

2019 | 20

ANNUAL IMPACT REPORT



Dear Friends,

As we headed into 2020, Portland Ovation was looking forward to bringing to a resounding conclusion, Ovation2020, our ambitious 5-year strategic plan. We were on track to meet or exceed the many aspirational goals we had set forth. We are pleased to share that from 2015-2020, Ovation delivered 221,153 unique arts experiences through 596 activities onstage and off, animating more than 50 different sites each season, while generating \$14.6m of revenue for the local economy.

In early 2020, we began to see cases of Covid-19 in the United States. By March, the world, as we all knew it, came to a halt. We had to cancel all remaining live performances on the 2019-2020 season, resulting in a significant loss from ticket sales.

Ovation quickly scaled down, moved to remote operations, and learned new and innovative ways of delivering on our mission of bringing people together to experience the power of the performing arts.

In May 2020, Ovation was among the first of our peers – locally and nationally – to bring digital programming to audiences at home. We streamed a presentation of International Contemporary Ensemble, featuring two world premieres: one by Maine-born composer Suzanne Farrin and the other by Ashley Furé, whose new work was created specifically to be experienced virtually. In partnership with the Library of Congress, the ground-breaking concert reached audiences around the globe.

As FY20 came to an end, with your crucial support uplifting us, we looked toward our 90th year of presenting live performance.

More than ever, we remain committed to our audiences and artists; the power of live performance; and contributing to the artistic, social, and economic wellbeing of our communities.

With gratitude,

Aimée M. Petrin
Executive & Artistic Director



IMPACT BY THE NUMBERS

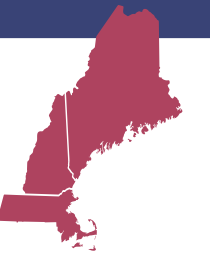
26 In Person Performances
32 Ovations Offstage Activities
1st Virtual Performance



Broadway National Tour of
Waitress, January 2020

28 Maine Artists
& Scholars
46 Venues & Sites

OUR PATRONS:



DIVERSE AND INCLUSIVE

Our Community Tickets Program allows for a broad range of communities to join us and keeps the arts accessible for all.

PATRON SPENDING

The average ticket buyer spends between \$21.53 and \$41.30

GEOGRAPHIC REACH

From southern and mid-coast Maine including the counties of Cumberland, York, Androscoggin, Sagadahoc, and Oxford as well as New Hampshire and Massachusetts.

SPAN ALL AGES

Ages 2 through seniors join us at community gatherings, events, and performances.



Taylor Mac at the State Theatre,
September 2019



Sara Juli's "Burnt-Out Wife" co-commission
at SPACE, October 2019



Freedom Walk with Ovations Offstage
before Kingdom Choir
November 2019



Annual Benefit Bash at Aura
November 2019



School-Time Performance of "Magic Tree
House: Showtime with Shakespeare"
November 2019



NPR's "From the Top"
featuring young Maine musicians
November 2019



Malpaso Dance Company Residency
February 2020



International Contemporary Ensemble,
Ovations' first virtual performance, May 2020

IMAGES

COVER MOMIX (John Kane Photo)

INSIDE *Waitress* (Jeremy Daniel Photo), Taylor Mac,
Sara Juli's *Burnt-Out Wife* (Nick Pierce Photo),
Freedom Walk (Andrew Augusta Photo),
Rizo & Ari Shapiro at Annual Benefit Bash (Katie Day Photo),
The Magic Tree House: Showtime with Shakespeare (Katie Day Photo),
NPR's *From the Top* (Erin MacCurtain Photo),
Vacation Theater Camp (Katie Day Photo),
Malpaso Dance Company Masterclass (Sarah Coleman Photo),
International Contemporary Ensemble (Screenshot of Ashley Fure's
'Interior Listening Protocol 1')

About Us

Each year, Portland Ovations—a Maine-based, not-for-profit cultural organization—brings innovative and masterful performing artists from around the world, including Maine, to connect with Maine audiences. Founded in 1931, with each passing year Ovations' programs reach further, make a stronger impact, and leave a more lasting impression on those who experience the performing arts.

Mission

Portland Ovations contributes to the cultural, social, and economic well-being of our community by presenting an array of high quality performing artists from around the world and creating diverse educational experiences that bring the enjoyment, energy and enrichment of the arts to all.

Vision Statement

To inspire a curious and imaginative community where the experience of the performing arts is a vital part of every day life.

1,100+ Members
200+ Maine Based Community Partners & Funders
28,000+ People Served

89 YEARS OF SUPPORTING THE ARTS

**INSPIRING A CURIOUS AND IMAGINATIVE COMMUNITY WHERE THE EXPERIENCE OF
THE PERFORMING ARTS IS A VITAL PART OF EVERYDAY LIFE.**

FINANCIAL IMPACT

REVENUES

Earned Revenues	\$1,040,117
Support and Contributions ¹	\$828,063
Total Support and Earned Revenues	\$1,868,180

EXPENSES

Program and Services	\$1,733,071
Fundraising and Administration	\$275,992
Total Expenses	\$2,009,063

ASSETS

Current Assets	\$644,678
Property and Equipment	\$2,610
Investments and Other Assets	\$1,491,777
Total Assets	\$2,139,065

LIABILITIES

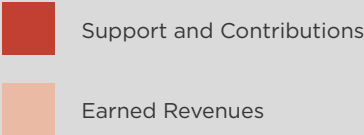
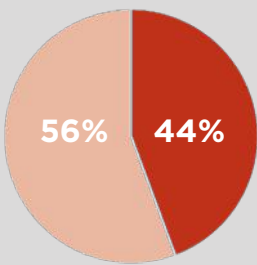
Current Liabilities	\$406,063
Total Liabilities	\$406,063

NET ASSETS

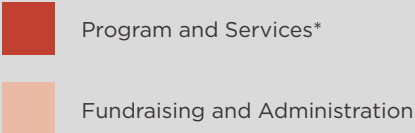
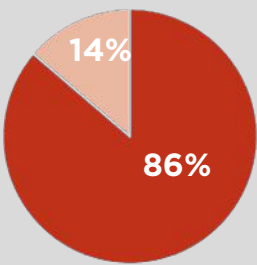
Unrestricted Net Assets	\$1,123,000
Temporarily Restricted Net Assets ²	\$345,474
Permanently Restricted Net Assets ³	\$156,881
Total Net Assets	\$1,625,355

TOTAL LIABILITIES & NET ASSETS	\$2,031,418
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REVENUES



EXPENSES



*Program expenses include artist fees and accommodations, venue rentals, marketing, local labor, and production, etc.—which help fuel the Maine creative economy.

CREATIVE ECONOMY IMPACT

\$2,009,063 was paid out locally by Oventions to realize our programs and an additional \$878,640* was spent by our patrons when attending our presentations, infusing nearly **\$3 million** into Maine’s Creative Economy.

*According to the Americans for the Arts: Arts and Economy Prosperity V Report, arts attendees spend an average of \$31.38 per person per event in addition to the ticket price.