



## FROM THE DIRECTOR

Whether you were in the audience, behind the scenes or standing center stage, Des Moines Metro Opera's 50th anniversary season was a resounding success. In what was surely our most ambitious year to date, we celebrated our artistic legacy, elevated our role as a community arts leader and activated a broad base of loyal support. For the past several years we've been laser-focused on the important artistic and financial opportunities that this anniversary offered us to make critical progress in serving our mission. Now, at its conclusion, we can report to you that we not only achieved each of our ambitious goals, we surpassed them. The response to the season from artists, patrons, critics, donors and friends has been remarkable.

For 8 weeks this summer, Indianola was the epicenter of the operatic universe. An incredible array of today's best singers, committed orchestral musicians, top notch visual designers, Pulitzer Prize-winning authors and librettists, next generation composers, inventive directors, a wall of choral sound and three amazing conductors showcased the power, diversity, range and breadth possible in this art form. Their work drew audiences from 41 states and our productions were reviewed by publications ranging from *The Wall Street Journal* to *Successful Farming*. Because they see value in experiencing our work, nearly 30 opera industry professionals made their way to a production, including Opera America President and CEO Marc A. Scorca.

None of this would have been possible without your support. Producing an entirely sold-out season with four English language works is cause for celebration. That two of those four works were successful but distinct from one another world premieres underscores that our audiences understand the value of actively engaging with and creating the future of our art form. That we have done so with fundraising success completes the picture of a healthy, vibrant and forward-looking arts organization. Thank you for playing your part in allowing us all to envision the future of this remarkable endeavor from a position of strength! We have great things ahead.

#### MICHAEL EGEL

The Linda Koehn General and Artistic Director

### **OUR MISSION**

Create distinctive theatrical experiences and inspirational learning opportunities for artists and audiences of the 21st century.

INSPIRE diverse audiences through statewide educational programs and unique community collaborations.

**ENCOURAGE** established and emerging artists and administrators to produce their best work through a creative, inclusive environment.

**CURATE** innovative repertory from four centuries of composition presented at the highest levels of artistic and vocal achievement.

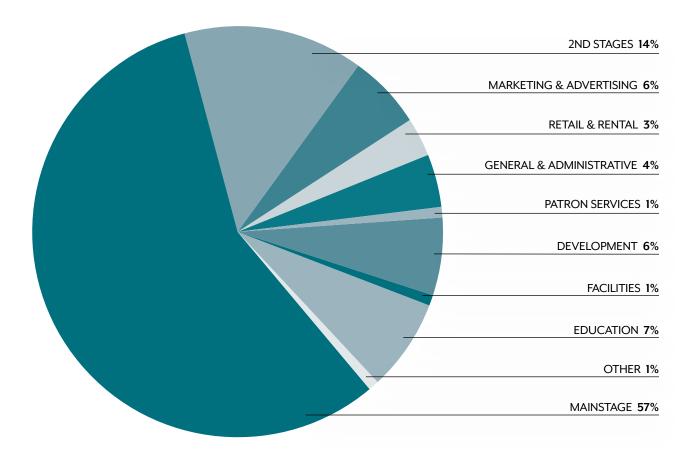
**IMPACT** the economic vitality of the Greater Des Moines region through programming that generates national and international tourism.

## ANNUAL FUND AND FINANCIALS

Des Moines Metro Opera is growing and thriving in fulfilling its mission to create distinctive theatrical experiences and inspirational learning opportunities for artists and audiences of the 21st century. Such a commitment to mission requires a balanced and responsible fiscal policy. DMMO has earned a record of fiscal responsibility (Financial Score of 100 from <a href="Charity Navigator">Charity Navigator</a>) and enjoys a strong base of support from loyal patrons and individual donors. In addition, robust support from area businesses, foundations and government entities are vital to funding the work at Des Moines Metro Opera. Beyond DMMO's annual fund donations, the company receives an annual contribution from the Des Moines Metro Opera Foundation to support mainstage and educational programming. DMMO is thrilled to have such a dedicated base of donors and community partners in Des Moines and beyond.

