

Roundtable #1 – Tapping into the 3rd Rail

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3rd Rail Analogy

Organization a train

There are two rails that keep us on mission, ticket sales and contributions

The 3rd rail is the rail that allows the organization to take risks, provides stability and gives the organization financial flexibility

We have to make sure that focusing on the 3rd rail does not take the organization off mission.



Popular 3rd Rails

Endowment

Building

Theater

Rentals

Concessions

Parking Garage

Musical Theater

Components of Earned Revenue

OA Survey - <https://app.powerbi.com/groups/me/reports/92610dda-66b4-445c-a646-0ef78be44061/ReportSection431d46ef9e4904271dea>

fiscal_year
2016

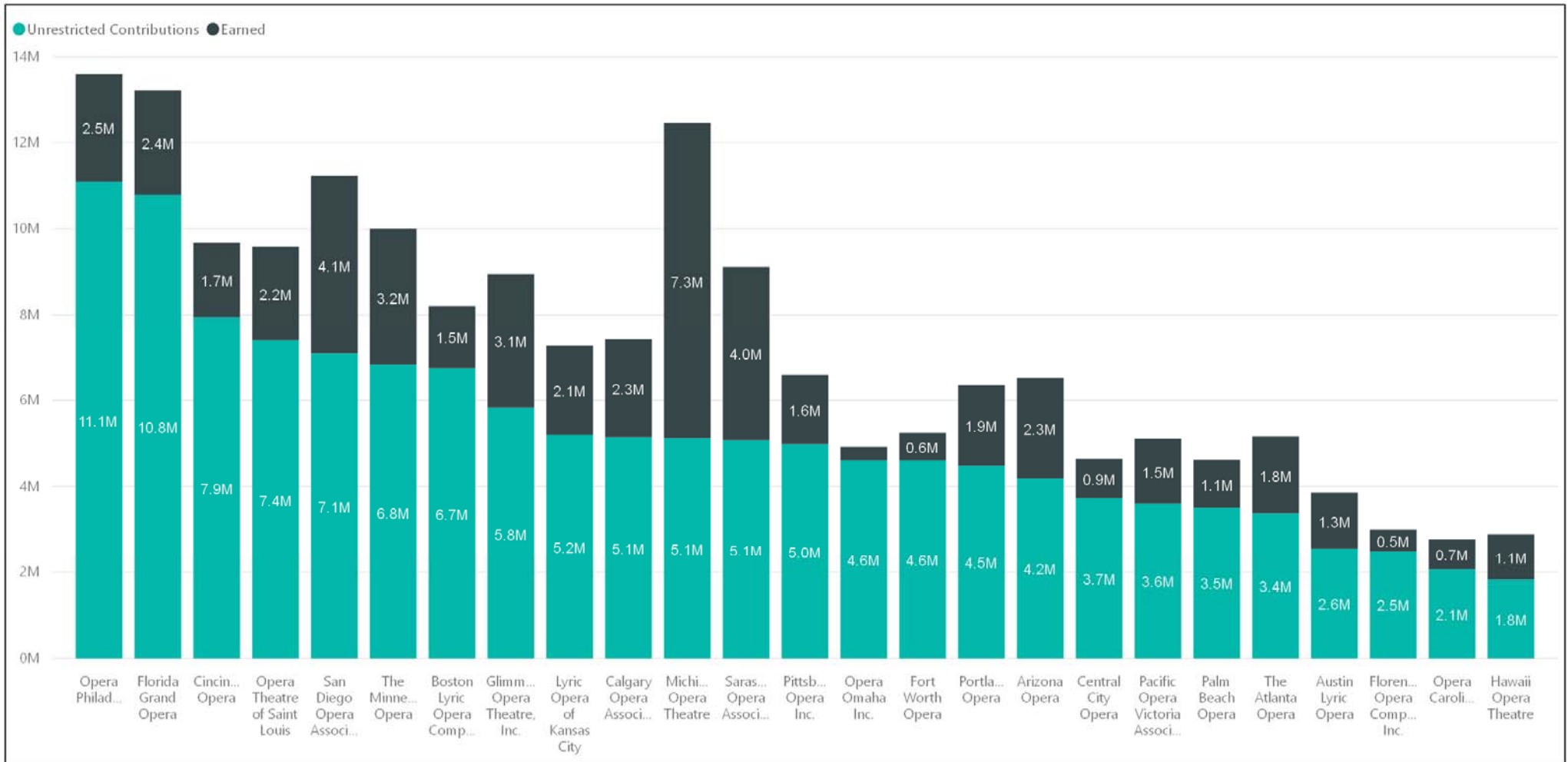
BUDGETSIZEUPDATE
 Budget Group 1: Over \$15M
 Budget Group 2: \$3-15M

