

ANNUAL REPORT

THE LYRIC THEATRE

<https://www.thelyric.com/>
(540) 951-4771
135 College Avenue
Blacksburg, VA 24060

20
24



A LEGACY OF GROWTH

PARTING WORDS FROM OUR CHAIR



As my term as Chair of The Lyric Council Board of Directors draws to a close this February, I want to express my heartfelt gratitude for the remarkable journey we've shared. Since emerging from COVID, we have seen tremendous growth and positive change—thanks to the solid groundwork laid by our previous executive director and the innovative leadership of our current executive director. Together, they have truly elevated this historic theatre into a vibrant space where everyone can come together to experience arts and community.

I extend my deepest thanks to our staff, volunteers, fellow board members, and of course, you—our dedicated members. Your unwavering support has kept The Lyric Theatre thriving as a cherished cornerstone of our community. While I am stepping down, I look forward to seeing our theatre continue to evolve and inspire. Thank you for your trust and support; it has been an honor to serve as your Chair.

Looking ahead, we plan to build on our success by offering even more unique film screenings, lively concerts, and community events that bring people together in celebration of arts and culture. We aim to nurture local talent, host enriching educational programs, and create memorable experiences for all. I warmly invite you to remain part of this unfolding story—come Experience the Lyric and help shape a brilliant future for this treasured theatre!

Warmest regards,
Kim Carlson
Chair, 2023-2025

A COMMUNITY CORNERSTONE

A NOTE FROM OUR EXECUTIVE DIRECTOR



As I reflect on the incredible growth and momentum our theatre experienced in 2024, I continue to be amazed at the love and support we receive on a daily basis from our community. In 2024, we tripled our educational offerings, produced our own theatre performances, collaborated with many community groups and businesses, introduced and expanded special film series and, after a 5-year hiatus, brought back our popular “Dancin’ in the Street” summer event! However, all of this would not have been possible without the continued support of our community - through financial gifts, attendance, volunteering, and sharing the love of The Lyric with their friends and family.

The original founders of The Lyric, and the visionary board who helped restore and reopen The Lyric in the 1990s all saw the enormous value of the theatre as a community cornerstone, and that remains true today. As we celebrate the growth and successes of 2024, we acknowledge that there is much work still to be done to maintain our historic theatre, make capital improvements, and continue to expand our programming so that this beloved icon can continue to provide relevant and meaningful arts and community programming for our region for decades to come. I hope that you all will join us for another year of exciting progress at The Lyric!

See you at the theatre!

Seth Davis,

Executive Director

ART OFFERINGS

WE EXPANDED PROGRAMMING
ACROSS THE BOARD

26

live performances hosted,
including music, theatre, and dance

37

first-run movies presented

46

special film screenings viewed -
classics, documentaries, horror, family,
international and holiday

22

educational classes and camps offered,
some in collaboration with Joelle Shenk
from JoELoe Productions

5

Meet the Artist receptions hosted

28

Reel Talks held -
an after movie discussion facilitated by
The Lyric's board member Diana Francis



COMMUNITY UPDATE

WE LOOK FOR PARTNERS IN ALL THAT WE DO



84

community events,
including lectures, seminars, &
community talk backs

25

community partnerships:

The Art Factory; Blacksburg Books; Blacksburg Children's Chorale; Blacksburg Partnership; Bollo's; Changemaker YOU; Christiansburg Institute; Community Pride in Blacksburg; Downtown Blacksburg Inc; Gillie's; GreenHouse Screen Printing; Imagination Library; JoeLoe Productions; Kipps Elementary PTA; MainStreet Connect; Matrix Gallery; Montgomery County Chamber of Commerce; Montgomery County Regional Library; New River Blues Society; Our Bodies Our Choice; SMILES Education Concerts; Sugar Magnolia; Town of Blacksburg; Twisted Liquid; YMCA at VT

12

Virginia Tech partnerships:

Civil Engineering; Hillel at Virginia Tech; Management, Pamplin College of Business; Moss Arts Center; Student Engagement and Campus Life; VT Alumni Hokie and Proud; VT Engage; VT Graduate School; VT Graphic Design; VT Living Learning Communities; VT Rural Education; VT School of Architecture

2024 TOP HITS

PROGRAMMING & ADMINISTRATIVE HIGHLIGHTS

Most Popular Films

Wicked
Poor Things
Challengers
Beetlejuice Beetlejuice
American Fiction

Notable Film Series

Late Night Horror Fest
International Film Fest
Book-to-Film Series
Summer Movie Classics
DBI Free Family Movies