## **2022 EXPENSES**

In FY22, 71% of expenses supported the mainstage and 2nd Stages Series performances. 7% of the budget provided support for education programming including OPERA Iowa and the Apprentice Artist Program. These are significant investments in the mission at DMMO. In total during FY22, 23% of expenses at DMMO funded personnel costs (artists, production staff, orchestra musicians, full- and part-time staff).



For greater detail and access to the company's 990 filings and audited financials, please refer to our website.

## **2022 REVENUE**

Des Moines Metro Opera relies on contributed revenue from public funding and gifts from individual and corporate donors. In FY22 only 14.16% of the company's nearly \$7.5 million operating budget came from earned revenue sources such as ticket sales and fundraising events.

8000

4000

### EARNED REVENUE

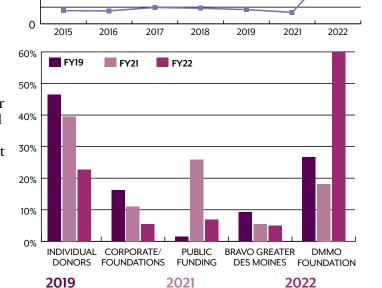
Earned revenue consists of the following categories with the largest portion of earned revenue coming from box office ticket sales (69.21%). Of note this year is the lack of income related to audition fees. This change increases accessibility for young artists to be considered for this program. The charts below illustrate total ticket sales over the past seven seasons (exluding 2020). Note that in 2021, the theatre capacity was capped at 55% due to the pandemic.

1	AUDITION FE	EES <b>0</b> %										
	ADVERTISING 1.59%											
	EDUCATION PROGRAMS 1.96%											
	SET RENTALS 4.62%											
	FUNDRAISING EVENTS <b>6.59</b> %											
	CONCESSIONS/RETAIL 7.61%											
OTHER INCOME 8.40%												
	TICKET SALES 69.21%											
						ı						
0%	10%	20%	30%	40%	50%	60%	70%	80%				

TICKETS	MAINSTAGE	2ND STAGES	
2015	5,362	790	
2016	5,346	778	
2017	6,313	981	
2018	5,709	935	
2019	6,276	851	
2021	4,048	689	
2022	6,759	3,614	

