

Utah Festival "Imagines" a new path forward

Dear Friends and Supporters,

We are thrilled to announce that Utah Festival Opera and Musical Theatre is embarking on a transformative journey for the 2025 season, marked by our commitment to enriching educational programs and reimagining the festival experience. This exciting initiative is paired with our urgent "Imagine" campaign, aimed at raising \$3 million to safeguard our future.

As we emerge from the challenges posed by the COVID-19 pandemic and other hardships, we find ourselves at a critical juncture. Like many theaters nationwide, we are navigating significant financial challenges that threaten our ability to produce outstanding performances and support our dedicated artists and staff. The past few years have been particularly tumultuous, and unforeseen events have created a funding gap that we must address to ensure the continuation of our beloved festival.

Due to budgetary constraints, Utah Festival Opera and Musical Theater will be significantly scaling back our 2025 summer season and center ourselves on the educational offerings that allow us to have a statewide impact. This decision comes from our deep commitment to nurturing the next generation of artists and audiences. Through our statewide educational outreach programs such as Opera By Children (OBC) and the Utah High School Musical Theatre Awards (UHSMTA) as well partnerships with professional arts organizations, we aim to empower aspiring performers, musicians, and technicians while fostering a love for the performing arts within our statewide community.

To prevent a seasonal closure and potential layoffs, we are launching the "Imagine" campaign with an immediate goal of raising \$3 million by December 31st, 2024. This support is essential for stabilizing our finances and ensuring that we can continue delivering quality productions our community cherishes and has come to expect from us.

Utah Festival Opera and Musical Theatre is not just an arts organization; we are a cornerstone of our community, contributing over \$60 million annually to the local economy. Each year, we welcome thousands of patrons whose love for our performances enriches Utah's cultural landscape. Without your support, we risk losing this vital resource that brings joy, inspiration, and economic vitality to our region.

Now is the moment to support our efforts in our statewide community and we urge our loyal supporters to consider increasing your donations and building stronger commitments. Every contribution, no matter the size, helps us meet our goal and ensures our festival thrives for years to come.

Join us in preserving the magic of Utah Festival Opera and Musical Theatre by choosing one of the following options to contribute:

1. Online - [Click Here](#)
2. Call us - 800.262.0074, ext 3
3. Mail to - 59 South 100 West, Logan, UT 84321

Thank you for your continued support and dedication to the arts. We look forward to celebrating our 33rd season in 2025 and 'imagine' a bright future with your help!

With love and gratitude,



Michael Ballam
Founding General Director
Utah Festival Opera and Musical Theatre



Vanessa Ballam
Associate Artistic Director and Education Director
Utah Festival Opera and Musical Theatre