

Franklin Opera House Programming

The Mission of Franklin Opera House

As a non-profit organization dependent on the generosity of public support, it is the mission of Franklin Opera House, Inc. to provide wholesome community entertainment, foster expansion of arts awareness in all ages, and create a cultural hub and center for social interaction in an historic and attractive setting.

Community Entertainment



- Franklin Footlight Theatre – nonprofit community theatre group
- FHS Players – high school drama program
- FMS Players – middle school drama program
- Districtwide Musical – grades K-12
- Franklin Area Children’s Theatre (FACT) – tuition-based summer program



Expansion of Arts Awareness

Variety of performing art forms including

Music - popular and classical

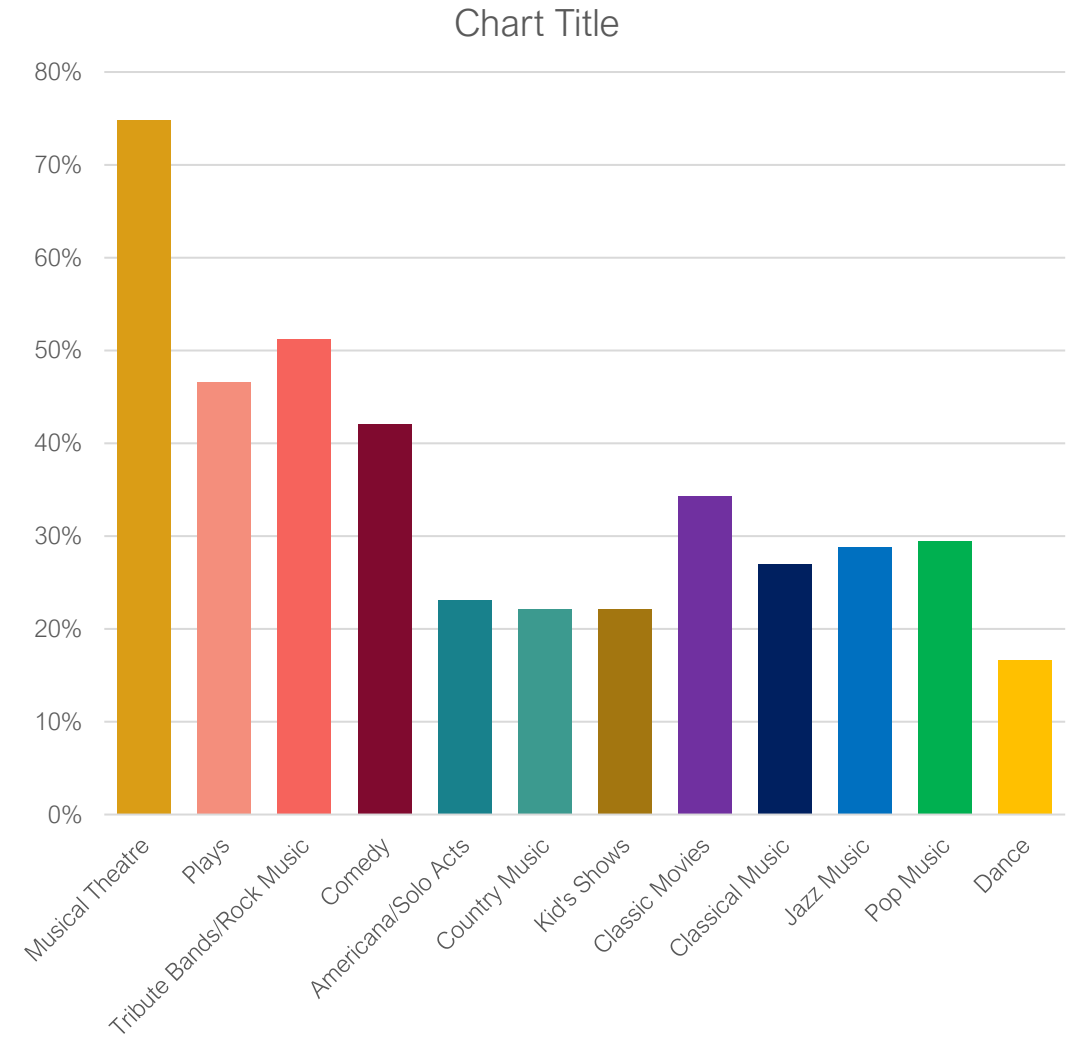
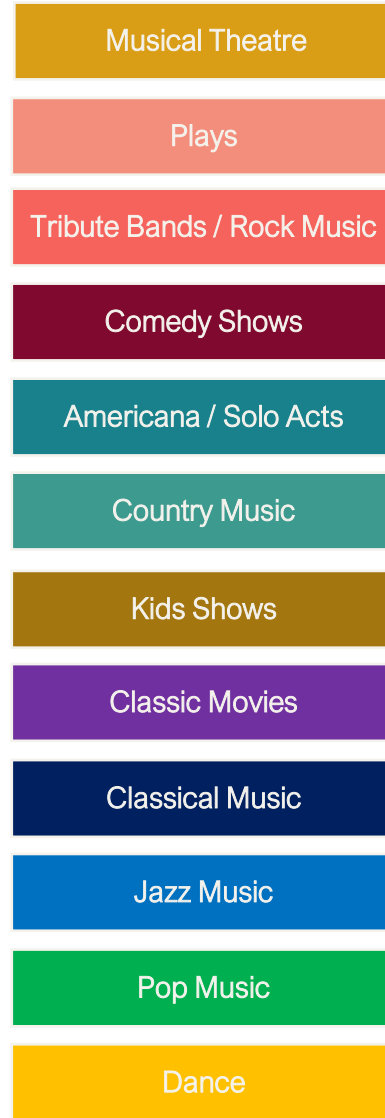
Dance – local dance schools

