

NASHVILLE PERA

23.24 SPONSORSHIP IMPACT REPORT





NASHVILLE OPERA IS LIVING PROOF THAT OPERA CAN BE **GRAND, INVITING,** **CAPTIVATING, AND LIFE-CHANGING.**

YOU SIMPLY HAVE TO HEAR IT TO BELIEVE IT!

Nashville Opera's 23.24 Season - JOURNEY - captivated audiences across ten thrilling mainstage performances, both at the Tennessee Performing Arts Center and in the Noah Liff Opera Center Studio.

While on the JOURNEY, we spanned the entire spectrum of opera: grand to intimate; modern to Mozart, and family-friendly laughs to teary, tragic endings.

Along the way, we welcomed so many new people into Nashville Opera. By the time we closed Mozart's THW MAGIC FLUTE in April, more than 56% of audience members were first-time ticket buyers, new to Nashville Opera performances.

Nashville Opera's unique blend of classic and modern work ensures that audiences get fresh approaches to works they know and, perhaps more importantly, are exposed to works that wouldn't ever be performed in Middle Tennessee if we didn't stage them.

As you'll see in the pages to come, your sponsorship and support for Nashville Opera make so much possible. From grand performances in front of thousands to our hilarious education tour, we are able to do the work we love thanks to the generosity of individuals, corporations, and foundations who believe in the importance of art and making sure it thrives all across the region.

We couldn't be more grateful.



Clockwise from top left: *Florencia en el Amazonas*, *Pagliacci*, *The Man Who Mistook His Wife For a Hat*, and *The Magic Flute*

We're working hard every season to evolve our art form and show audiences that opera is relevant, beautiful, and reaches into the depths of their spirits.

With year-over-year growth since returning from the pandemic, Nashville Opera is winning that battle and welcoming in record numbers of newcomers. Our outreach to students of all ages through both free tickets for college students subsidized by the Friends of Nashville Opera and \$20 seats for students of all ages is making world-class opera cost the same as a movie ticket.

It's a one-of-a-kind experience that only opera can offer. And only Nashville Opera can combine singers from around the world, a chorus comprised of Nashville's finest singers, and an orchestra built from Music Row's studios.

As we look ahead to the 24.25 Season, audiences will experience an epic new production of Bizet's *CARMEN*, our ninth world premiere - Shawn E. Okpebholo and Mark Campbell's *THE COOK-OFF*, a family-friendly Gilbert & Sullivan romp with *H.M.S. PINAFORE*, and the first staging of *LUCIA: THE BRIDE OF LAMMERMOOR* in 21 years.

That last production - Lucia - will star Rainelle Krause, who thrilled Nashville audiences as The Queen of the Night in *THE MAGIC FLUTE*. It will also mark her debut as Donizetti's tragic Lucia, something that simply isn't made possible by most other companies choosing proven repeats to star in productions.

Two triumphs in two seasons? That's Nashville Opera.



THE EDUCATION TOUR 24,765 CHILDREN REACHED **AT NO COST TO SCHOOLS** IN 2024!

Since 1995, Nashville Opera has taken programs directly into Middle Tennessee schools, introducing young audiences to the magic of opera and filling a gap in arts education. Nearly 700,000 children and family members have experienced the arts through this program – many for the first time.

The Three Little Pigs puts a new twist on an old favorite by setting the classic tale to Mozart's most famous melodies. This 40-minute interactive production, sung in English, teaches the value of teamwork and literacy, with a spotlight on the library. It features full sets, costumes, and four professional opera singers (plus a pianist!) from Nashville Opera's Mary Ragland Emerging Artist Program. **BONUS:** Teachers can request a post-performance Q&A with the artists for their students.

This program aligns with the Tennessee Curriculum Standards for Music, Theatre, Dance, Visual Arts, Reading, Writing, History, Social Studies, Math, and Sciences.

Teachers receive a study guide and an accessibility toolkit to help them prepare ALL students for the experience – including differentiated learners.

Thanks to generous support from sponsors, the program is **FREE** for schools and community centers.

101 coveted tour spots were claimed in four hours, with 54 schools in-person, 12 schools virtual, 21 schools with a STEAM Expedition performance for more than 1,200 children, and 14 community venues. For older students, Nashville Opera presented **OPERA OUT LOUD** – a program of well-known arias and opera duets that gave 2,000 middle-schoolers, high-schoolers, college students, and seniors a rare chance to experience the power of the unamplified human voice at close range.

Even as arts education is severely underfunded in Tennessee, we've made the Education Tour a centerpiece of Nashville Opera's mission: To bravely imagine the power and passion of opera and who can sing and enjoy it!

