



# IMPACT REPORT 2024-25



## TRANSFORMING EL PASO...

...one operatic performance at a time.  
Every time we perform for our community, our young people, and our patrons, hearts are touched and lives are enriched.



<b>2,954</b>	Community Members Served
<b>778</b>	Students & Teachers Served
<b>1,007</b>	Total Tickets Sold - R&J + Bon Appetit!

## WORKING SMARTER FOR YOU!

A crucial component to a well oiled opera-company is CRM (Customer Relations Management) software. In August we implemented Neon CRM. Now *100% of your ticket fees to go directly to the opera!* Special thanks to John Colquitt for his donation that covered implementing and training costs!

## ACKNOWLEDGEMENTS

El Paso Opera isn't a lifeless entity - it is a lively group of people who make these magical, musical moments possible. Thank you to our donors, board members, volunteers, and artists. We are El Paso Opera.

### PROJECTS

### DETAILS

### OUTCOME

**Free #CurbsideOpera & Resident Artist Programming**

Present uplifting opera music and more to the public & those in need-as a public service!

Parks x6  
Assisted Living x6  
Hospitals x2  
Public Spaces x17

**Free Educational Programming**

Present to local students of all ages on the art of opera & its career options.

Career Day x3  
School Visits x5  
Full House for Youth Night at the Opera, R&J

**Paid Performances**

Gounod's *Romeo & Juliette*, St. Roger's Depot + Hoiby's *Bon Appetit!* with RAs at Ardivino's Desert Crossing

Roméo & Juliette x3  
Bon Appetit! x2

## SEASON 31 DONATIONS MADE

**\$57,375**

Total Donations

**175**

Total Donors

**100+**

Volunteer Hours

"To hear the person standing next to me humming along and to know they had a moment to step away from a long day at the hospital was so heartwarming."

~Lisa Jimenez, UMC Administrator at UMC #CurbsideOpera.



**EL PASO OPERA**

915-581-5534 | [info@epopera.org](mailto:info@epopera.org)

# Financial Impact Report



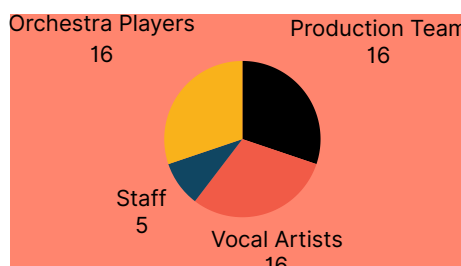
Period : July 2024-June 2024

Total Income :  
**\$407,657**

Total Expenses:  
**\$385,910**

Net Profit:  
**\$21,747**

## Jobs Created: 51



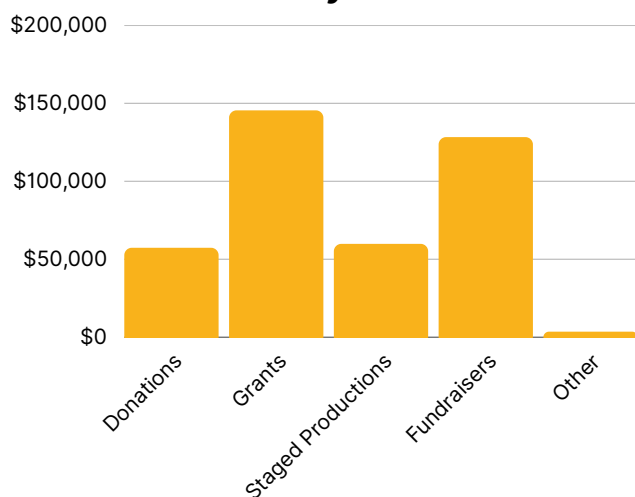
El Paso Opera Foundation earned over \$4,000 in interest this season ensuring the longevity of professional opera in El Paso.



## Social Media Followers :

- Facebook : 8,300
- Instagram : 5,054
- LinkedIn: 158
- YouTube : 153

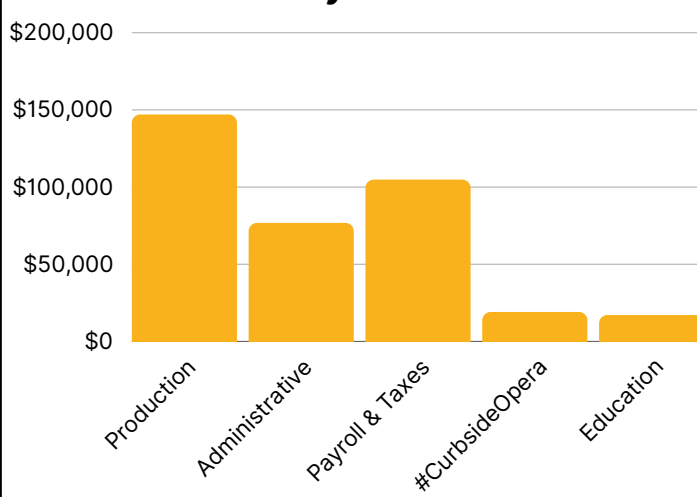
## Where the Money Comes From:



### INCOME ANALYSIS

- General donations from individual donors and business partners currently make up ~1/6 of EPO's income.
- Private and government grants provide the most generous source of funding for the opera.
- Ticket sales provided only a fraction of the funds needed to fund mainstage operas and other programming. The VIP Lounge, and Program Advertising help this category.
- Fundraisers like Encores & Overtures, Giving Day, Support the Stars, and Casino Night bring in a tremendous amount of financial support, only surpassed by grant contributions.
- Friends of the Opera events, merch sales, and interest on savings accounts, currently bring in a small yet valuable amount of revenue.

## Where the Money Goes:



### EXPENSE ANALYSIS

- Mainstage productions are the largest expense, as they should be for an opera company.
- Employee payroll and taxes which all goes toward the labor involved with planning and executing all ticketed and free programming and normal operations.
- Administrative expenses cover rent, utilities, office supplies, and software needed to run EPO.
- #CurbsideOpera and Education expenses pay artists to create and present free programming and serve the community.
- Other expenses (not listed) come from general marketing and fundraising expenses, goodwill gifts, staff training, board expenses, etc.