
- **Thelma Gaylord Academy's** stellar student enrollment and scholarship awards.
- **Lyric's Musical Interactive** toured to a record number of schools in the state.
- The theatre's scenic and prop studios began operations in Lyric's newly acquired **40,000 sq. ft. Production and Design Center** in the Ironworks District.
- The purchase of the former dance studio adjacent to Lyric's Plaza Theatre offers exciting **new expansion opportunities on 16th Street**.

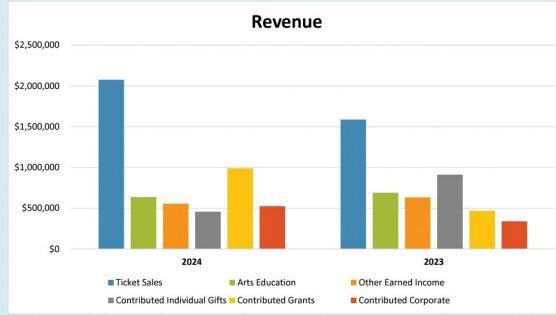
As the Official State Theatre of Oklahoma, Lyric is proud to welcome returning and new audiences throughout the year to live performances created by and for all Oklahomans.



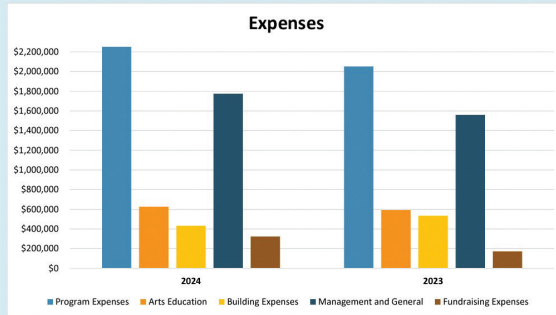
Lyric's 4th Annual **BROADWAY BASH!** at The Skirvin Hotel with Honorary Co-Chairs Melinda and Randy Compton.

FINANCIALS

Balance Sheet	2024	2023
Cash and Cash Equivalents	\$1,887,755	\$2,745,566
Other Current Assets	\$371,593	\$336,337
Total Current Assets	\$2,259,348	\$3,081,903
Other Assets	\$12,187,024	\$11,325,393
Total Assets	\$14,446,372	\$14,407,296
Current Liabilities	\$892,846	\$846,989
Long Term Liabilities	\$1,746,740	\$987,137
Net Assets	\$11,806,785	\$12,573,170
Total Liabilities and Net Assets	\$14,446,372	\$14,407,296



Revenue	2024	2023
Ticket Sales	\$2,074,776	\$1,586,091
Arts Education	\$635,952	\$688,125
Other Earned Income	\$555,327	\$633,551
Contributed Individual Gifts	\$455,930	\$910,859
Contributed Grants	\$989,868	\$467,615
Contributed Corporate	\$524,000	\$338,200
Total Operating Revenue	\$5,235,852	\$4,624,441



Expenses	2024	2023
Program Expenses	\$2,516,003	\$2,051,361
Arts Education	\$626,585	\$592,611
Building Expenses	\$432,374	\$533,381
Management and General	\$1,775,063	\$1,558,513
Fundraising Expenses	\$323,226	\$171,303
Total Operating Expenses	\$5,673,251	\$4,907,169

LYRIC'S AUDIENCE

Lyric productions attract audiences from 305 Oklahoma cities and towns, plus attendees living in 3,504 zip codes across 50 states, Wash. D.C., Puerto Rico, and Canada. Over ...

150,000

Patrons are served annually with Lyric productions at the intimate Plaza Theatre and majestic Civic Center Music Hall.

200

With over individual performances, Lyric employs thousands of actors, designers, musicians, artists, carpenters, scenic artists, costumers, technicians and teaching artists throughout the year.

THELMA GAYLORD ACADEMY

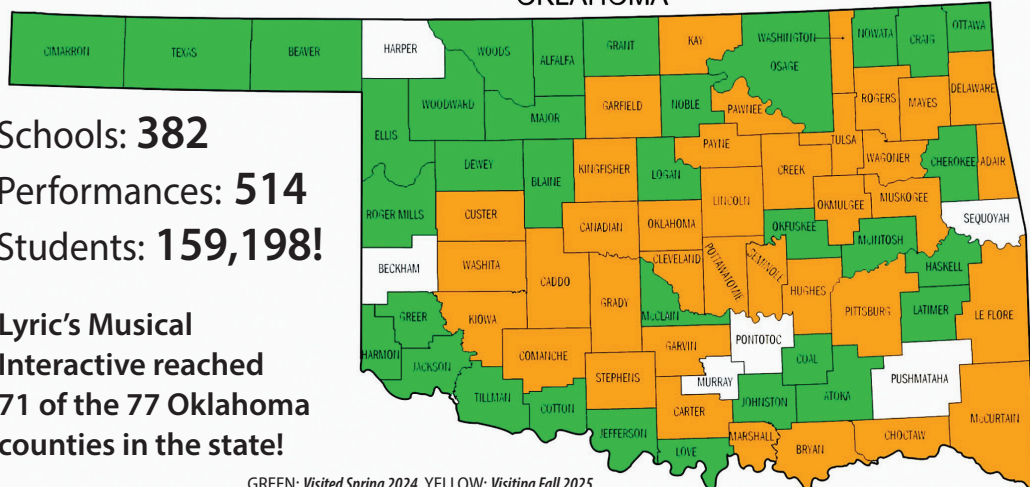
125,000



Students served annually by Lyric's educational programs for youth!

Lyric's MUSICAL INTERACTIVE PROGRAM

Sponsored by The Dr. Elliott & Pam Schwartz AEIOU Foundation, and Devon Energy



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