Most Popular Concerts

Yonder Mountain String Band
Q99's Dueling Pianos

Popular Events

Dancin' in the Street
Clear Day Thunder: Saving the American Chestnut
Vintage Market Pop Up
LEAP Productions Holiday Spectacular

Well-Received Programs

Musical Theatre Production Classes
Introduction to Theatre Classes
4 sold-out weeks of summer camp
with JoeLoe Productions
Rotating lobby art gallery exhibits

Administrative Highlights

New, faster credit card machines
Streamlined website ticketing & donation systems
New membership retention initiatives
Consistent volunteer onboarding & appreciation

Streamlined financial reporting
Consistent social media presence
Interactive member meeting & focus groups
Fundraising for capital improvements



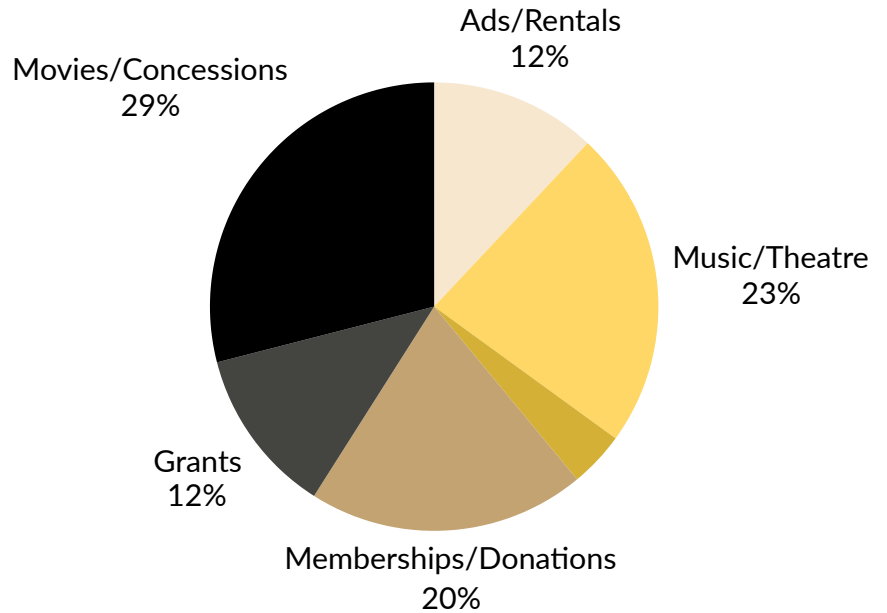
BY THE NUMBERS

FINANCIAL UPDATE

INCOME FOR 2024

\$471,038

First-run movie attendance followed national trends throughout the year and continued to decline overall. However, strong turnout for special film screenings, music and theater performances, rentals, grants, and memberships/donations led to an almost **20% increase** in overall income compared to 2023.

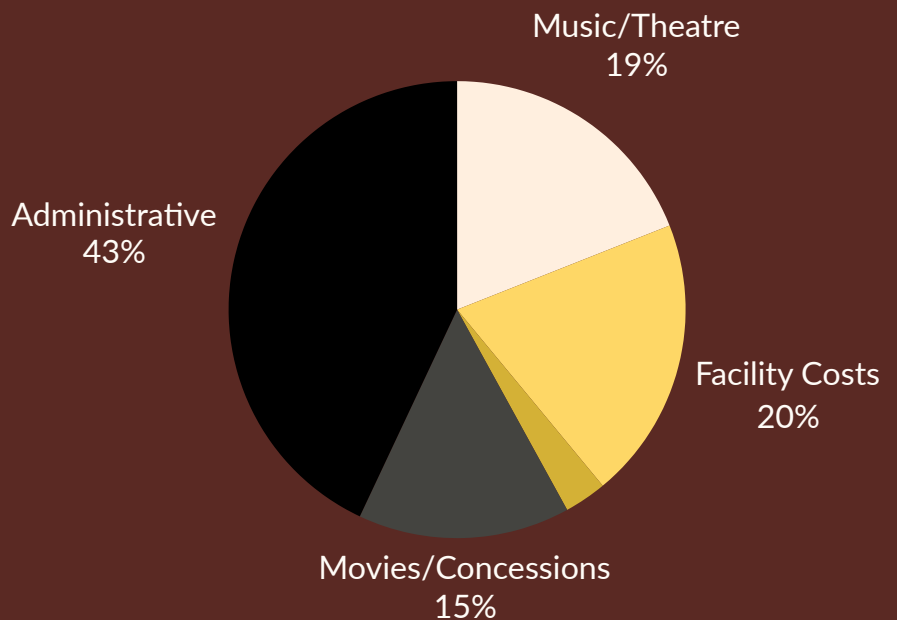


Thanks to our generous donors, Giving Day in June saw the highest day of donations yet with over \$22,000 raised!

