

# BRAVA! OPERA THEATER

and James M. Collier Young Artist Program

March 25, 2018

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## MISSION

Our mission is to train the complete singer/actor, recognize and showcase young operatic talent and present high quality concerts and professional operas.

City of Ashland  
Economic, Cultural, Tourism and Sustainability Grants  
c/o Diana Shiplet  
20 East Main St  
Ashland, OR 97520

Re: Grant Report for 2017-2018 \$5,000 Grant

Dear Committee Members,

Thanks to your generous grant of \$5,000 in July 2017, we have had one of our most successful years to date.

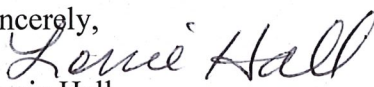
Your grant helped support the following programs during 2018:

- the **Master Class led by Mark Morash** on February 3, 2018
- the **San Francisco Opera Adler Fellows Concert** on February 5<sup>th</sup>, 2018
- the opera *The Abduction from the Seraglio* by Mozart on March 16 and 18, 2018

On behalf of the Brava! Opera team, I would like to express our deepest gratitude to the City of Ashland for your support. Your generosity helps us fulfill our mission and enriches so many people through our programs.

For additional information please don't hesitate to contact me.

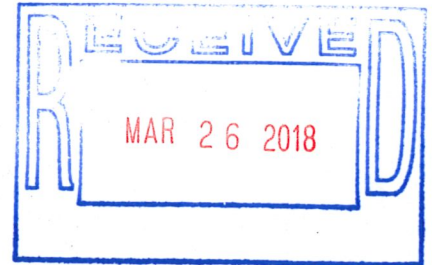
Sincerely,



Lorrie Hall,

General Director

lorrie@bravaopera.com



## THE CITY OF ASHLAND 2017-2018 GRANT REPORT

| GRANT        | PROGRAMS                                  | BUDGET          | % OF REQUEST | FUNDS ALLOCATED |
|--------------|---|-----------------|--------------|-----------------|
| \$5,000.00   | Opera                                     | \$61,197        | 87%          | \$4,350         |
|              | San Francisco Opera Adler Fellows Concert | \$5,955         | 9%           | \$450           |
|              | Opera Master Class                        | \$2,790         | 4%           | \$200           |
| <b>TOTAL</b> |   | <b>\$69,942</b> |              |                 |

| 2017-18 FUNDING GRANTS                    | REQUESTED | AMOUNT RECVD    | DATE RECVD | PROGRAMS |
|---|-----------|-----------------|------------|----------|
| Carpenter Foundation                      | \$5,000   | \$5,000         | 1/16       | All 2018 |
| Oregon Community Foundation Small Arts    | \$5,000   | \$2,000         | 9/17       | 2017-18  |
| City of Ashland Cultural & Economic Grant | \$5,000   | \$5,000         | 7/17       | 2017-18  |
| <b>TOTAL</b>                              |           | <b>\$12,000</b> |            |          |

### HOW AND WHEN THE FUNDS WERE SPENT AND SPECIFIC IMPACT OR GOALS

The City of Ashland Grant monies were used during the 2017-2018 Season for the following programs:

- **Opera Master Class** led by Mark Morash on Saturday, February 3 in Ashland
- **San Francisco Opera Adler Fellows Concert** on February 5 in Ashland
- Opera *The Abduction from the Seraglio* by Mozart on March 16 and 18, 2018

**OPERA THE ABDUCTION FROM THE SERAGLIO** by Mozart was the only professional opera scheduled during 2018 from Bend to San Francisco. It was the first time this opera was performed in southern Oregon. 87% of the grant funds or \$4,350 was used to help with the costs of this project. The fully staged professional opera was presented March 16 and 18 at Mountain Avenue Theater in Ashland. Tickets were \$35 for adults and \$5 for students. Sung in English, there were two weeks of rehearsals starting February 28, 2018. The opera had a cast of five principal singers, one spoken role, six chorus singers and thirteen instrumentalists. Dr. Martin Majkut Conductor of the Rogue Valley Symphony was the conductor. We collaborated with Ashland High School to hire their technical director and crew (including assistants set, light, sound, video and house staff). Total attendees were 602 people from all over the Rogue Valley and beyond.