Festival
All

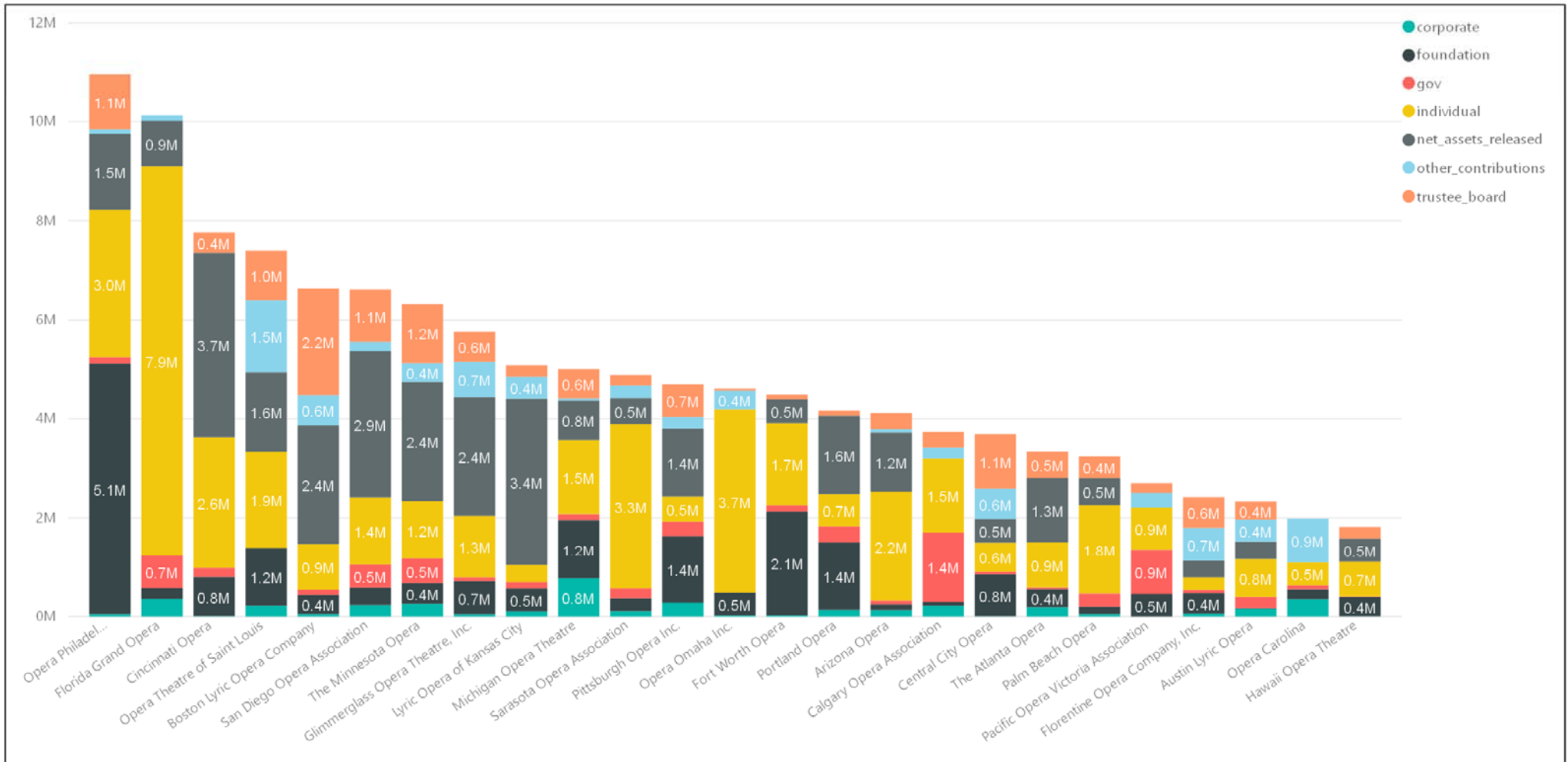
Endowed
All

- organizations_name
- Select All
 - Arizona Opera
 - Austin Lyric Opera
 - Boston Lyric Opera Company
 - Calgary Opera Association
 - Central City Opera
 - Cincinnati Opera
 - Florentine Opera Company, Inc.
 - Florida Grand Opera
 - Fort Worth Opera
 - Glimmerglass Opera Theatre, Inc.
 - Hawaii Opera Theatre
 - Lyric Opera of Kansas City
 - Michigan Opera Theatre
 - Opera Carolina
 - Opera Omaha Inc.
 - Opera Philadelphia
 - Opera Theatre of Saint Louis
 - Pacific Opera Victoria Association
 - Palm Beach Opera
 - Pittsburgh Opera Inc.
 - Portland Opera
 - San Diego Opera Association
 - Sarasota Opera Association
 - The Atlanta Opera
 - The Minnesota Opera
 - UTAH SYMPHONY & OPERA

