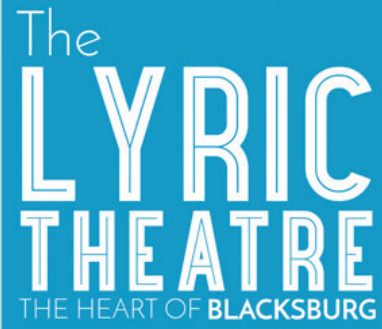
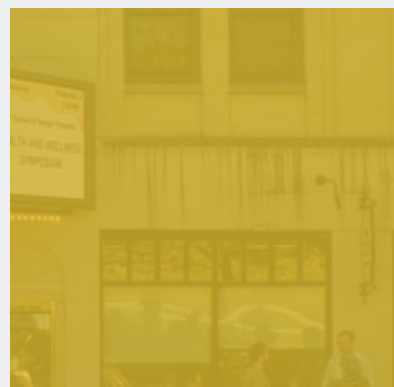
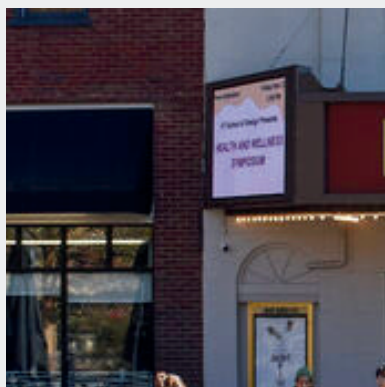
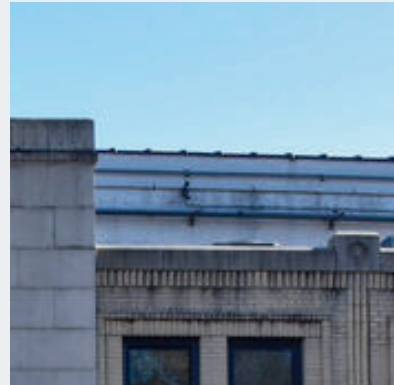


2023

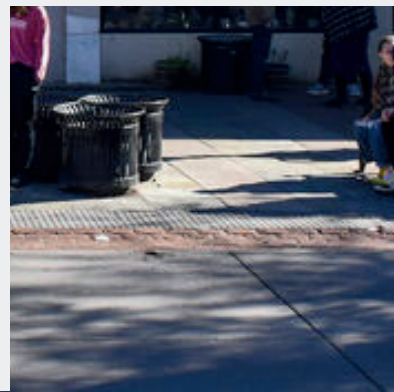
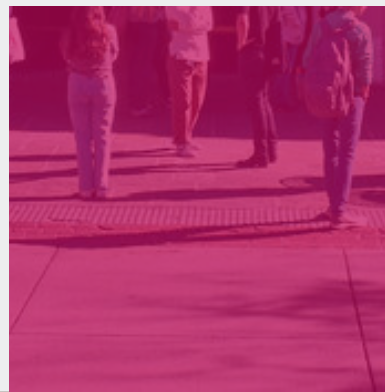
Annual Report



TOGETHER
WE THRIVE



Explore More



Our Year Together

2023 was an exciting year of growth and change for The Lyric – new people, new programming, new participation, new potential! We’ve seen growth in income, attendance, community outreach and participation, and an outpouring of love from the New River Valley region.

We are a nonprofit with a purpose to make Blacksburg a premier arts destination. We are committed to honoring our past and preserving our historic theatre, while meeting the needs of our current community. Of course, none of this would be possible without your generous love and support for our beloved theatre.

In this report we highlight just a few of the exciting achievements for 2023. We look forward to even more engaging programming and events at the heart of Blacksburg!

