



SACRAMENTO OPERA NEWS RELEASE

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SACRAMENTO OPERA

P.O. BOX 161027, 3811 J STREET

SACRAMENTO, CA 95816

WWW.SACOPERA.ORG

CONTACT: Jennifer Lin, Director of Marketing & Audience Development, 916.599.4837,
jlin@sacopera.org

SACRAMENTO OPERA 2008-2009 SEASON ENDS IN THE BLACK

(Sacramento, CA 7/29/09) At the July 28, 2009 meeting of the Sacramento Opera Board of Directors, Treasurer Sue Huscroft, Senior Financial Analyst at Hewlett-Packard Company, reported that the **Sacramento Opera had ended the 2009 fiscal year on June 30 in the black** thanks in large part to strong box office sales; a bequest from the Estate of Clare Brock; and notification from the Wilma P. Laurence Trust that stated Ms. Laurence, a long-time Sacramento Opera patron who passed away in March, wished to forgive repayment of a loan dating from the mid-1990s.

Ticket sales showed a 37.5% rebound over 2008 and exceeded the 2009 budget goal by 2.5%. Other significant achievements included continued strong contributed income from individuals and corporate sources, and final payments on a City Loan obligation incurred in 1992. **These accomplishments placed the company in the enviable position of having eliminated all long-term debt.**

Audiences for Sacramento Opera productions increased in 2008-2009, with attendance for all main stage performances totaling 17,414. Community programs and services reached an all-time high for the organization with a total audience of 6,152.

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Sacramento Opera Board President, Michael E. Chase noted, “The true accomplishment here is that we have managed to survive in spite of the worst economy in over 50 years. Sacramento Opera is better positioned to advance short and long-term strategies to which our board and staff remain firmly committed. Specifically, we strive to strengthen and grow artistically, to broaden and diversify audiences, to deepen the experience of existing audiences, and to expand education and outreach programs and services.”

Sacramento Opera’s Executive Director Rod Gideons commented, “These are indeed difficult times. But the troubled economy will ultimately have a positive impact on the way in which non-profits and arts organizations in particular operate. We have no other option but to be more creative and efficient in order to remain viable.”

For more information about the Sacramento Opera, visit www.sacopera.org, join us on facebook, or follow us on twitter.

The Sacramento Opera’s 2008-2009 Season was sponsored by the generosity of the James Irvine Foundation, Raley’s Family of Fine Stores, Barbara K. Jackson, and the County and City of Sacramento’s Cultural Arts Award administered by the Sacramento Metropolitan Arts Commission. The mission of the Sacramento Opera is to produce outstanding opera, to develop and cultivate a wider public interest in opera and its allied arts, and to further music education in the region.

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