

LAST YEAR IN SUMMARY

Since 2016: Increase of **\$113K** in the **Endowment Fund** which allowed for a **\$20K disbursement** to cover programming costs

29% of tickets at \$25 or less
49% of tickets at \$50 or less
67% of tickets at \$75 or less
Trending from \$25 tickets to mid-priced tickets since 2017

Farewell to Director of Special Events and Community Engagement **Mercedes Simpson**; Greetings to Director of Development **Don Ruth**

40,000 children, adults, teachers, and community members reached at **190 performances** on the Artists in Residence Education Tour; **76** school performances; **63** event performances; **51** pop-up performances

4,700+ attendees at our mainstage performances at the Saenger Theatre; **75%** capacity; **628 attendees** at our showcase performances at the Ashmore Auditorium; **100%** capacity

The MET soprano, **Elizabeth Caballero** returned to Pensacola Opera in **Madama Butterfly**; Favorite **Corey McKern** joined us for the Pensacola premiere of **Man of La Mancha**; Renowned bandeonista David Alsina mesmerized at the Pensacola premiere of **María de Buenos Aires**, a Foo Foo Festival event

Box Office sales accounted for **28%** of total income in 2018. This is an **increase of 8%** and **\$84,500** from 2017

Anticipate **additional \$25K** in income from *A Toast to Kyle* event to **underwrite the two leading roles** for mainstage productions over the next five years

Special Events brought in **\$210K+** in 2018: **Jukebox Gala** raising **over \$45,000** in net profit; **Operazzi Ball** raising **over \$105,000** in net profit

256% increase in **rental income at the Opera Center**; New recurring rentals: **Deep Water Church**; New renters: **Arrant Knavery** and **PenArts**