

PORTLAND OPERA

2020-2021 SEASON AT A GLANCE



Questions? Contact: giving@portlandopera.org or 503.417.0581

OUR VISION, MISSION, AND VALUES

In 2020, we embarked on an exciting and inclusive process to update our vision, mission, values and brand identity. This included an audit of our current brand platform, a review of insights identified by our recent strategic planning findings, transformation through a lens of cultural equity, and more. We held more working sessions, Town Hall conversations, surveys, and key stakeholder interviews. The process involved the full Portland Opera Board of Directors, all staff, members of the chorus and orchestra, artists, partners in the community, and peers. After further brand equity review and community feedback, the staff voted to adopt our reenergized mission, vision, and values in December of 2020. [You can learn more about them here.](#)

CULTURAL EQUITY & STRATEGIC CHANGE

The process of transformation at Portland Opera is ongoing, and meaningful change is starting to take place. This year, our work in cultural equity deepened as we developed a staff and board Cultural Equity working group to build sustainable and institutional change together, based on findings from our learning labs and workshop sessions. We developed an Equity, Financial and Strategic lens to guide our decision-making and measure operational change, and began implementing those changes in all departments. Learn more about cultural equity at Portland Opera, and our adjusted strategic plan, [here](#).

20-21 OPERA SEASON

Portland Opera originally announced our 20/21 season on March 3, 2020—eight days before the World Health Organization declared COVID-19 a global pandemic. In the following months, we reimagined the season, launched Portland Opera Onscreen, and adapted to assembly restrictions and COVID guidance:

An Evening with Portland Opera • October 17, 2020 at 7:30 PM • Portland Opera's Vimeo and YouTube channels | **Live from the Hampton Opera Center** • October 21 – December 9, 2020 • a digital series of artist-driven live performances | **Journeys to Justice** • April 16 – May 31 • Portland Opera Onscreen | **Frida** by Robert Xavier Rodriguez's • June 22 – 27, 2021 • live outdoor performances at the Jordan Schnitzer CARE Summerstage at OMSI Museum Campus • subsequently broadcast via Portland Opera Onscreen | *Portland Opera Resident Artist Recitals, community appearances, pop-up concerts, and educational activities were held throughout the season.*

25

Number of rentals at the Hampton Opera Center's parking lot throughout the last two years, including drive-in performances and roller-skating events with the Rose City Rollers

30

Number of socially-distanced, outdoor performances of Opera a la Cart in 2021.

486

Number of households who chose to donate back their tickets from cancelled performances as a charitable contribution.

3966+

Number of viewers who tuned in to watch An Evening with Portland Opera on YouTube and Vimeo.

To learn more about Portland Opera's most recent season, read the current edition of *Toi Toi* magazine.

[Read it.](#)

2020-2021 SEASON

BY THE NUMBERS: Portland Opera Association, Inc.

Primary Revenue Sources

| Contributions, Grants & COVID Relief Funding | Broadway & Opera Ticket Sales | Endowment & Facility Rental Income |
|--|-------------------------------|------------------------------------|
| 71% | 16% | 13% |

Primary Use of Expenses

| Broadway & Opera Production Costs | Broadway & Opera Development, Marketing & Sales | Administrative Costs |
|-----------------------------------|---|----------------------|
| 51% | 27% | 15% |
| | | Facilities |
| | | 7% |

For more information visit <https://www.portlandopera.org/about/financial-information/>

KEY MOMENTS AND STORIES FROM 2021



PORTLAND OPERA RESIDENT ARTISTS

20-21 Resident Artists included Lynnesha Crump, soprano; Jasmine Johnson, mezzo-soprano; David Morgans Sanchez, tenor; Michael Parham, baritone; and Edwin Jhamal Davis, bass. Together, these brilliant artists created a pandemic pod, broadcasting free community performances live from The Hampton Opera Center, were featured in our Portland Opera Onscreen production of *Journeys to Justice*, and performed in numerous community performances around town.

PORTLAND OPERA TO GO: OPERA ELEMENTS

In response to the pandemic, Portland Opera partnered with Portland Public Schools to create Opera Elements, a series of three virtual lesson plans with activities for students. Made up of both synchronous and asynchronous activities, these lesson plans focus on three main topics: the voice, the building blocks of opera, and composing. Students have the opportunity to engage with the Portland Opera Resident Artists and company members, including composer Damien Geter, Portland Opera's Co-Artistic Advisor and Interim Music Director.

A NEW ARTISTIC DAY

As part of achieving our strategic goals, this year we successfully completed an inclusive search for Portland Opera's permanent Artistic Director. Led by General Director Sue Dixon, the process involved Portland Opera staff, leadership, Board Members, chorus and orchestra members, patrons, and key stakeholders in the community. In July of 2021, we announced Priti Gandhi as Portland Opera's Artistic Director.

EXTRAORDINARY SUPPORT

Portland Opera appreciates the ongoing support of our generous donors, The Collins Foundation, James F. and Marion L. Miller Foundation, National Endowment for the Arts, Oregon Arts Commission, Oregon Community Foundation, Regional Arts and Culture Council, including support from the City of Portland, Multnomah County, and the Arts Education & Access Fund, special support from The CARES Act Coronavirus Relief Fund, and The Shuttered Venue Operators Grant (SVOG) program.

Discover more stories of impact and community: read the current issue of [Toi Toi Toi Magazine](#).

**PORTLAND
OPERA**