

# STUART'S OPERA HOUSE

2019  
ANNUAL  
REPORT



# ABOUT STUART'S OPERA HOUSE

## OUR MISSION

Stuart's Opera House is the cornerstone of the historic Public Square in Nelsonville. It is dedicated to its role as a regional leader in the arts community, a center for public expression, and an economic development partner for Southeastern Ohio.

## HISTORY

We envision Stuart's Opera House as the cultural anchor and a center of expression on Nelsonville's bustling and dynamic Public Square. It is a historic venue sought out by people of all ages, from all walks of life, and from near and far. Its well-earned reputation as an intimate, casual setting for continuous offerings of both familiar and innovative artistic performances and community events brings people back time and again.

Stuart's Opera House is the cornerstone of the Nelsonville Historic Art District. A lovingly restored theatre that reflects its glory days in 1879 through 1924 when it was home to vaudeville, melodrama, and minstrel shows. Stuart's closed and sat empty from 1924 through 1976. In 1977 a group formed a non-profit and started bringing the theatre back to life when a devastating fire nearly destroyed the building in 1980. Seventeen years later, in 1997, the opera house re-opened its doors and is once again home to local, regional, national and internationally acclaimed performances. Stuart's Opera House now hosts over 75 events each year and is Southeastern Ohio's favorite place to experience live performance.



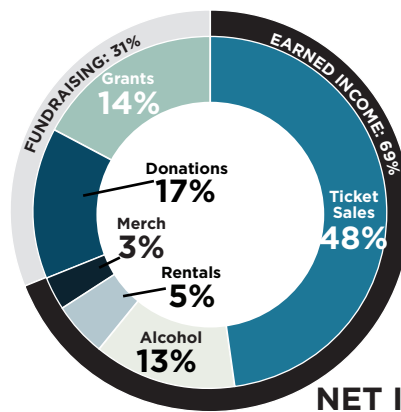


# STUART'S BY THE NUMBERS

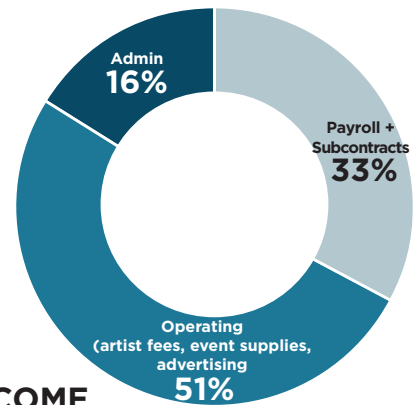
BOB BOILEN OF NPR MUSIC HOSTS TANK AND THE BANGAS FOR A PACKED HOUSE AT STUART'S OPERA HOUSE



**2019 INCOME**  
TOTAL: \$1,882,762



**2019 EXPENSES**  
TOTAL: \$1,830,641



OVER **30,000**

visitors every year, including participants in our Arts Education program, attendees at Stuart's ticketed events, private rentals, and attendees at the Nelsonville Music Festival

## OUR COMMUNITY VOLUNTEERS

STUART'S OPERA HOUSE AND THE NELSONVILLE MUSIC FESTIVAL DEPEND ON THE SUPPORT OF OUR DEDICATED VOLUNTEERS.

**60+**  
VOLUNTEERS AT  
STUART'S  
OPERA HOUSE

**500+**  
VOLUNTEERS AT THE  
NELSONVILLE MUSIC  
FESTIVAL

**800**

HOURS VOLUNTEERED AT  
STUART'S OPERA HOUSE



DAN DONALDSON HAS  
VOLUNTEERED FOR 13 YEARS!