See you at the Lyric!
Seth and Kim

Seth Davis

Executive Director



Kim Carlson

Board Chair



About The Lyric

Mission

Enhance community participation in the arts and culture by:

- maintaining and preserving the historic Lyric Theatre building while sustaining state-of-the-art technology and infrastructure
- providing a diversity of arts programming to the community
- establishing and promoting The Lyric Theatre as a regional arts destination
- partnering with community organizations

Vision

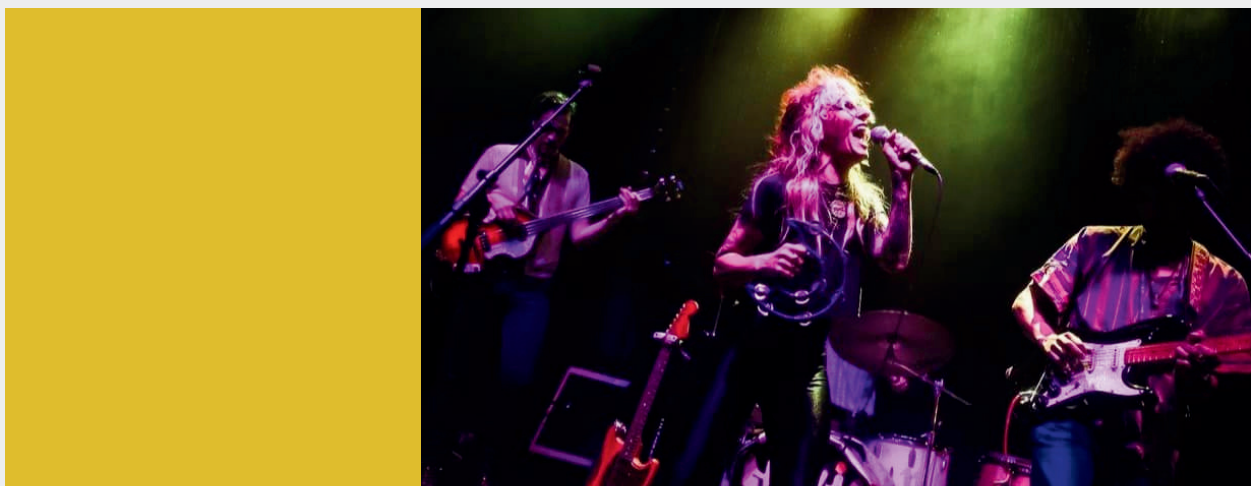
The Lyric Theatre will engage and enrich the community as the New River Valley's premier historic arts and entertainment venue.

Values

- Historic preservation
- Free expression
- Artistic excellence
- Diversity and inclusivity
- Community engagement and education

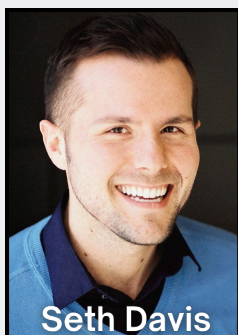
Programs

- Films
- Live at the Lyric
- Arts Education
- Special Arts Events
- Visual Arts Gallery
- Community Events



New Era, New People

After 23 years of dedicated service, Susan Mattingly retired in spring 2023 and our new executive director, Seth Davis, began his tenure in June 2023. Kim Carlson was elected Board Chair for the Lyric Council in February 2023. In the second half of the year, we welcomed three new front of house managers – Paul Richter, Chris Shaver, and Josh Lampert! We also were fortunate to gain many new volunteers during 2023. It has been wonderful to see so many enthusiastic volunteers help with everything from concessions, bar, box office, ushering, ID checks, special event decorating, and so much more! We are so thankful for all of our volunteers!