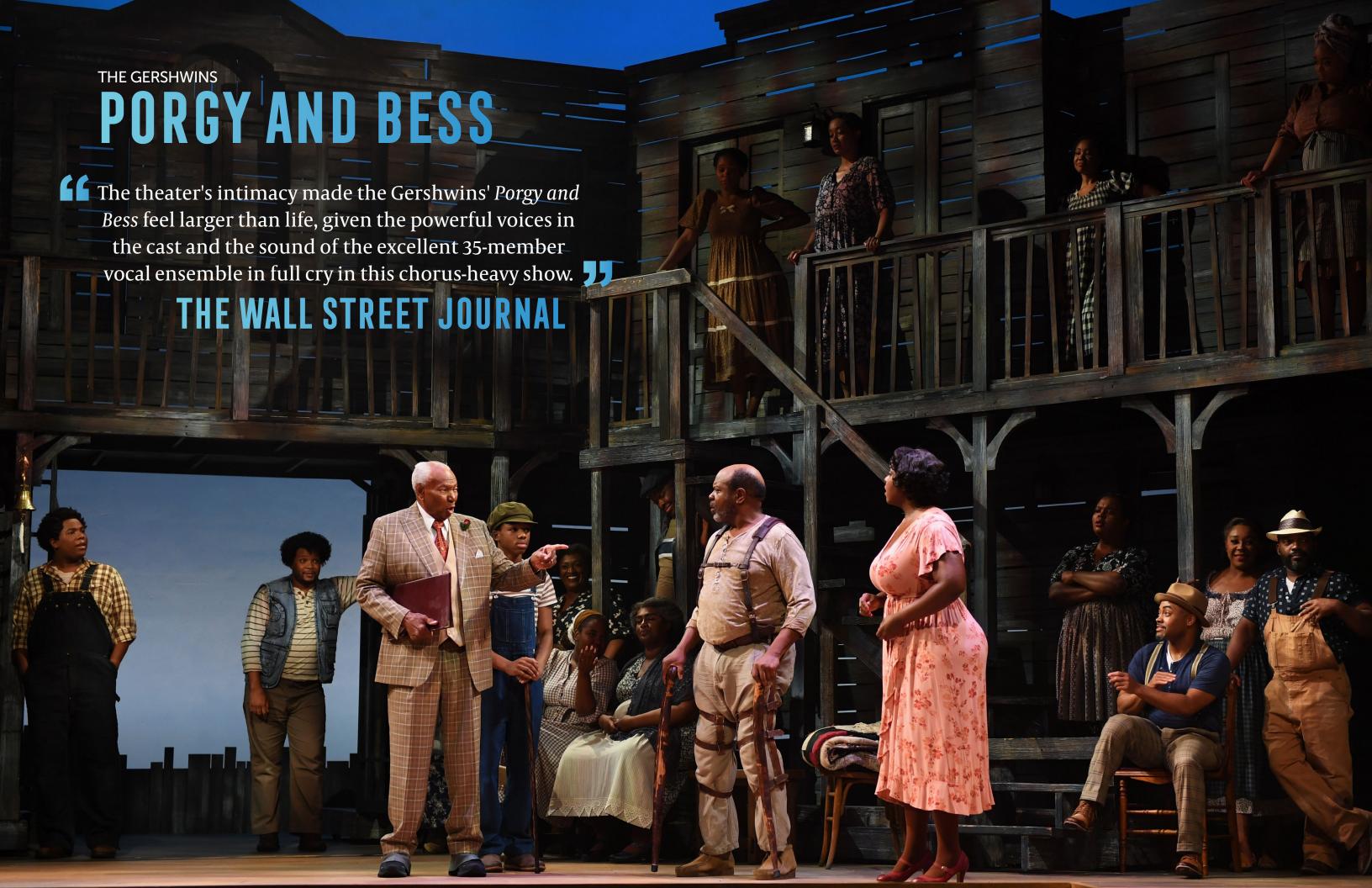
### **CONTRIBUTED REVENUE**

The sources of contributed revenue shifted over the past 4 years. With the exception of special funding for 50th anniversary artistic initiatives in 2022, individual donors consistently represent the largest portion of contributed revenue at Des Moines Metro Opera. Levels of public funding in 2021 and 2022 were elevated due to COVID relief funds. The level in 2019 represents a more historical trend than the levels in 2021 and 2022.



	\$2,342,934	\$3,139,928	\$6,384,655
DMMO FOUNDATION	\$624,600 (26.66%)	\$569,000 (18.12%)	\$3,828,843 (59.97%)
BRAVO OF GREATER DES MOINES	\$216,000 (9.22%)	\$172,000 (5.48%)	\$317,400 (4.97%)
PUBLIC GRANTS	\$36,225 (1.55%)	\$814,053 (25.93%)	\$438,204 (6.86%)
CORPORATE/FOUNDATIONS	\$378,701 (16.16%)	\$343,390 (10.94%)	\$349,360 (5.47%)
INDIVIDUAL DONORS	\$1,087,407 (46.41%)	\$1,241,486 (39.54%)	\$1,450,848 (22.72%)

We are grateful to the nearly 1,000 donors who supported the annual fund this year. Please see the 2022 Summer Festival Program for <u>a full listing</u> of supporters.











