



KNOX MEMORIAL  
THEATER • HISTORY • VENUES

# 2022 Annual Report

artsIQ  
Sept. 23-25  
MTVarts.com

SEPTEMBER 15  
MVAC.ORG

Prepared by the Mount Vernon Arts Consortium  
March, 2023





## Mission

The Knox County Memorial Building, Inc. will enhance the presentation of live theatrical performances and create recreational and educational opportunities for the community while honoring our Knox County Veterans for their service through the vibrant use and exposure of this magnificent 1926 Monument.

## Board Members

Cheri Butcher, Retired - President  
Brian Ball, City of Mount Vernon - Vice President  
Marc Odenweller, Knox County Foundation - Treasurer  
Zac DiMarco, Critchfield, Critchfield & Johnston - Secretary  
Teresa Bemiller\*, Knox County Commissioner  
Denise Conway, Conway's Pharmacy  
George Curry, Knox County Veterans  
Lori Wilkes, Community Volunteer

\*ex officio



The last twelve months have been a time of progress for the arts and community organizations in Knox County. At the heart of our community organizations is the Knox Memorial with the first full season of events since the beginning of the COVID-19 pandemic.

MTVarts brought us the return of the Classics Series with *All My Sons*, as well as superb performances of *Oliver* and *Shrek the Musical, Jr.* The Community Concert Association brought all six of its offerings back to the Memorial stage with an excellent season including concerts by Sons of Serendip and Sail On: A Beach Boys Tribute. 2022 also brought us the first season of booking from the Mount Vernon Arts Consortium with visits from Grammy award-winning artists Clint Black and Amy Grant. The cherry on top of the 2022 season was the production of *A Christmas Story*, which raised \$14,000 for the Knox Memorial and was highly-lauded by attendees.

The Knox Memorial facilities and resources make a wide range of local events possible, affordable, and successful. Community workshops, talks, and forums invited the public through the doors to learn, discuss, and even dance! Municipal departments held meetings and training sessions, civic organizations raised funds, and private renters celebrated personal milestones. In addition to the Memorial Theater's public performance season, multiple local arts groups were able to share their talents on the Memorial stage, and numerous local students spent time performing seasonal concerts, as well as enjoying the Knox County YES programs and other theatrical events.

Updates to the box office, tech booth, and theater lobby in 2022 helped elevate visitor and guest experiences. Adding additional signage and lobby monitors make for a much smoother and more informative event. Transformation of the box office and tech booth present a more professional front and easier use of space. The ongoing inventories and redesign of backstage and storage spaces help keep resources organized and in good repair.

The Knox Memorial has allowed Knox County to amplify the arts for the community and provide opportunities to its residents. We'd like to thank the Knox Memorial Building, Inc. Board., the Knox County Commissioners, and county staffers, and the Mount Vernon Arts Consortium staff and board for all the assistance they have given us this year. We look forward to an exciting 2023 season of successful performances and events at the Knox Memorial!

Martin Booker, Executive Director  
The Mount Vernon Arts Consortium



**"Beautiful, lovingly preserved theater in the heart of Mount Vernon. Sound and lighting at the concert I attended were well done. Smaller size allows for an intimate concert experience."**

**Ginger Bruce  
Google Reviews**



**19,000+**

Audience members  
attended a show at the  
Knox Memorial Theater  
in 2022

**2,000+**

Attendees at  
meetings, community  
gatherings, and  
private events



**\$276,430**

Raised by Food for the  
Hungry Knox County during  
its annual broadcast at the  
Memorial