Seth Davis



Kim Carlson



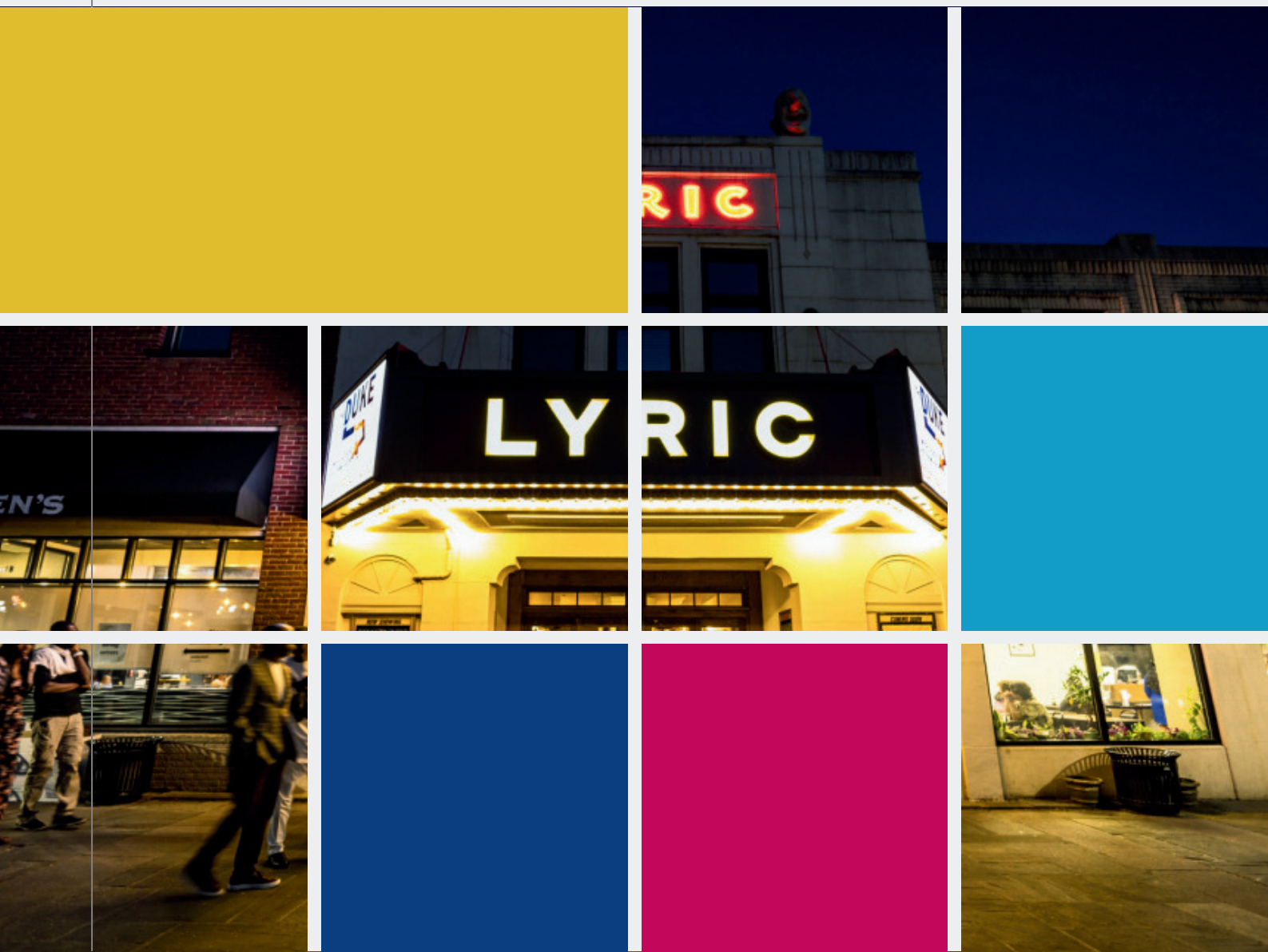
Chris Shaver



Paul Richter



Josh Lampert



Reaching New Audiences

Attendance is on the rise

Speaking of new faces, we also saw many new faces in our audiences this year, with a 25% increase in attendance of patrons served this year through film, music, theatre, education, and community events!

Live at the Lyric

We are back to our regular schedule - 3 shows in the fall and 3 shows in the spring. We're well on our way to reaching our goal of one live performance per month.

Artist Feedback: They LOVE performing at the Lyric and are often very excited to return!

SOLD OUT!

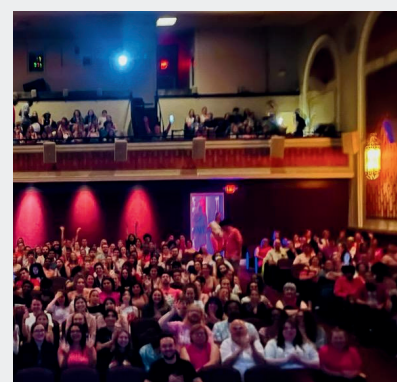
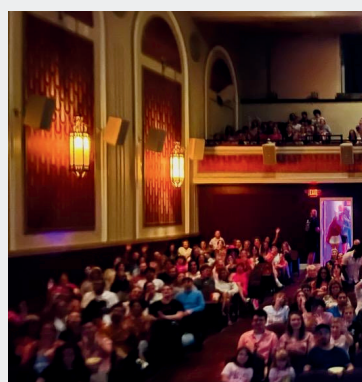
We had two sold out concerts - Molly Tuttle and Leo Kottke
First sold out movie premier **in 13 years** - Barbie