ANNUAL EXPENSES

\$469,775

Rising costs across the board—including postage, software subscriptions, utilities, and staffing for additional programs—led to an approximately 15% increase in expenses over 2023. However, through careful budgeting, we successfully ended the year with a small surplus—a true testament to the dedication and efforts of our board, staff, and volunteers.



BOARD / STAFF CHANGES

A FOND FAREWELL



Kim Carlson
board chair



Victoria Cochran
board member



Skip Slocum
board member



Josh Lampert
FOH manager

2025 LYRIC COUNCIL LEADERSHIP



Susan Winfrey
board chair



Randy Stith
vice-chair



Jason Pospichal
treasurer



Diana Francis
secretary

NEW (AND RETURNING) FACES FOR 2025



Devair Jeffries-Lee
board member



Curt LeVan
board member



Jon Stombler
board member



August Reynolds
returning FOH
manager

THANK YOU!

**A SPECIAL THANKS TO ALL THOSE WHOSE
EFFORTS ENABLE YOU TO EXPERIENCE THE
ARTS AND COMMUNITY AT THE LYRIC**

SPONSORS & DONORS

Alan Raflo, Alison Wilson, Amelia Tuckwiller, Amy Cowan, Ann Goette, Ann Norris, Anna Hawthorne, Anne McNabb, Anne Wood, Anonymous, Ava Gebel, Barry Huehn, Bollo's Cafe & Bakery, Brad & Anita Denardo, Brandon Ward, Brian Britt, Brianna Kauhane, Carol Beatty, Carol Davis, Cathy Young, Chad & Jenny Feghali, Charles Warren, Christopher McDowell, Colley Architects, P.C., Cook Family Dentistry, Craig Willoughby, Curt & Kelli LeVan, Dan Sable, Davis Family Endowment Fund, Debbie & Steve Keighton, Deborah Hix, Diana Francis, Diane Browder, Downtown Blacksburg Inc, Edna Jasso, Elizabeth Obenshain, Emily Casey Talbot, Emily Li, Erin Petrich, Ernie Bentley, Exclusive Hair by Travis V, Fidelity Investments, Felice Proctor, Fred & Jayne Baldwin, Fringe Benefit, Gail McMillan, Gary Bennett, Gary Downey, Gillie's Restaurant, Gunin Kiran, Harvey Barker, Helen Schneider, Inga & Todd Solberg, J.S. Brown, Janice & Jack Hencke, Janice Litschert, Jean Elliott, Jeannine Eddleton, Jeff & Lindsay Call, Joelle Shenk, John Hillison, Jolene Rawlings, Judith Clarke, Judy Ridinger, Julia Allen, Karen & Lane Holbert, Karen Boatwright, Karen Hult, Katherine Carpenter, Kim Carlson, Laura Hamm, Laura Hartmann, Leslie Hager-Smith, Leslie O'Brien, Lester Smeal, Lisa Belden, Lynda Chamowitzl, Lynne Knox, Main Street Inn, Marcella Griggs, Matrix Gallery, Melody Warnick, Miranda Lucia, Montgomery County, National Bank of Blacksburg, National Endowment for the Arts, Pamela Winfrey, Patricia Hyer, Patricia Polentz, Patricia Raun, Patsy Lavender, Paul & Chris Lancaster, Paul Angermeier, Paul Cox, Paul Metz, Paul Perdue, Peg Warren, Peter Graham, Phyllis Albritton, R. B. Crawford, Randy Stith, Rick DiSalvo, Robert Lowe, Roger Ehrich, Ron Daniel, Ron Poff, Ron Rordam, Roots Realty, Sandra Knapp, School of Performing Arts at Virginia Tech, Scott Butler, Scott Obenshain, Seth Davis, Shannon Ritter, Shelter Alternatives, Stephen Shaffer, Stephen Soltis, Steve Beatty, Steve E. Jacobs, Susan & Andy Morikawa, Susan B Duggins, Susan Magliaro, Susan Terwilliger, Susan Winfrey, Terri Fisher, The Cellar, The Lester Group, The Rotary Club of Christiansburg-Blacksburg, The Simmons Law Firm PC, Tim Colley, Town of Blacksburg, Van & Laurie Coble, Victoria & Steve Cochran, Virginia Commission for the Arts, William & Susan Baker, WUVT