# SUMMER FESTIVAL

DMMO's Summer Opera Festival makes it one of the state's largest professional, producing performing arts organizations. The festival runs annually May through July with public performances on the mainstage occurring during July. The mainstage performances take place in the intimate 467-seat Pote Theater at the Blank Performing Arts Center in Indianola, Iowa. This year's mainstage season included performances of The Gershwins' *Porgy and Bess*, Britten's *A Midsummer Night's Dream*, and Kuster/Campbell's *A Thousand Acres*, a world premiere opera commissioned to honor the company's 50th Anniversary season. Here is a summary of this year's mainstage summer festival:

### 6,759

TICKETS SOLD (A 12-YEAR RECORD)

12

**OUT OF 16 SOLD-OUT PERFORMANCES** 

90.46%

OF SEATS SOLD

732

**ACCOUNTS ON THE WAITLIST** 

275+

**ARTISTS INVOLVED** 

### 974

NEW HOUSEHOLDS ATTENDED MAINSTAGE OPERAS

41

STATES REPRESENTED, PLUS D.C.

80%

ATTENDEES FROM IOWA HOUSEHOLDS

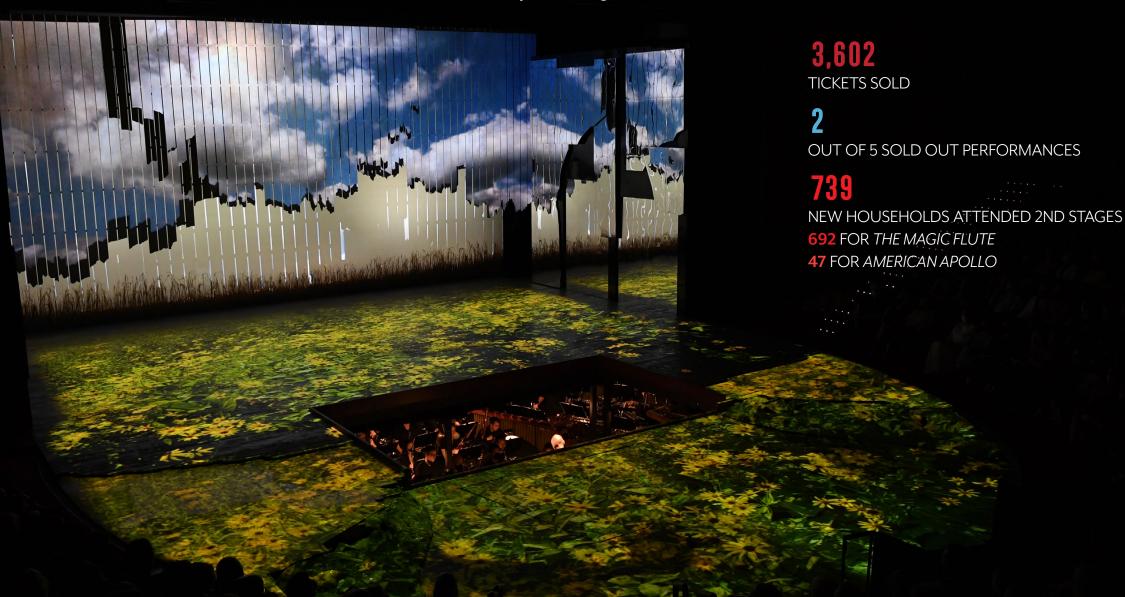
20%

ATTENDEES FROM OUT-OF-STATE HOUSEHOLDS

# 2ND STAGES SERIES

Conceived as an expansion of the company's successful Summer Festival, the 2nd Stages Series allows audiences to experience this remarkable art form through operatic presentations in unorthodox spaces. We take the opera "out of the opera house" and into community spaces. Such performances allow Des Moines Metro Opera to engage in meaningful partnerships with community and arts organizations throughout Central Iowa that demonstrate the power of the human voice to tell the stories of our own time. This year's 2nd Stages Series included performances of Mozart's *The Magic Flute* at the Des Moines Civic Center in March and Geter/Palmer's *American Apollo* at the Des Moines Art Center in July. Here is a summary of this year's 2nd Stages Series:

A THOUSAND ACRES



# OPERA IOWA

For more than 35 years, OPERA Iowa has presented day-long residencies in rural schools, city classrooms, "cafetoriums," community centers, concert halls and gymnasiums, offering more than 1 million young people and their families professional arts experiences while building new and enthusiastic audiences for the future. The OPERA Iowa curriculum features comprehensive study guides, curriculum-based workshops and professional musical performances designed specifically for young people and families. The OPERA Iowa troupe travels across the state of Iowa offering in-person experiences, and in 2020 the company developed the Virtual Opera Curriculum to increase the program's impact geographically at a time when in-person programming was not possible. Here's what the troupe did this year:

21,620

TOTAL STUDENTS BENEFITTED FROM OPERA IOWA IN 2022

45

PERFORMANCES OF RUSALKA: THE LITTLEST MERMAID

125

WORKSHOPS

5

ARIAS CONCERTS

66

SCHOOLS VISITED

11,410

STUDENTS IMPACTED BY LIVE PERFORMANCES

450

MUSIC TEACHERS BENEFITTED

4,000+

MILES TRAVELED

63%

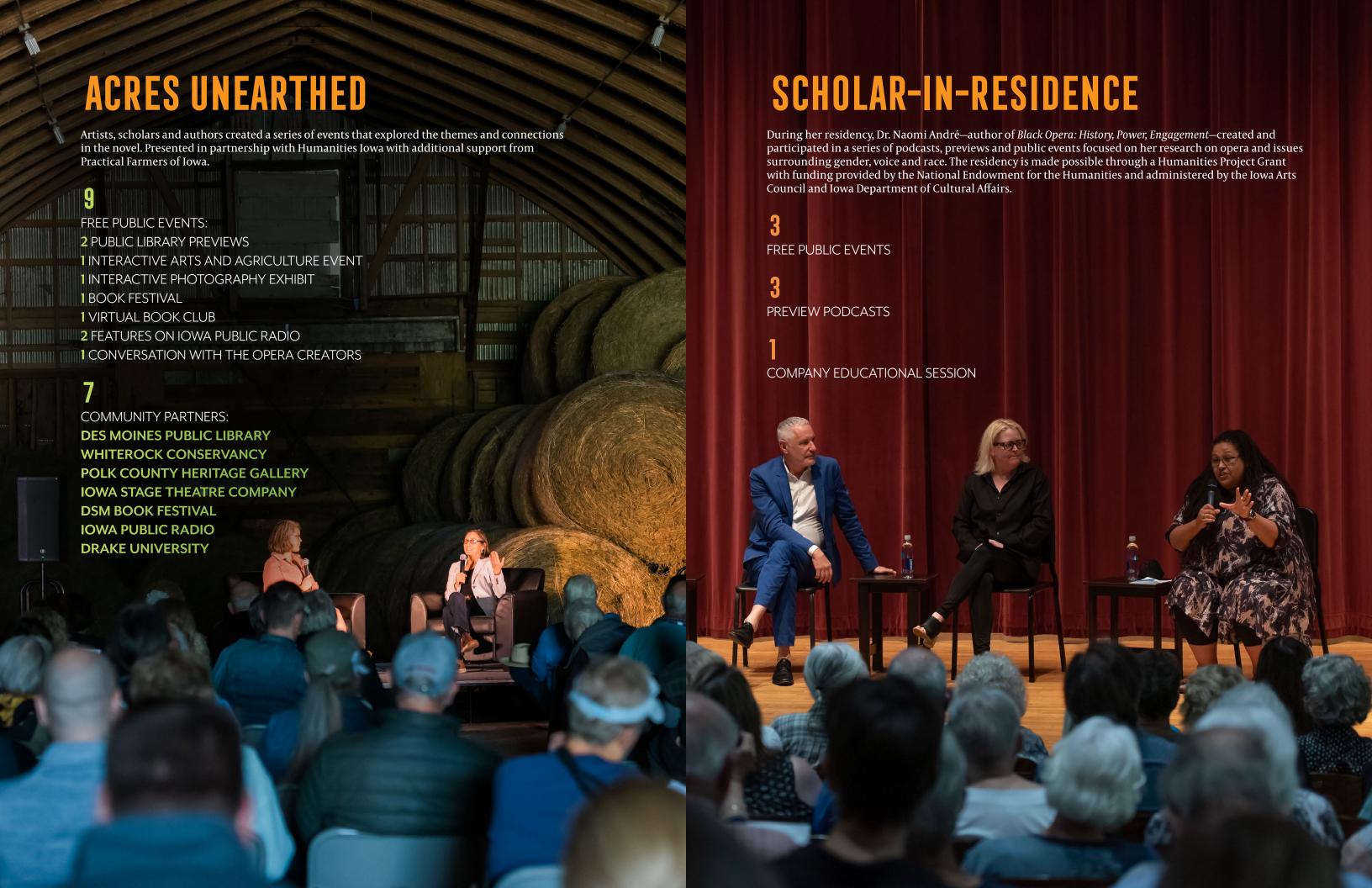
OF THE DISTRICTS VISITED, AT LEAST 1/3 OF STUDENTS QUALIFIED FOR FREE/REDUCED LUNCH