Theatre – local and visiting

Film - Poetry - Comedy

Audience Surveys 2024

- preferred types of programming
- 390 responses



Ticket Prices in other venues*

Plays / Musical Theatre

\$15 - \$45

Tribute Bands / Rock Music

\$27 - \$70

Comedy Shows

\$25 - \$50

Small Group / Solo Acts

\$22 - \$53

*price includes ticket processing fees

Venue Comparison

- Most venues are much larger than our projected capacity of 325.
 - Colonial Laconia: 761
 - Lebanon OH:803
 - Claremont OH: 783
 - Rochester OH: 700
 - Newport OH: 675
 - Flying Monkey: 486
 - London Barn Playhouse: 292
 - Winnipesaukee Playhouse: 194
 - Bank of NH Stage: 320
- We offer a more intimate audience experience with many “good” seats.
- Affordability is important to our audience, so we need to offer a wide range of prices.

Programming strategy

- 30 community events: Footlight Theatre and school shows
- 14 “big” acts: average ticket price \$45
- 16 “medium” acts: average ticket price \$28
- 20 “small” acts: average ticket price \$18



Ticket Revenue Forecast

Show costs include:

- Artist fees
- Agent fees
- Marketing costs
- Processing fees
- Show technicians

Number of FOH Events	50
Avg Number of Seats Sold	149
Average Ticket Price	\$29.35
Annual Show Income	\$218,400
Annual Show Costs	\$168,893
Net Show Income	\$49,507

2026-27 Production Calendar Example

Jul-26

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						M
	CITY					B
					S	FFT
FFT	FFT	FFT	FFT	FFT	FFT	FFT
FFT				FFT		

Aug-26

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					FFT	FFT
FFT	CITY					M
					FACT	FACT
					FACT	FACT
					S	B

Sep-26

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	CITY					B
						S
						B
					S	M

Oct-26

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					S	B
	CITY	CITY				M
	CITY				S	FHS
FHS		FHS	FHS	FHS	FHS	FHS
FHS						

Nov-26

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						B
	CITY	CITY			S	B
	CITY					M
					S	M

Dec-26

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	CITY				FOT	FOT
FOT	FFT	FFT	FFT	FFT	FFT	FFT
FFT					S	S
				M		

Jan-27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	CITY					M
						B
						M
						S

Feb-27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						B
	CITY				S	FMS
FMS		FMS		FMS	FMS	FMS
FMS					S	M

Mar-27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	CITY					M
					S	FFT
FFT		FFT	FFT	FFT	FFT	FFT
FFT					S	B

Apr-27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					MM	MM
	CITY					B
					S	M
					S	M

May-27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						B
	CITY					S
SAU		SAU	SAU	SAU	SAU	SAU
SAU						M

Jun-27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	CITY					B
						M
					S	M
					S	

Growth strategy

- Average 149 tickets per event
- Double corporate sponsorships
- Double membership base
- Double fundraising efforts



Thank you

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