Overall

↑ 25%

Movies

↑ 30%



Live at Lyric

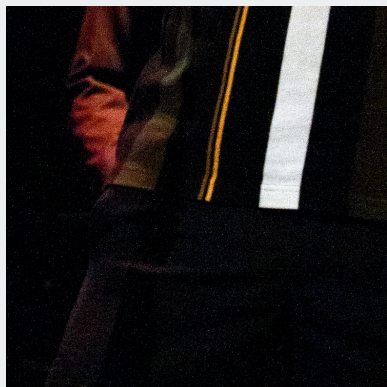
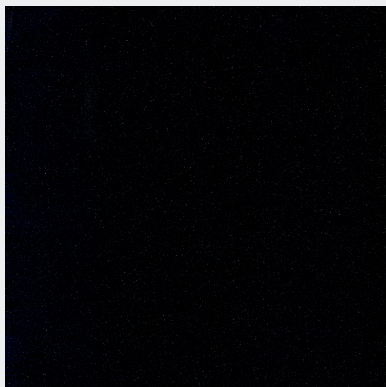
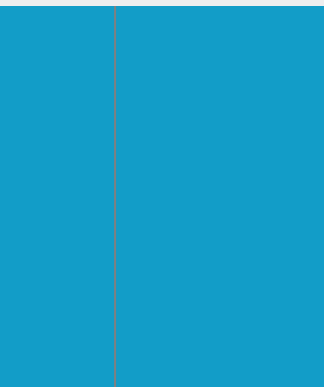
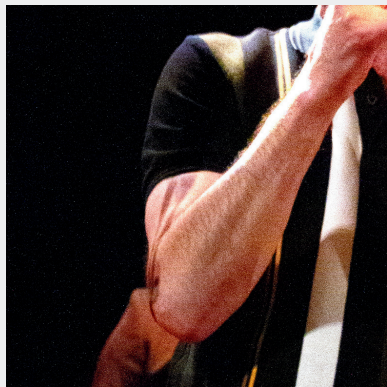
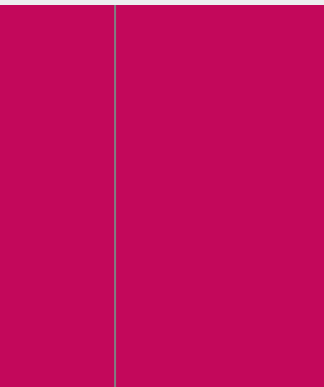
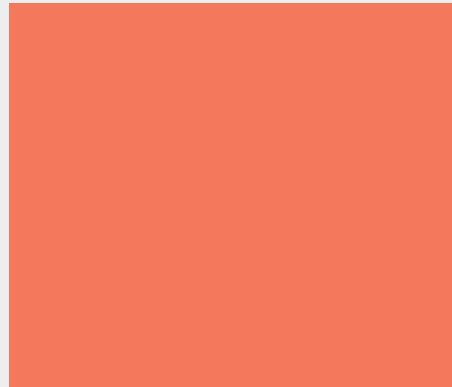
↑ 58%

Income

↑ 26%

Our Programming

entertainment
education
community
love music outreach
classics performance
festivals children
film
movies
lectures
quality
family
history
theatre
enlightenment
art
enrichment





Top Hits

Most Popular Films

- Barbie
- Oppenheimer
- Asteroid City
- The Boy and the Heron
- A Man Called Otto
- Air
- Late Night Horror Series

Other Notable Films

- Going to Mars: The Nikki Giovanni Story
- King Coal
- Summer Movie Classics
- Free Movie Fridays
- An Irish Double Feature
- Special screenings for Pride Month & International Welcome Week

Well-Received Programs

- 3 weeks of summer theatre camps with JoLoe Productions
- “O’Keefe” - live, one-woman show
- Increased collaborations with local businesses, non-profits, and community groups
- Mini-actors classes for ages 4-6 years old returned
- New Book-to-Film Club for ages 7-14 years old
- The Blacksburg Holiday Spectacular by LEAP Productions was so well received that it will become an annual event!