### OBJECTIVES

1. Train and employ young performers, musicians and technical staff **(Exceeded)**
2. Present the highest quality opera production to southern Oregon audiences **(Exceeded)**
3. Enrich the lives of every attendee **(Exceeded)**
4. Present two performances of *The Abduction from the Seraglio* for the first time in southern Oregon **(Exceeded)**
5. Provide invaluable training for four Ashland High School students who will work with our stage manager, light designer, sound and video designer, technical director and crew. **(Exceeded)**

**OPERA MASTER CLASSES WITH MARK MORASH, SAN FRANCISCO OPERA DIRECTOR OF MUSICAL STUDIES** 4% of the grant funds or \$200 was used to help with the costs of this program. The Master Class was held on Saturday, February 3, 2018 with two, two-hour private master classes for the 10 singer participants held at the Unitarian Universalist Fellowship in Ashland. Mark Morash is a conductor and pianist originally from Halifax, Canada. Currently he serves as the Director of Musical Studies for San Francisco Opera Center. There, he has conducted for the Merola program, the Adler Fellow Showcase and Western Opera Theater. He has conducted operas around the world and as a collaborative pianist, Morash's performances have taken him throughout Canada, the U.S.A. as well as to Japan and Russia.

Four singers came from Seattle, Portland and Brentwood, California with the other six singers from the Rogue Valley. The master classes were for opera singers at all stages of their career. Multiple area voice teachers and SOU Vocal Performance majors and other singers audited the workshop. Four staff and eight volunteers were utilized and multiple local vendors were contracted (printing, graphic design, technical venue staff and rehearsal

space rented) to name just a few. Total attendees including singers was 34.

#### OBJECTIVES

1. Provide regional singers expert and intensive direction, training and vocal coaching in the primary skills of performing in a master class **(Exceeded)**
2. Provide professional level training for student and regional singers **(Exceeded)**
3. Improve acting skills and dramatic instincts of each participant **(Exceeded)**
4. Improve the prospects of participant's future employment in a professional opera company by providing the necessary education of how to prepare and develop an operatic aria **(Exceeded)**
5. Present high quality master class to southern Oregon audiences while showcasing the participants **(Exceeded)**

**SAN FRANCISCO OPERA ADLER FELLOWS CONCERT** 9% of the grant funds or \$450 was used to help with the costs of this concert that was held on Monday, February 5, 2018 at Mountain Avenue Theater at Ashland High School. Tickets were \$25 for adults and \$5 for students. Total number of attendees was 300. Members of the resident ensemble of the San Francisco Opera (Adler Fellowship Program) presented an evening concert of grand opera arias and ensembles. Named for Kurt Herbert Adler, San Francisco Opera's legendary former general director, the Adler Fellowship Program is a multi-year performance-oriented residency for opera's most promising young artists. The singers included our 2017 1<sup>st</sup> and 2<sup>nd</sup> Place Vocal Competition Winner. The 1<sup>st</sup> Place Winner Kyle Van Schoonhoven recently was one of six Grand Prize Winners at the Metropolitan Opera National Council Auditions last year in NYC. Other singers included Met Finalists and world class singers. The concert was enthusiastically received with a long-standing ovation.

#### OBJECTIVES

1. Present a Grand Opera Concert featuring emerging opera singers from one the world's most prestigious opera training programs **(Exceeded)**
2. Expose the audience to world class singers **(Exceeded)**
3. Enrich the lives of every attendee **(Exceeded)**
4. Bring Brava! Opera Vocal Competition Winners and finalists to Ashland for a concert **(Exceeded)**

#### STATISTICAL SUMMARY

- **Number of actual jobs created as a direct result of the City grant.** 45 people were employed during the production of our opera *The Abduction from the Seraglio*. 14 people were employed during the San Francisco Opera Adler Fellows Grand Opera Concert and Master Classes.
- **Median wage of actual jobs created as a direct result of the City grant.** Most hires were paid varying amounts as Independent Contractors. Ashland High School students were paid \$11/hr with the Theater Manager/Technical Director being paid \$35 an hour.
- **Number of people who travelled to Ashland from over 50 miles away as a direct result of activities funded by the City's grant.** According to our ticketing program, 59 people traveled more than 50 miles to attend our opera and nine people traveled more than 50 miles to the San Francisco Opera Adler Fellows Concert. Four singers traveled more than 250 miles to participate in our Master Class (and stayed in local lodging).
- **Number of additional overnight stays in Ashland transient lodging businesses as a direct result of the City's grant.** We are estimating that with a total of 72 people traveling from out of town to see our programs and that an approximate 20-30 additional overnight stays occurred. Five of our opera singers and the opera Stage Director stayed in local lodging that was donated.
- **Number of additional events offered in Ashland as a direct result of the City's grant.** Four; two performances of the opera, one Master Class and one San Francisco Opera Adler Fellows Concert.
- **Number of additional people who attended a cultural event in Ashland as a direct result of the City's grant.** 936 people
- **Number of additional children, seniors, or low income residents who attended a cultural event in Ashland as a direct result of the City's grant.** 52 students attended the opera, 16 attended the San Francisco Opera Adler Fellows Concert, eight attended the Master Class. We do not have a program that distinguishes low income and seniors from the regular population.

