

STUART'S

NELSONVILLE OHIO

OPERA HOUSE

2020 ANNUAL REPORT



Afterschool Music Program band performing for the Virtual Nelsonville Music Festival.



Performing Arts Camp performing an original song.



Sharell Arocho performing a live virtual concert from the Stuart's Stage.

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.



stUARTSoperahouse.org
nelsonvillefest.org

STUART'S OPERA HOUSE IN 2020

The ongoing Coronavirus pandemic has been extremely challenging for the performing arts industry, but Stuart's Opera House remains resilient and strong. This report tells the story of how we survived and even thrived through innovation, adaptability, and widespread and generous support. Rather than closing shop, laying off staff, and going fully dark, we realized that the arts were more essential than ever and committed to bringing it to our community virtually. It tells the story of how so many of YOU stepped up to support us through donations as we were forced to cancel our beloved Nelsonville Music Festival, shows, weddings and conferences, and earned income essentially dried up. You - our beloved friends and long-time patrons and supporters - stepped up in many ways and we are so grateful. Thank you!

We were successful in accessing significant Covid-relief funding including the Payroll Protection Program, Arts Midwest, and Ohio Cares Act through the Ohio Arts Council. We are especially grateful to the Raymond C. Cook Foundation for a significant emergency operating grant along with a very generous gift to our endowment.

Buoyed by all of this support, we upgraded our livestream technology to bring you excellent virtual programming including our nationally-recognized arts education classes, a Virtual NMF, and a variety of theatrical, literary, and musical performances from the stage.

The ongoing movement for racial justice has compelled us to more intentionally engage in the urgent work of dismantling systemic racism and working to be a more inclusive and equitable organization.

Finally, 2020 saw the creation of a new leadership position - Artistic Director - which long-time Executive Director Tim Peacock stepped into and Chief Operating Officer Melissa Wales became the new Executive Director. Melissa and Tim, along with our excellent and dedicated staff, look forward to the return of live, in-person arts and to welcoming you all back to Stuart's Opera House!

SOCIAL MEDIA FOLLOWERS FOR SOH AND NMF

Facebook	30,800+
Instagram	11,500+
Twitter	4,200+
YouTube	700+

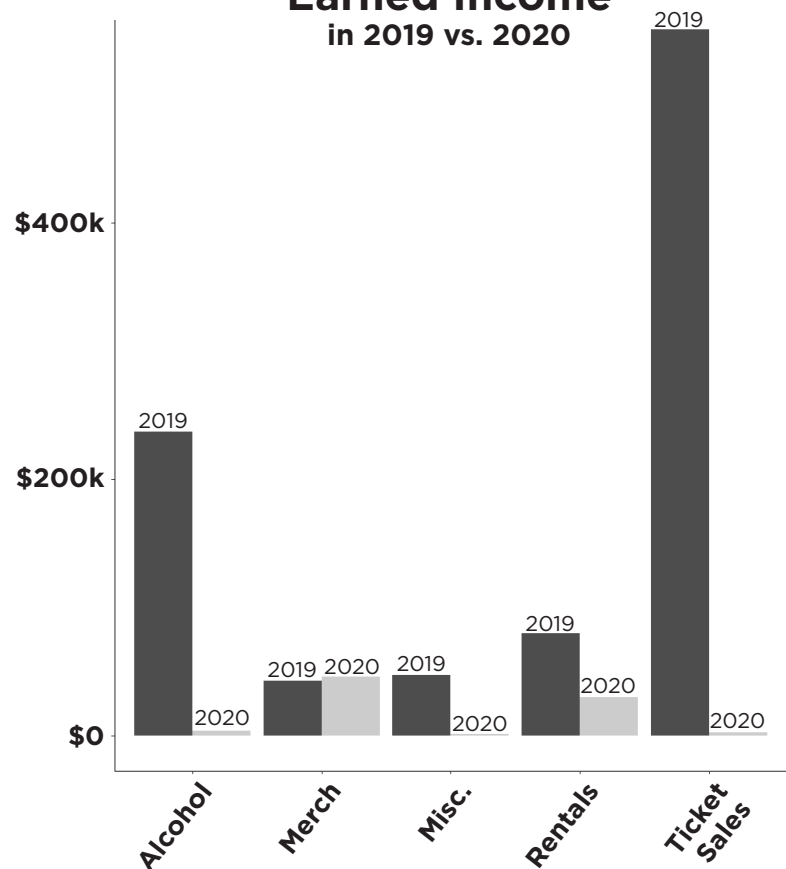
29,000 visitors to stuartsoperahouse.org
56,000 visitors to nelsonvillefest.org

Virtual visitors from all 50 states, 27
countries, and 6 continents



RHONDA VINCENT AND THE RAGE PLAY A SOLD OUT SHOW
AT STUART'S OPERA HOUSE IN EARLY JANUARY 2020

Earned Income in 2019 vs. 2020



OVER **30,000**

combined video views on YouTube and Facebook, including livestreams, virtual concerts, the Virtual Nelsonville Music Festival, and other short videos shared throughout the year.

VIRTUAL 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 EDUCATION PROGRAMS.

The Virtual Nelsonville Music Festival was a presentation of and fundraiser for Stuart's Opera House. As a response to the Coronavirus pandemic, the Nelsonville Music Festival went virtual on August 21-22, 2020. The virtual version of NMF would not have been possible without the collaborative vision of Josh Antonuccio and the production support of Andie Walla, Ohio University Scripps College of Communication, Ohio University School of Media Arts & Studies, WOUB Public Media, Ohio University Performing Arts & Concert Series, Ohio University College of Business, Ohio University Center for Entrepreneurship, and the Haden DeRoberts Foundation.