VOLUNTEERS

Betty Anderson, Nora Anderson, Kelly Anton, Chip Baker, Kayla Bancroft, Olivia Barbuti, Jamie Bell, Anita Bevins, Anika Bharatan, Blacksburg Junior Women's Club, Isaac Booth, Don Braffitt, Lynn Brammer, Diane Browder, Filiz Buckley, Kayin Buckley, Ava-Grace Carroll, Kim Carlson, Cindy Cassady, Brian Chan, Cynthia Chappelka, Nick Chase, Sharon Chickering, Zai Cook, Joseph Cooley, Robin Cooley, Austin Council, Seema Dalal, Seth Davis, Chi Delta Alpha, Aline de Souza, Jim Dixon, Emily Dorsey, Juan Espinoza, Kara Espinoza, Kim Feucht, Patrick Feucht, Karen Finch, Katrina Finch, Diana Francis, Grey Fritz, Ranae Gillie, Cyndy Graham, Russell Gregory, Carson Guimond, Zoe Hite, Carrie Hodge, Caroline Hollomon, Korbinian Huber, Felicia Jackson, Marcela Jara, Carolyn Jones, Fred Jones, Circle K, Jessamine Kane-Wiseley, Riya Kanwar, Mallory Kim, John Klapetzky, Kelli Knight LeVan, Rob Kuczmarski, Rebecca Lansford, Curt LeVan, Riley Leetch, Christoph Leser, John Lewis, Samantha Lewis, Sharon Lewis, Leslie Lingenfelter, Allison Long, Steven Mackay, Poco Marshall, Susan Mattingly, Tim Mays, Scott McCrickard, Sophia Menendez, Steven Miller, Aissatou Mills, Mark Monsees, Tarun Nandamudi, Dale Nielsen, Ann Norris, Bill Nygaard, Linda O'Brien, Anna Payne, Erin Petrich, Emily Petrovic Li, Sally Pfeiffer, Brody Phillips, Grace Phillips, Lucas Pickett, Paul Plassmann, Ellen Rabun, Clay Rogers, Lori Rogers, Nick Rogers, Brian Rosmaita, Rachel Rugumayo, Graciela Santopietro, Shirin Sayani, Arianna Schuler Scott, Cassidy Schultz, Mayank Sharma, Teresa Shaw, Linda Shell, Josiah Shrestha, Eli Simundza, Carma Singleton, Deborah Spencer, Jean Sprague, Robert Sprague, Randall Stith, Jon Stombler, Madison Sweezy, Carroll Thacker, Madison Thompson, Brentha Thurairajah, Tammy Trimble, Saimon Tsegai, Melody Warnick, Quinn Warnick, Ruby Warnick, Peg Warren, Jay Wheaton, Bruce Wicker, Barbara Wills, Chuck Wills, Colin Wiseley, Wesley Woo

AND OUR 500+ ANNUAL MEMBER FAMILIES!

THE LYRIC THEATRE

<https://www.thelyric.com/>

(540) 951-4771

135 College Avenue

Blacksburg, VA 24060



The Lyric Staff

Seth Davis, Executive Director

Greg Boatwright, General Manager

Len Comaratta, Production Manager

Betty Anderson, Volunteer Coordinator

Jessamine Kane-Wiseley, Administrative Assistant

August Reynolds, Front of House Manager

Paul Richter, Front of House Manager

Chris Shaver, Front of House Manager

Eric Brooks, Lighting/Sound Technician

Ashley Cooper, Fundraising Assistant

2024 Board of Directors

Kim Carlson, Board Chair

Kevin Wills, Vice-Chair

Jason Pospichal, Treasurer

Victoria Cochran, Secretary

Harvey Barker

Steve Beatty

Diana Francis

Rob Kuczumarski

Amanda Nelson

Skip Slocum

Randy Stith

Susan Winfrey

THANK YOU

FOR SUPPORTING THE LYRIC