## **BRAVA! OPERA CHANGES SINCE SUBMITTING THE ASHLAND GRANT IN MARCH 2017**

Our original grant requested funding for our Vocal Competition and Winner's Concert in April and a Master Class and Concert in November. The Board of Directors and staff met at the end of our 2016-2017 Season in April to assess Brava! Opera's programs after being a non-profit for two seasons and a fiscally sponsored project for four years before that. We made the decision to eliminate aspects of two programs because their expenditures far exceeded their revenues.

We did not use Ashland Grant monies for our fall Vocal Competition because it is now strictly a scholarship program where prizes are awarded to the winners.

We eliminated the ticketed public **Master Class Concert** of the singers involved in the **Master Classes**. Normally we only sell around 75 \$15 and \$5 tickets to this event which does not begin to cover the costs of advertising, printing programs and venue rentals. In 2018 we opened the master class to the public as a way to encourage audience building and education. This was a success and the cost of this program was cut by 70%.

We also moved the Master Class to February 3<sup>rd</sup> to take advantage of the San Francisco Opera Director of Musical Studies, Mark Morash being here for the San Francisco Opera Adler Fellows Concert on February 5<sup>th</sup>. San Francisco Opera only charged us \$4,000 for Mark Morash and the Adler Fellows Grand Opera Concert (six singers, a stage director and their pianist). We normally pay \$4,000 for the Master Class faculty alone. San Francisco Opera provided all of transportation and only requested that we provide housing (which our Sponsor Ashland Springs Hotel provided).

The other event we eliminated was the **Vocal Competition Winner's Concert**, the concert that features the previous year's winner in a recital. In the six years that we have done this, attendance has hovered around 75 to 125 with tickets costing \$15 and \$5. This has not begun to cover the cost of flying the winner to Ashland, housing them, feeding them, renting the recital hall, paying a pianist and promoting the concert. Our audience is happy to pay to see a complete opera or a group of singers, but not enthusiastic about a solo vocal recital, despite the world class talent level of the singer.

We replaced the Master Class Concert and Vocal Competition Winner's Concert with the San Francisco Opera Adler Fellows Grand Opera Concert. The Adler Fellows go on a tour of northern California (Eureka and Yreka) every year. Six of our seven Vocal Competition Winners have been Adler Fellows so the chances were high that one of our winners would perform in the Adler Fellow Concert. Our hope was that the concert would draw many more attendees and educate more folks about training opera singers with the open master classes. Our plan was successful as we tripled the number of attendees at the San Francisco Opera Adler Fellow Concert, saved money by combining the events, featured our Vocal Competition Winners in a concert and more than doubled the amount we normally make in both events in ticket sales.

Because these events were so successful, we plan to make this an annual tradition with the San Francisco Opera Master Classes and Adler Fellows Concert again in Ashland in January 2019. They have agreed to a Sunday afternoon concert which should bring in even more people.



# BRAVA! OPERA THEATER

*and James M. Collier Young Artist Program*

*Annual Vocal Competition on October 22, 2017*

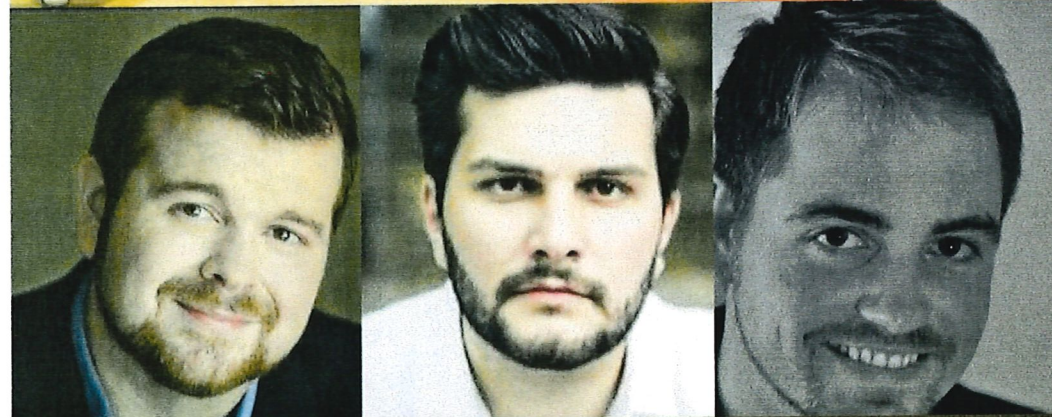
*San Francisco Conservatory of Music Recital Hall*