"The Virtual Nelsonville Music Festival was a life-affirming reminder of Stuart's Opera House's commitment to supporting arts education for underserved student populations throughout the region; a reminder that was sorely needed amidst a time of great disillusionment, irreconcilable loss, and despair. WOUB Culture was honored to be involved in the event, and thankful for the ability to bring our audience the content generated from it."

-Emily Votaw, WOUB Culture

"To me, VNMF served one of the biggest needs through the pandemic: the need for a community to gather around a shared experience of music and art."

-Josh Antonuccio, Ohio University School of Media Arts & Studies and the Executive Producer of VNMF

- 15,000 total views
- \$101,840 raised through sponsorships, donations, NMF Ticket Purchases converted to donations

EVENTS AT STUART'S

In a normal year on average, Stuart's provides 30,000 visitors with over 75 events a year, including concerts, theater performances, educational events, and private events--but 2020 required adjustments.

In 2020, our historic theater was home to virtual performances including Counterfeit Madison from VNMF, ABC Players Letters to Santa, and The Magic of Christmas with Sharell and Friends. Each of these productions was professionally livestreamed from the Stuart's Stage. We were also able to make the livestream option available to our rental clients, allowing weddings and parties to be safely accessible to guests. In addition to livestreams, we were able to release a ten-year anniversary commemorative video honoring A Night with the Legends.

\$12,263 raised during live streamed events



ARTS EDUCATION

The goal of our Creative Community Education Program is to offer an affordable, broad-based arts education program focused on performing arts. We offer a flexible program that is responsive to community needs. Since the start of the COVID pandemic in March 2020 our goal has been to create a space online where students ages 12-adult can still engage with their peers through music, theater, and storytelling. Our students continued to meet the program goals of individual growth and development; one sharing that AMP has taught them "how to better communicate with other band members."



David L. Harris and his band performing on the Stuart's Stage for our Visiting Artist program

THANK YOU

Annual support - which provides an important source of revenue for our arts programs - is now more important than ever. The cancellation of performances has had an enormous financial impact on our nonprofit organization.

In 2020, over 1,400 donors helped us continue our operation to our community. We are so grateful for the annual support. In 2021, we ask for your continued support and generosity so that our historic and beautiful theater can continue to be a cornerstone of Nelsonville's historic Public Square and a leader in the arts community.

Community has remained at the core of the Stuart's Opera House mission, and the best way to become more connected to our beloved theater and fellow arts lovers is to become a Stuart's Opera House Member and Annual Donor. **Please visit stuartsoperahouse.org to learn more.**

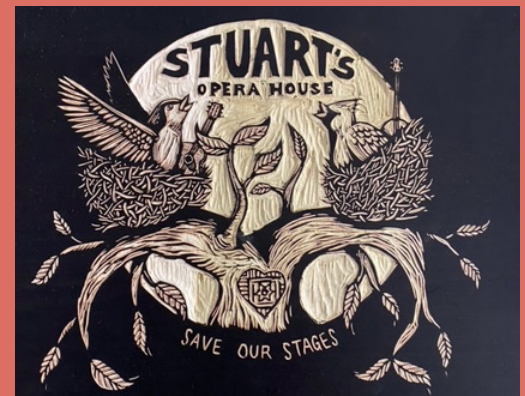
With your help, we will continue to deliver on our mission and enrich our community through the arts!

A special thanks to the following for their incredible generosity in supporting Stuart's: Raymond C. Cook Foundation, Ohio Arts Council, Epstein Teicher Philanthropies, Charles G. O'Brien Foundation, Arts Midwest, Baird Brothers Foundation, Osteopathic Heritage Foundations, The Kleinpenny Educational Fund, Creston Stewart & Sarah Helfrich, Doug & Jenny Pope, Ed & Darlene Stube, G&J Pepsi, Jackie O's Pub & Brewery, James & Celeste Parsons, Ohio University Credit Union, Sky Cone, Terry & Susie Conner, American Electric Power, Carol Ault, David Descutner & DeLysa Burnier, George Weckman, O'Neil Hartman Insurance, Howard Fokes, Mike & Pam Brooks, Peoples Bank, Revada Foundation, Rachel Kleinman

ARTS EDUCATION PROGRAMS

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

STAY UP TO DATE ON ALL OF OUR ARTS EDUCATION PROGRAMS AT STUARTSOPERAHOUSE.ORG!



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2021 BOARD OF DIRECTORS

Faith Knutsen, **President**
Kelly Hatas, **Vice President**
Dan Stroh, **Treasurer**
Valerie Kinnard, **Secretary**
Sharell Arocho-Wise • Miki Brooks
Rick Camino • Russell Chamberlain
Kathryn Cooper • Susan Harmony
Michael Mark • Diane McVey • Sierra Meek
Karl Runser • Mary K. Walsh

2021 STAFF

Melissa Wales, **Executive Director**
Tim Peacock, **Artistic Director**
Angela Anderson, **Chief Development Officer**
Emily Prince, **Education Director**
Chloe Musick, **Marketing + PR Director**
Stephen Dierna, **Development Associate**
Brent Armel, **Events Manager**
Terry "T-Bone" McCauley, **Technical Director**
Mike Gimmer, **Assistant Tech + Lighting Director**
Photos by Scotty Hall, Josh Antonuccio, Chloe Musick