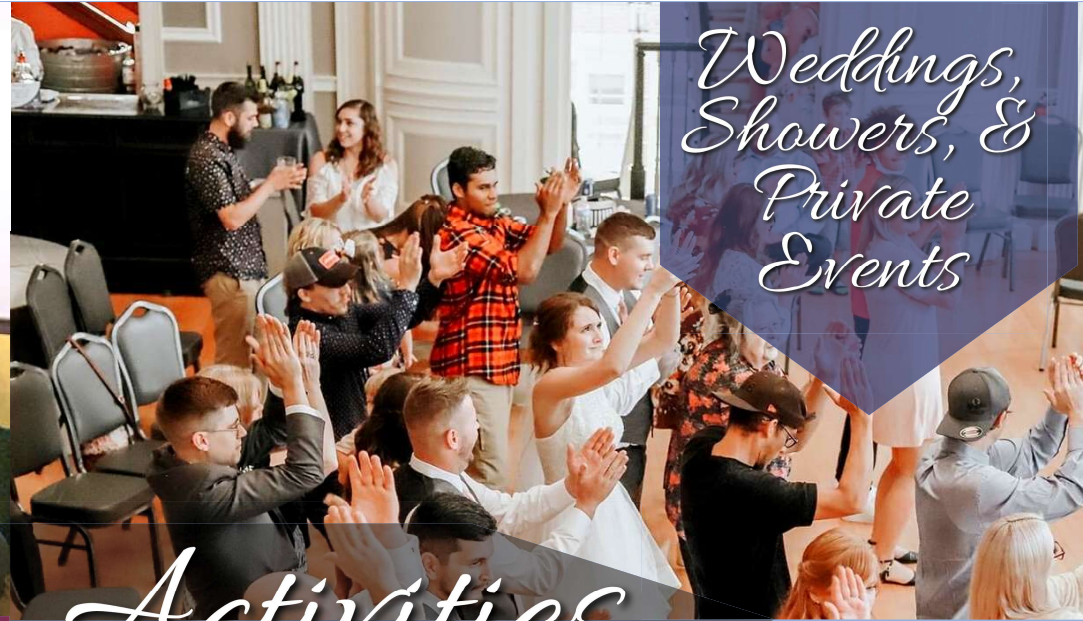




*Speakers & Community Workshops*



*Weddings, Showers, & Private Events*



# *Events & Activities*

*Children's Events*



**Whether it is community meetings or gatherings, private events, local dance recitals and performances, stage and theatrical productions, national touring acts, or a televised food drive, the Knox Memorial facilities provide a space for the community to come together, create, enjoy, and flourish.**



*Theater*



*Concerts*



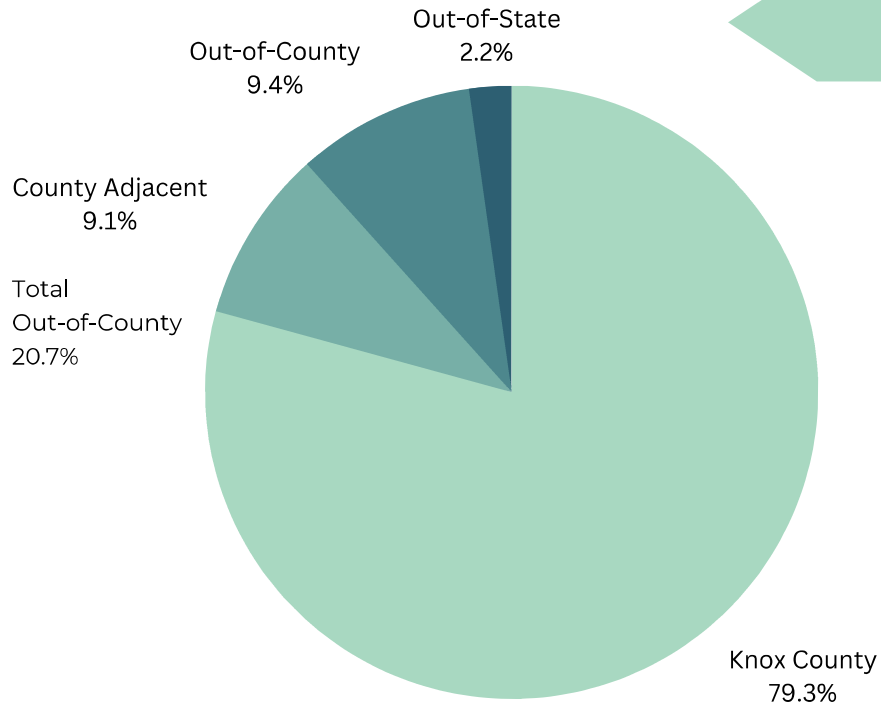
*Dance*



*Acrobatics*



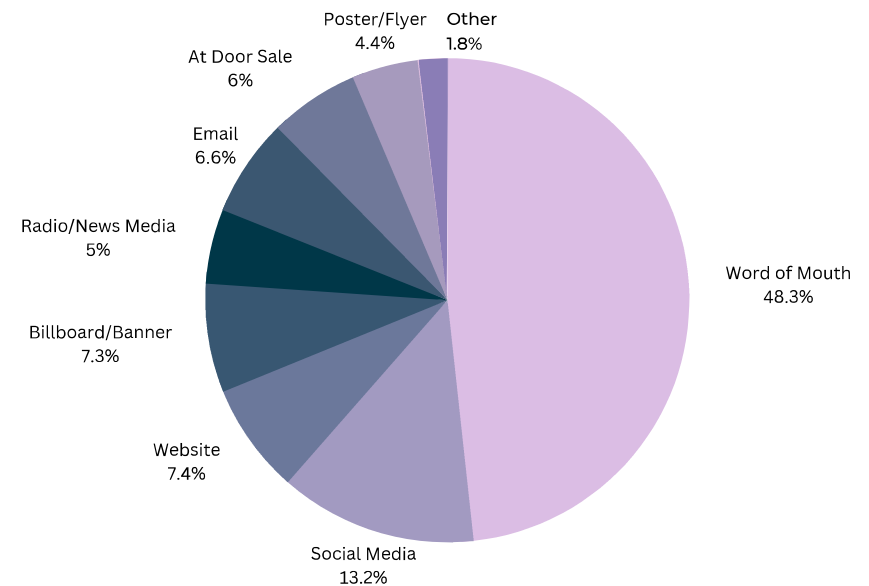
## 2022 Combined Ticket Buyer Location Data



- Out of the 8,286 tickets sold in 2022 through the Choice Ticketing System for shows taking place at the Knox Memorial, 79.3% were to in-county residents, and 20.7% to out-of-county residents.
- Of the out-of-county residents, 9.1% were from Knox-adjacent cities within a 45-minute drive, 9.4% were from areas more than a 45-minute drive, and 2.2% were to out-of-state residents.
- It is projected that an additional 10,000 audience members attended shows that were not ticketed through Choice. This includes dance concerts, the Knox County YES program, CCA memberships, and other educational and municipal programs.