**6,000**

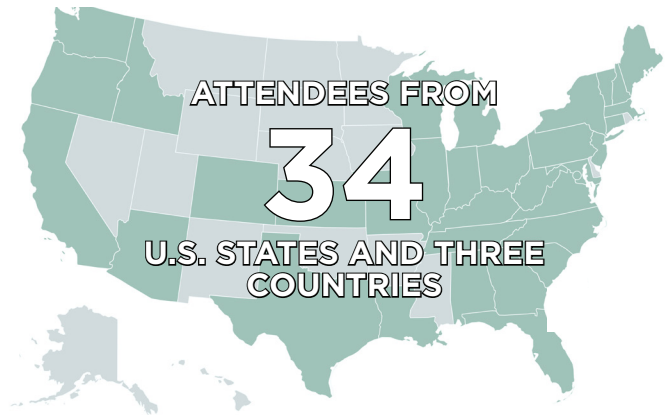
HOURS VOLUNTEERED AT  
THE NELSONVILLE MUSIC  
FESTIVAL

**WE COULDN'T DO IT WITHOUT OUR VOLUNTEERS!**

# NELSONVILLE MUSIC FESTIVAL

THE NELSONVILLE MUSIC FESTIVAL IS OUR MOST IMPORTANT ANNUAL FUNDRAISER FOR STUART'S OPERA HOUSE. PROCEEDS FROM NMF ARE ESSENTIAL SUPPORT FOR OUR YEAR ROUND ARTS PROGRAM.

The Nelsonville Music Festival is a presentation of and fundraiser for Stuart's Opera House. In its 15th year, the 2019 Nelsonville Music Festival took place from June 6-9, in Nelsonville, Ohio, featuring many musical acts in four days on multiple stages along with on-site camping, artisan vendors, kids activities, food, a beer garden, and more. Billboard has called Nelsonville Music Festival "one of the best kept secrets of the U.S. music festival circuit," and in our 15th year NMF continued to gain fans who wanted a music festival with a more personal experience.



## SOCIAL MEDIA AUDIENCE

Facebook	17,900+
Instagram	5,400+
Twitter	2,600+

## AUDIENCE + MEDIA REACH

via Media Coverage	500,000 to 750,000
Digital Reach	100,000+
On-Site Reach	7,000 to 8,500 per day

Our **Boxcar Stage** is sponsored by the Ohio University Performing Arts and Concert Series, which makes the festival experience accessible to anyone.

# 54

ARTISTS IN FOUR  
DAYS OF MUSIC

# 7,000+

FESTIVAL  
ATTENDEES

# 92%

OF WASTE DIVERTED  
FROM THE LANDFILL





# ARTS EDUCATION

The goal of our Arts Education Program is to offer an affordable, broad-based program focused on performing arts, targeting a diverse group of our regional community members.

Curriculum is developed by recognized leaders in their artistic fields then reviewed yearly by the Arts Education Director, instructors, and members of the Arts Ed Committee, which is made up of teachers, school board members, education administrators, and community members.



**Students of all ages learning banjo basics during our Appalachian Music Week.**

## ARTS EDUCATION PROGRAMS

- After School Music Program (AMP)
- Music Production
- Appalachian Music Program
- Performing Art Camp
- Drama Club
- Southeast Ohio Musical Lending Library: in partnership with Arts West and the Federal Valley Resource Center
- Touring Theater Performances
- Artists in Residence
- Visiting Artists
- Creative Writing for Adults
- Poetry Out Loud



***"I saw a smile break across his face several times, with teeth even! And smiles are not something I have witnessed in a while...and they were so genuine and undeniable."***

- AMP parent after her son's performance at the Nelsonville Music Festival

## DID YOU KNOW?

Stuart's employs Trimble Middle School's full time music teacher. Stuart's also supports teaching artists to conduct 4-6 week classes in Athens County schools and community organizations including Passion Works, Rising Appalachian Warriors Camp, Prism Youth Program, and the Southeast Ohio Musical Lending Library. In partnership with local school districts, teachers, artists, and funders, these residencies are provided for free.



**Students of the Performing Art Camp performing on the Stuart's Stage.**



# LIVE MUSIC AND EVENTS

For twenty years, Stuart's has been a community center for the arts. On average, Stuart's provides 30,000 visitors with over 75 events a year, including concerts, theater performances, educational events, and private rentals.



