



LAWRENCE OPERA THEATRE

Timeline:

- **2009** – Founded by KU alum Hugo Vera, tenor with Metropolitan Opera, as Lawrence Opera Works.
- **2014** – Formed partnership with Theatre Lawrence and produced first fully-staged opera (*Don Giovanni*); presented 2 free community outreach programs (Signs of Life, Central United Methodist Church).
- **2015** – Added partnerships with Castle Tea Room and John Brown's Underground to present free and ticketed events.
- **2016** – Formed partnership with Lawrence Public Library for first-ever Final Friday, adding to free community outreach programs. Received first grant (from LCAC), enabling new marketing initiative (postcard and advertising) reaching 13,000 people. Increased visibility due to PR efforts resulted in new donor acquisition and new audience.
- **2017** – Received TGT Grant from City of Lawrence /eXplore Lawrence, to enhance marketing and social media initiatives. Maintain partnerships with Theatre Lawrence and Downtown Lawrence venues to continue offering free community events. Offer new events outside regular summer weeks to increase visibility: April - recital at Lied Pavilion featuring Metropolitan Opera tenor and LOT Artistic Director, Hugo Vera; Sep/Oct – Opera Brunch.

LOT by the Numbers:

Per season:

- 4** FREE community events (concerts and master class)
- 8** different programs presented, including music theatre, opera scenes, and fully-staged opera.
- 35** hotel rooms taken by singers and guests
- 50+** singers, instrumentalists and staff involved in the Festival
- 350** paid admissions
- 825+** hours worked by volunteer staff

Interesting tidbits:

- Singers come not only from Lawrence, Topeka and KC-Metro, but also Tucson, AZ, St. Louis, MO and New York, NY (they buy food and gas)
- In 2016, audience came from Lawrence, Topeka, KC-Metro, as well as MO, MI (they buy lunch/dinner, shop in town, buy flowers for singers)
- High school and college students receive coachings and performing experience in professional setting