30%

OF SCHOOLS WERE IN RURAL AREAS







# 50 NEXT

A campaign to honor and support the 50th Anniversary of Des Moines Metro Opera began in 2019. The 50 NEXT Campaign serves to secure the financial future at Des Moines Metro Opera, sustaining funding for innovation and continued work to be an opera company that responds to the needs of the 21st century. The 50 NEXT Campaign's goal to raise \$15 million to advance DMMO's artistic legacy and build our capacity to serve a growing and diverse population has been met and exceeded due to the generosity of our community. A summary of the campaign's activity is below. We are grateful to the families and friends who participated in the 50 NEXT Campaign. Because of their belief in the mission and work at DMMO, we look with optimism to the NEXT 50 years.

### 215

GIFTS MADE

188 CASH OR STOCK

20 ESTATE/PLANNED GIFTS

7 CAPITAL GIFTS

### \$394,500

TOTAL ADMINISTRATIVE COST OF THE CAMPAIGN 2.1% OF FUNDS RAISED

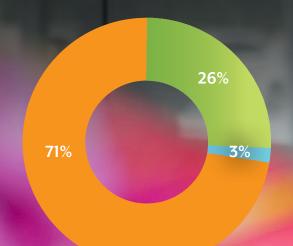
### \$18,749,109.21

TOTAL DOLLARS RAISED

\$13,314,525.82 CASH OR STOCK RECEIVED/PLEDGED

\$4,881,078.70 NON-MATURED ESTATE GIFTS

\$553,504.69 DESIGNATED CAPITAL GIFTS



### HOW THE FUNDS WILL BE USED:

**\$2.7 MILLION** TO FUND ARTISTIC INITIATIVES OF THE 50TH ANNIVERSARY SEASON

\$553,505 TO SPECIAL CAPITAL PROJECTS

**\$835,000** TO FULFILL ROBERT L. LARSEN SCENIC ENDOWED FUND TO A BALANCE OF **\$1.5 MILLION** 

**\$1.5 MILLION** TO ESTABLISH A CAPITAL IMPROVEMENT ENDOWMENT FUND

**\$394,500** ADMINISTRATIVE/FUNDRAISING EXPENSE

\$12,766,104.21 TO BUILD THE CORPUS OF THE DMMO FOUNDATION TO ENHANCE AND SECURE ACCESSIBILITY AND GROWTH

We are grateful for the generosity of those who participated in the 50 NEXT Campaign. Please see the 2022 Summer Festival Pogram for <u>a listing of donors</u> as of June 2022.

## BOARD OF DIRECTORS FISCAL YEAR ENDING AUG. 31, 2022

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NANCY MAIN

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Orchestra Personnel and Operations Manager MARK DORR

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Company Coordinator | OVON EBORN

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SHANTILA CASTON STEPHANIE ENNEN



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<sup>\*</sup>Past President of the Board