42

New/First Run Films

44

Classic/
Documentary Films

65

Education/Community
Programs

16

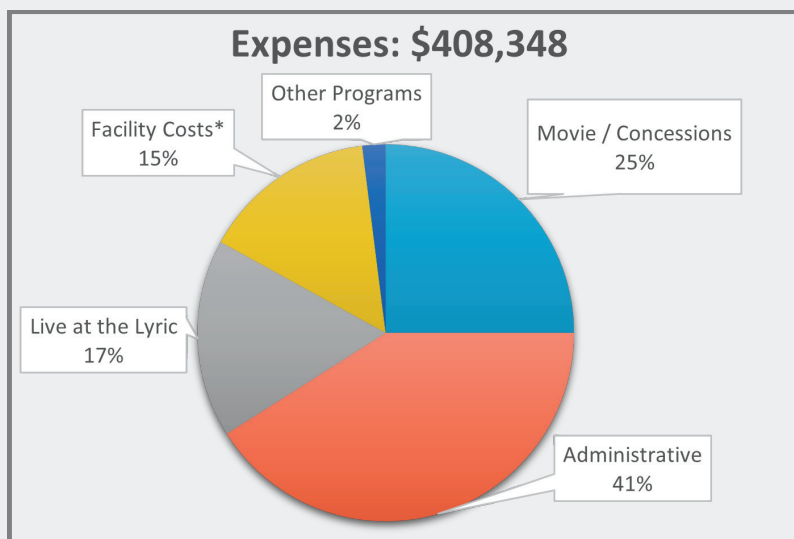
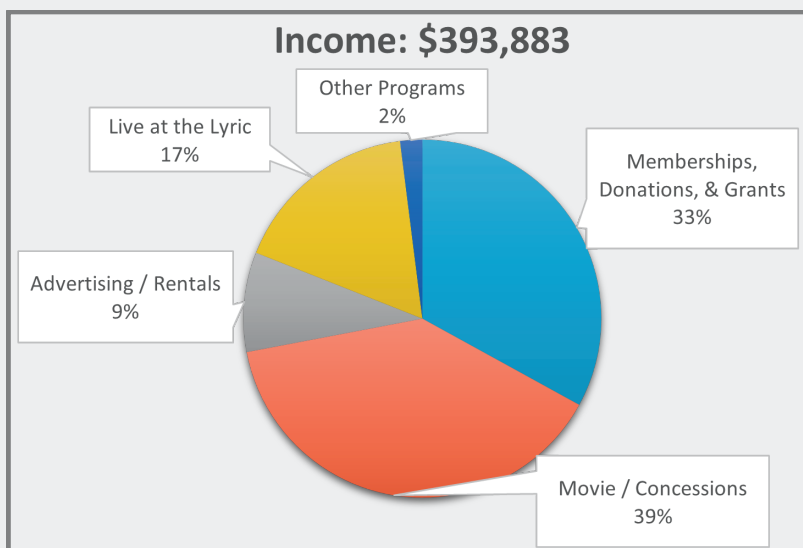
Live Performances

By the Numbers

Thank you to everyone who gave on Giving Day this June and throughout the year!

We set a lofty goal of **\$10,000** for Giving Day, which had a matching sponsor of up to \$10,000. Our generous donors helped us meet and exceed that goal, ultimately raising **\$20,570**.

The Susan Mattingly Fund has also been fully funded at \$10,000 (thanks to many generous gifts!) and will provide an enduring legacy to our past executive director. The fund will be used to help other non-profits off-set event costs and provide scholarships for young people wishing to partake in our growing education programs.



*Some of these facility costs were paid from our Renovation Fund, so did not contribute to operating deficit.