For more information, please visit:

<https://www.nashvilleopera.org/education-engagement/on-tour>

**NUMBER OF PEOPLE SERVED
BY NASHVILLE OPERA'S
EDUCATION TOUR**

BEDFORD COUNTY.....	375
CHEATHAM COUNTY.....	390
COFFEE COUNTY.....	670
DAVIDSON COUNTY.....	9186
DICKSON COUNTY.....	1100
FRANKLIN COUNTY.....	500
JACKSON COUNTY.....	400
LEWIS COUNTY.....	150
MONTGOMERY COUNTY.....	2440
PUTNAM COUNTY.....	1570
ROBERTSON COUNTY.....	250
RUTHERFORD COUNTY.....	2295
STEWART COUNTY.....	420
SUMNER COUNTY.....	2310
WILLIAMSON COUNTY.....	1745
WILSON COUNTY.....	964

UNDERSERVED COMMUNITIES

NON-WHITE STUDENTS.....	48%
ECONOMICALLY DISADVANTAGED.....	33%
ENGLISH LANGUAGE LEARNERS.....	15%
STUDENTS WITH DISABILITIES.....	15%
UNHOUSED.....	4%
FOSTER CARE.....	4%
PARENTS IN ACTIVE DUTY.....	4%
TITLE I SCHOOLS.....	76%



**SINCE 1996, WE'VE INTRODUCED
800,000 CHILDREN TO OPERA!**



27,285 PEOPLE HAVE EXPERIENCED A FREE NASHVILLE OPERA ON WHEELS CONCERT DURING THE 23.24 SEASON

Over 70% of people who saw Nashville Opera perform this season did it at no cost. Between the Education Tour and Nashville Opera ON WHEELS, we're changing the narrative, expanding our reach, growing our audience, and proving that opera is as much a part of Music City as any other form of musical art.

Since its founding in 2020, Opera ON WHEELS has brought our artform into people's lives where they live. By breaking down barriers to access, including cost and transportation, we're working towards becoming a partner in the community, actively present in people's neighborhoods, and sharing all local talent with them.

Opera ON WHEELS shows off the best classical singers from the region in programs that include opera hits, the best of Broadway, and tunes from the Great American Songbook. It's a friendly, engaging program that helps people look at opera in a new way.

TOUR HIGHLIGHTS INCLUDED

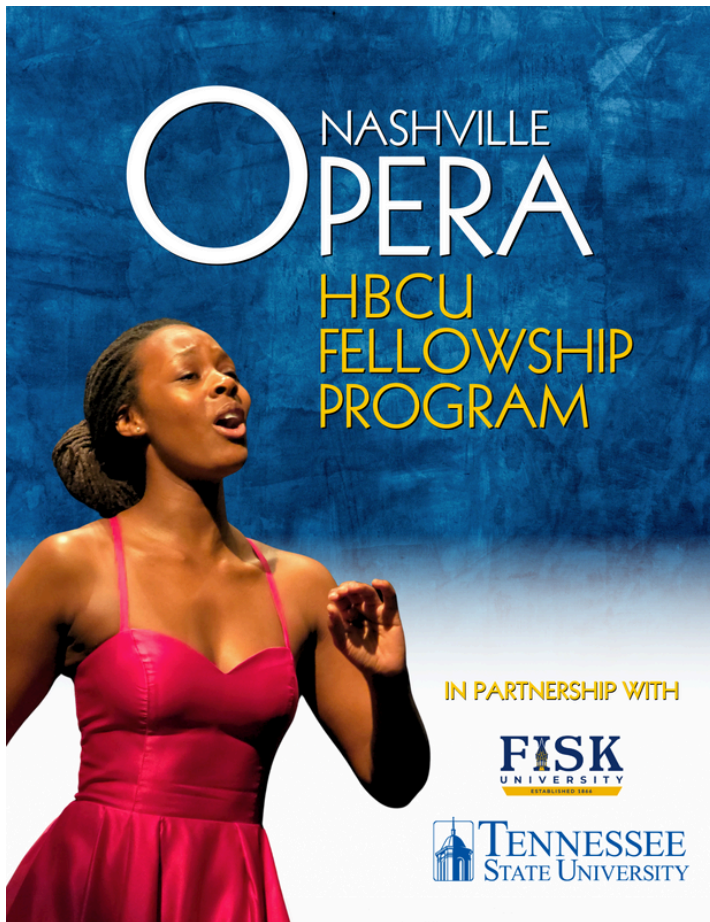
- MOTHER'S DAY AT NASHVILLE ZOO
- SCENE'S MOVIES IN THE PARK
- JUNETEENTH AT NMAAM
- GIRL SCOUT CAMP
- PLAZA MARIACHI
- FRANKLIN PRIDE
- SOUTHEAST COMMUNITY DAY
- 7 RETIREMENT COMMUNITIES
- CLARKSVILLE FARMER'S MARKET