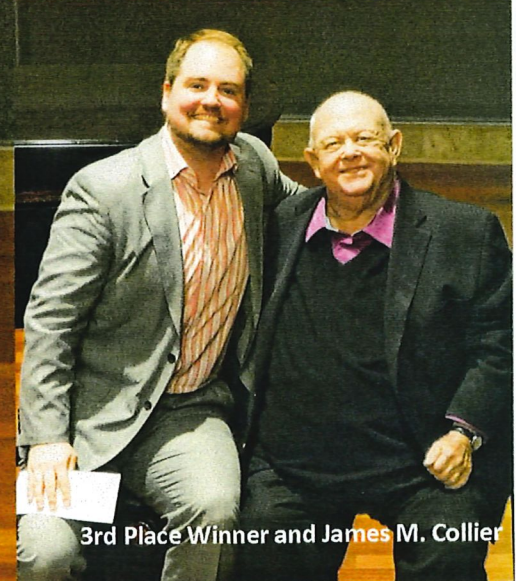
10 Finalists with Judges, James M. Collier and General Director



1st Place Winner and James M. Collier



2nd Place Winner and James M. Collier



3rd Place Winner and James M. Collier

## Winners

1st Place-Kyle van Schoonhoven, tenor  
2nd Place-Andrew Manea, baritone  
3rd Place-Thomas Gunther, baritone

## Judges

Willene Gunn, Artistic Director  
Kathy Cathcart, ret conductor SFCM, SFO  
Marilyn Zschau, ret soprano

## Finalists

Derelle Acon, bass-baritone  
Sarah Cambridge, soprano  
Kelly Newberry, mezzo-soprano  
Emily Dickerson, mezzo-soprano

Ricky Garcia, tenor  
Taylor Haines, soprano  
Dane Suarez, tenor



*Opera Master Class led by Mark Morash  
Director of Musical Studies at the San Francisco Opera Center  
Saturday, February 3, 2018  
Rogue Valley Unitarian Universalist Fellowship*



The annual opera Master Class is led by world class singer (Deborah Voigt in 2016) or educator (Anne Baltz and Mark Morash) and involves one-on-one singer training to help emerging and professional opera singers develop musical and theatrical tools essential to create and build a character for performance. Two two-hour master classes were held with 10 west coast singers, six from the Rogue Valley and four from San Francisco, Seattle, Portland and Brentwood, California.



*San Francisco Opera Adler Fellows Grand Opera Concert*  
*Monday, February 5, 2018*  
*Mountain Avenue Theater (AHS)*



The Grand Opera Concert was an exciting night of unforgettable music with the renowned San Francisco Opera Adler Fellows performing staged excerpts from grand operas. The San Francisco Opera Adler Fellowship is one of the world's most prestigious multi-year performance-oriented residencies for opera's most promising young artists. The Adler Fellows, selected from artists participating in the Merola Opera Program, also gain valuable experience by performing supporting roles in San Francisco Opera's mainstage productions. The program has launched the careers of many of the artists performing on stages around the world including Patricia Racette, Ruth Ann Swenson, Elza van den Heever, Deborah Voigt, Dolora Zajick, Alek Shrader, Lucas Meachem and many more.



*The Abduction from the Seraglio by Mozart*  
*Friday, March 16 and Sunday, March 18, 2018*  
*Mountain Avenue Theater (ADS)*



The fully staged comic opera *The Abduction from the Seraglio* by Mozart was performed in English with a San Francisco Pocket Opera translation. Featuring a richly talented national cast of professional opera singers and instrumentalists, *The Abduction from the Seraglio's* hilarious plot and sublime music combine to bring this comedic masterpiece to life. This wonderfully witty tale features students exploring Turkey, their capture, a daring rescue and their madcap attempts at escape. Performed for the first time in southern Oregon, *The Abduction from the Seraglio* was full of virtuosic music with some of Mozart's most difficult and truly spectacular arias.