Looking Ahead

NEW Programming

- “Imagine a Dragon” Musical Theatre Production for Ages 7-14
- Audition Prep and Play Adaptation workshops for Grades 9-12
- International Film Festival in March

Expanded Programming

- Rural Film Festival returns in February
- NRV Youth Film Festival
- More music and live entertainment
- Summer educational offerings for students of all ages
- Dancing in the Street returns!
- MORE free family movies and classic movie screenings

Strategic Planning

During our fall 2023 strategic planning process, we identified four strategic priorities:

- Physical Soundness, Operability & Improvements
- Financial Soundness
- Programmatic and Audience Development
- Community Awareness and Engagement

Look for programs/announcements related to these areas



Our People

Staff

- Seth Davis, Executive Director
- Greg Boatwright, Gen. Manager
- Betty Anderson, Volunteer Coordinator / FOH Manager
- Jessamine Kane-Wiseley, Administrative Assistant
- Josh Lampert, FOH Manager
- Paul Richter, FOH Manager
- Chris Shaver, FOH Manager
- Len Comaratta, Production Manager, Live at the Lyric
- Eric Brooks, Head Light/Sound Technician

Board

- Harvey Barker
- Steve Beatty
- Kimberly Carlson, Chair
- Victoria Cochran, Secretary
- Diana Francis
- Rob Kuczmarski
- Amanda Nelson, Board elect
- Jason Pospichal, Treasurer
- Skip Slocum
- Randy Stith, Board elect
- Kevin Wills, Vice-Chair
- Susan Winfrey

Committees

(comprised of board members & community members)

- **Executive:** responsible for management of the board
- **Finance & Development:** responsible for finances and fundraising
- **Building:** responsible for the upkeep of the permanent, physical structure
- **Technology:** responsible for anything electronic plugged into the physical structure
- **Education & Programming:** responsible for monitoring and evaluating the Lyric's programs and educational offerings
- **Marketing & Community Relations:** responsible for strengthening the Lyric's community relationships and marketing practices



Our Thanks

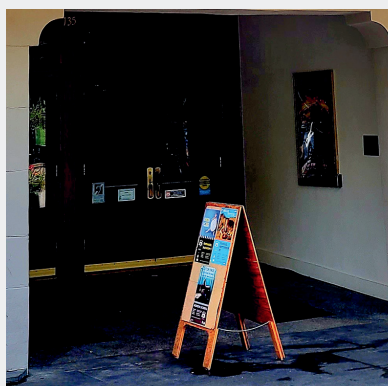
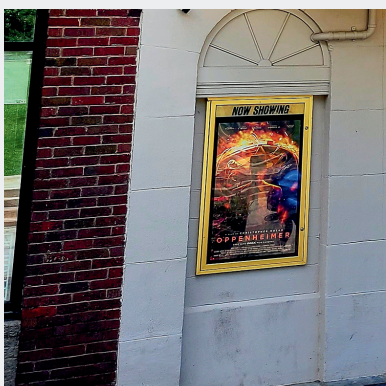
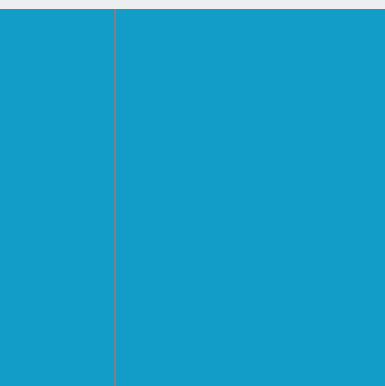
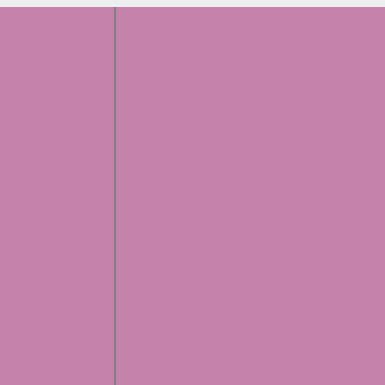
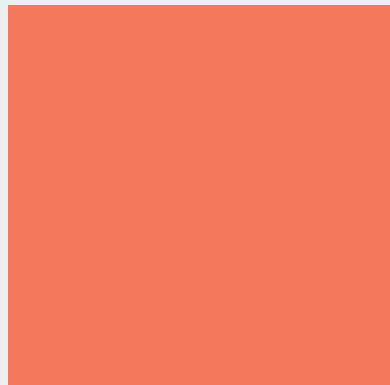
A special thank you to all who donate their time & treasure to The Lyric. We could not do what we do without you!