**NUMBER OF PEOPLE SERVED
BY NASHVILLE OPERA ON WHEELS
DURING THE 23.24 TOURS**

DAVIDSON COUNTY.....	20,118
DICKSON COUNTY.....	500
MAURY COUNTY.....	115
MONTGOMERY COUNTY.....	4,000
SUMNER COUNTY.....	215
WILLIAMSON COUNTY.....	2,283
WILSON COUNTY.....	54





In 2020, Nashville Opera deepened its existing partnership with two local Historically Black Colleges and Universities – Fisk University and Tennessee State University – by collaborating on an innovative project: the HBCU Fellowship Program at Nashville Opera. Guided by advisors at each university, we identified gaps in learning and leveraged Nashville Opera’s resources to help meet those needs.

With funding from the NEA, Opera America, South Arts and the Mellon Foundation, the program was designed to provide access, promote inclusion, and expand career pathways for developing Black and Brown artists. Dozens of Fisk and TSU students have participated in Nashville Opera’s HBCU Fellowship Program.

Students receive conservatory-level masterclasses and mentorship through roundtable discussions and coaching with highly respected teaching artists, most of whom are Black. The program includes workshops on financial literacy, public speaking, audition readiness, and professional presentation. The goal: a wholistic education that prepares participants to choose from a variety of career paths – artistic or administrative.

Participants report dramatic improvement in many different skills sets, including:

- Greater confidence
- Better time management
- Enhanced vocal technique
- Improved performances
- More comfort in preparing for auditions

The HBCU Fellowship Program advances one of Nashville Opera’s Strategic Plan goals, to showcase diverse voices by creating educational programs that enhance access. CEO & Artistic Director John Hoopes says, “We recognize that the opera world has work to do to address discrimination and inequity in our art form, both on and off the stage, and this program is moving the needle toward greater diversity in our industry.” It is the first program of its kind that can be replicated in any community across America where professional opera companies and HBCUs coexist.



TEACHERS SAY:

100% of voice teachers have seen:

- improvements in their students’ preparation/presentation.
- personal development in their students.
- increased confidence, better time management, clearer understanding of career choice and the requirements and demands of singers
- improved technique, performance, and preparation.

100% of voice teachers said they would recommend other opera companies partner on a fellowship like the Nashville Opera HBCU Fellowship Program.

WHEN MARIAN SANG

NASHVILLE OPERA'S NEW PROGRAM CELEBRATES LEGENDARY BLACK SINGER

On Easter Sunday in 1939, Marian Anderson stood atop the steps of Washington, D.C.'s Lincoln Memorial, resplendent in a black and orange dress with a thick fur to keep away the chill. Having been denied the use of Constitution Hall by the Daughters of the American Revolution, Anderson's concert - after much string-pulling at the highest levels of American government, was moved to the western end of the National Mall. 75,000 people attended the concert in person and millions more listened at home on the radio.

Whether or not you've ever listened to the entire recital, Anderson's rendition of America (My Country 'Tis of Thee) is etched into the collective consciousness of the nation. It also catapulted the contralto into the stratosphere of famous American singers.

In 1955, Anderson broke one of the biggest barriers in opera by becoming the first Black singer to perform a principal role at The Metropolitan Opera House. By the invitation of then Met General Manager Rudolf Bing, Anderson sang Ulrica in Verdi's *Un ballo in maschera* (A Masked Ball).

She would go on to sing at the inauguration celebrations of both Presidents Eisenhower and Kennedy and was awarded the Presidential Medal of Freedom in 1963, by the selection of then President Kennedy. Following his assassination, she was given the award by President Lyndon Johnson.

Author Pam Muñoz Ryan documented the singer's life and work in the young adult book *When Marian Sang: The True Recital of Marian Anderson*. In it, Anderson's life before the Lincoln Memorial concert is detailed, covering her fame abroad and how she remained virtually unknown in the United States due to the segregation laws of the time. The book covers both the Easter concert and culminated in Anderson's debut at The Met.

A new program conceived by Nashville Opera Engagement Director Stephen Carey, *When Marian Sang: A Celebration of the Life of Marian Anderson* combines the text of Muñoz Ryan's book with traditional spirituals, popular songs, and opera arias to bring Anderson's story to life for an entirely new generation.

The program debuted on April 14th in partnership with the Frist Art Museum and Vanderbilt's Curb Center for Art, Enterprise, and Public Policy in presenting this family-friendly performance.

Thanks to a generous grant from the Tennessee Arts Commission, will expand in Spring 2025 across Nashville and Middle Tennessee.