In 2019, our historic theater featured The War and Treaty, the Columbus Symphony Orchestra, Hayes Carll, Tank & The Bangas, Patty Griffin, Bruce Cockburn, Thompson Square, ABC Players present: "Disney's Frozen Jr." and many more!

***"One visit and you are part of the 'family.' Never met anyone who didn't fall in love with Stuart's after stopping by for a show or a tour. The new renovations have made it even better!"***

## 40+

PRIVATE RENTALS  
IN 2019

## 75

LIVE EVENTS

## 51%

ATTENDEES FROM  
SOUTHEAST OHIO,  
INCLUDING ATHENS +  
NELSONVILLE



THE COLUMBUS SYMPHONY  
PLAYS TO A SOLD OUT CROWD  
AT STUART'S



STUART'S HOSTS PRIVATE EVENTS  
YEAR ROUND, INCLUDING WEDDINGS,  
CONFERENCES, PARTIES, AND MORE!



THE ABC PLAYERS PERFORM  
DISNEY'S FROZEN JR. ON THE  
STUART'S STAGE



QUEEN OF BLUEGRASS RHONDA  
VINCENT AND THE RAGE PERFORM  
FOR A SOLD OUT CROWD

# THANK YOU

## BECOME A MEMBER

Through becoming a member of Stuart's Opera House you help us to ensure the continuation of quality arts programming in Athens County. Each level of membership entitles you to certain benefits and levels of recognition. Learn more at [stUARTSoperahouse.org](http://stUARTSoperahouse.org).

## SPECIAL THANKS

Everything we have been able to accomplish at Stuart's is because of our incredible family of donors. Through donations, sustaining memberships, fundraising events, corporate partnerships, foundation grants, and major gifts, we are honored to be able to bring the arts to Athens County. Thank all our donors for helping make it possible for Stuart's Opera House to serve the greater southeast Ohio community.

A special thanks to the following for their incredible generosity in supporting Stuart's: Baird Brothers Foundation, Epstein Teicher Philanthropies, Osteopathic Heritage Foundations, Charles, G. O'Brien Foundation, Ohio Arts Council, HAPCAP, Ohio Facilities Construction Commission, Sky Cone, and the Ohio Children's Foundation.



THE BREEDERS PERFORM ON THE MAIN STAGE OF NMF19

## FOLLOW US FOR UPDATES ALL YEAR!



[stUARTSoperahouse.org](http://stUARTSoperahouse.org)  
[nelsonvillefest.org](http://nelsonvillefest.org)

Photos by Scotty Hall,  
Sarah Warda and Chris Croft

## BOARD OF DIRECTORS

Michael Mark, **President**  
Jenny Pope, **Vice President**  
Dan Stroh, **Treasurer**  
Valerie Kinnard, **Secretary**  
Miki Brooks  
Herman Carson  
Russell Chamberlain  
Kathryn Cooper  
Howard Fokes  
Kelly Hatas  
Susan Harmony  
Faith Knutsen  
Diane McVey  
Karl Runser  
Mary K. Walsh

## BOARD MEMBERS

### EMERITUS:

Frederick Oremus  
Katie McCoy (deceased)

## STAFF

Tim Peacock  
**Executive Director**

Melissa Wales  
**Chief Operating Officer**

Angela Anderson  
**Chief Development Officer**

Emily Prince  
**Education Director**

Chloe Musick  
**Marketing +  
Public Relations Director**

Stephen Dierna  
**Development Associate**

Brent Armel  
**Events Manager**

Terry "T-Bone" McCauley  
**Technical Director**

Allison DeWitt  
**Administrative Assistant/  
Box Office Manager**

Clara Thornberry  
**AmeriCorps Member**



OUR ARTS EDUCATION PROGRAM WELCOMES STUDENTS TO OUR THEATER FOR A SPECIAL PERFORMANCE