Sponsors & Donors


<p>Paul Angermeier Anonymous for NRV Cares William & Susan Baker Fred & Jane Baldwin Gary Bennett Ernie & Sue Bentley Bollo's Cafe & Bakery Justin Boyle Brown Insurance Glenn Bugh Eric & Kim Carlson Laurence & Patricia Carstensen Michelle Cock Cook Family Dentistry Siobhan Craige Bill & Ellen Cranwell Seth Davis & Travis Viars Downtown Blacksburg, Inc. Susan & Bill Duggins Bill & Janet Ellenboger Davis Family Endowment Fund Exclusive Hair by Travis V. Fringe Benefit Gillie's Restaurant Karolyn Givens Judy & Francis Gwazdaukas</p>	<p>Mary Lee & Willian Hendricks David Jones & Lori Tolliver-Jones Paul & Lynne Knox Rob Kuczmariski Margaret Lawrence Dave Linker Hing Har Liu Robert Lowe Jim Overton & Lynn Klappich Main Street Inn Matrix Gallery Susan & Kelly Mattingly Melissa Matusевич William & Barbara Mayo Janice McBee & Ben Johnson Susan McCrea Gail McMillan Lisa McNair Margaret & William McQuain Paul Metz Montgomery County Susan & Andy Moikawa Aileen Murphy National Bank of Blacksburg National Endowment for the Arts Marie Paget</p>	<p>Jason Pospichal Felice Proctor Jim & Janet Rakes Roots Realty Group Daniel & Pamela Sable Helen Schneider Shelter Alternatives Brennan Shepard Kristin Shortt Elle Smith Brenda Springer Steve Jacobs, OD Jeff & Terry Stump The Cellar The Lester Group Town of Blacksburg Virginia Commission for the Arts VT School of Performing Arts Jufy Watson Craig & Nancyne Willoghby Pamela Winfrey Mary Leigh Wolfe WUVT Gerri Young Carl Zipper</p>
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Volunteers

<p>Nora Anderson Kelly Anton Kayla Bancroft Jamie Bell Anita Bevins Blacksburg Junior Women's Club Isaac Booth Don Braffitt Lynn Brammer Diane Browder GeeGee Brown Jade Brown Marian Brown Filiz Buckley Kayla Buonpane Ava-Grace Carll Kim Carlson Cindy Cassady Brian Chan Cynthia Chappelka Nora Chase Chi Delta Alpha Sharon Chickering Angela Cho Circle K Zai Cook Austin Council Steven Crumpler Seth Davis Jim Dixon Emily Dorsey Linda Eaton Epsilon Sigma Alpha</p>	<p>Juan Espinoza Kara Espinoza Kim Feucht Patrick Feucht Karen Finch Katrina Finch Diana Francis Ranae Gillie Caroline Hollomon Korbinian Huber Felicia Jackson Marcela Jara Jennifer Jen Fred Jones John Klapetzky Minhyuk Ko Rebecca Lansford Evan Leibowitz Kelli Knight LeVan Curt LeVan Samantha Lewis Leslie Lingenfelser Allison Long Steven Mackay Poco Marshall Susan Mattingly Tim Mays Aissatou Mills Mark Monsees Dale Nielsen Bill Nygaard Linda O'Brien Hailey Ogle Erin Petrich Sally Pfeiffer</p>	<p>Lucas Pickett Paul Plassmann Alice Quigley Ellen Rabun Clay Rogers Lori Rogers Nick Rogers Annelise Rosmaita Brian Rosmaita Graciela Santopietro Arianna Schuler Ana Segelke Bella Segelke Teresa Shaw Linda Shell Josiah Shrestha Natalie Slone Kaitlyn Smith Deborah Spencer Jean Sprague Robert Sprague Madison Sweezy KatieTepsic Tammy Trimble Olivia Turner Andrew Wang Melody Warnick Quinn Warnick Ruby Warnick Peg Warren Barbara Wills Chuck Wills Jesamine Kane-Wiseley Colin Wiseley</p>
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