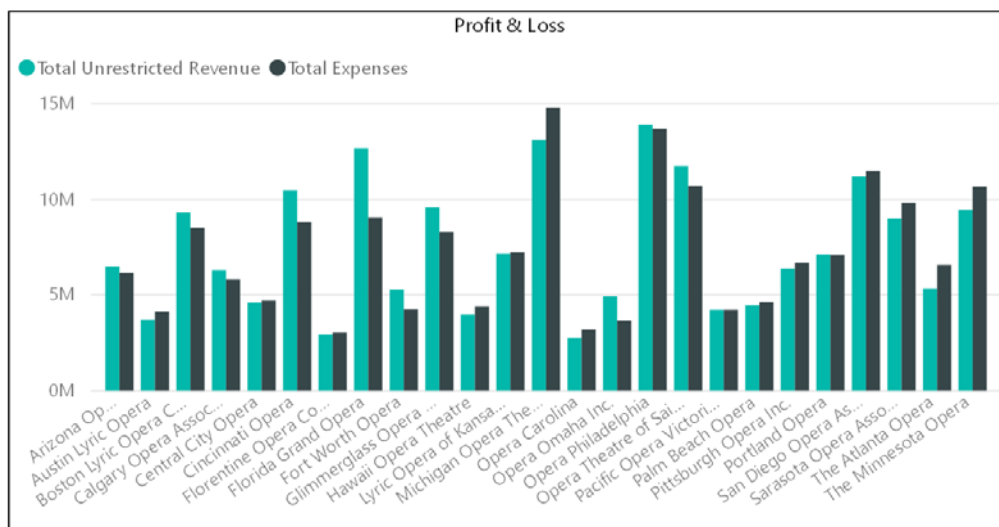
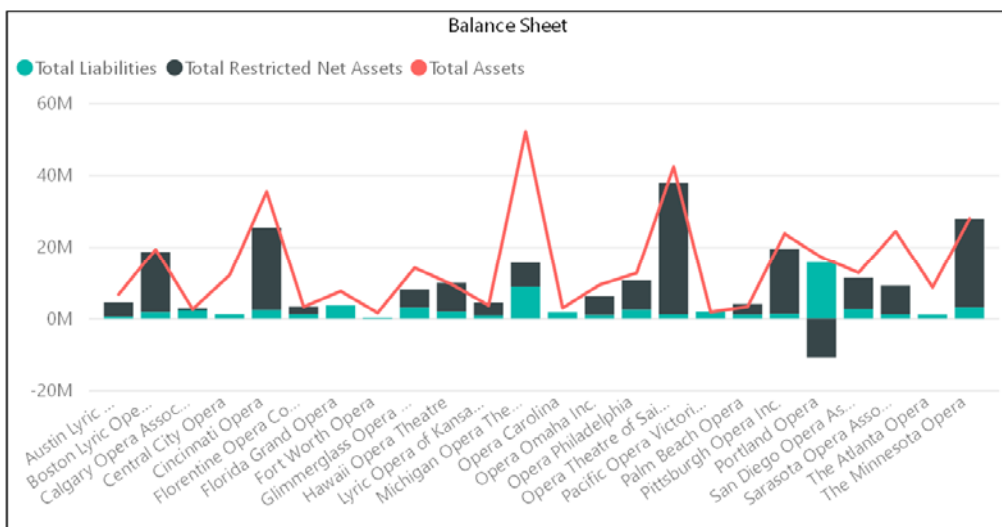
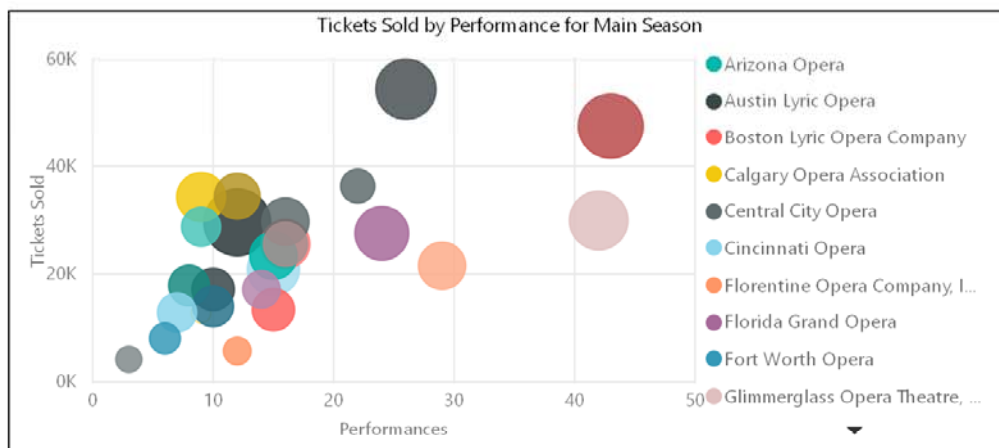
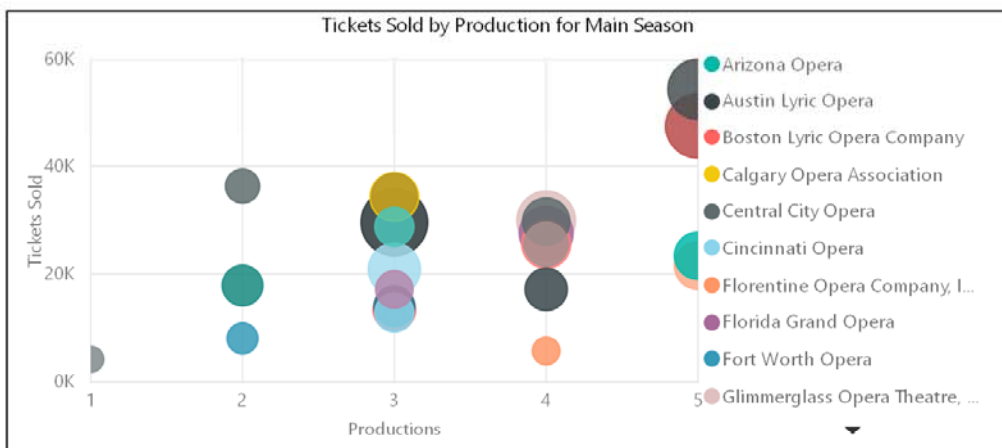
Revenue



Components of Unrestricted Revenue



Company Info



Questions for the group

What are the 3rd rails that organizations have?

What are the successes and failures with the 3rd rail?

What 3rd rails are organizations working on?

What should we watch out for when trying to develop the 3rd rail?