## 2022 Combined Marketing Attribution

- Advertising sources could be tracked for 7,780 of the 8,286 sold through Choice.
- Social media and website statistics could refer to venue sites, presenter sites, or Arts Consortium sites.

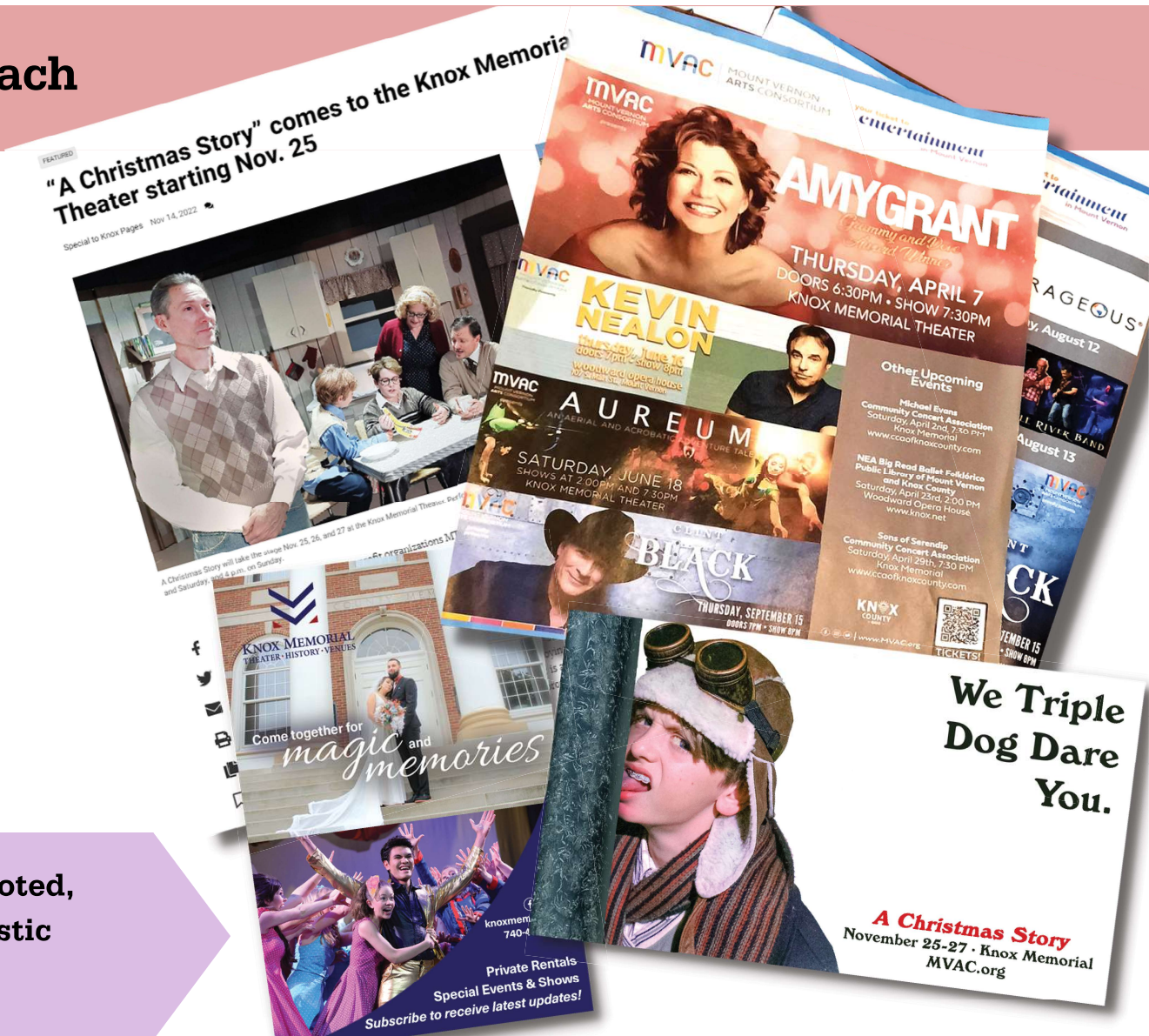




## 2022 Marketing and Outreach

- Reached over 535,000 Facebook users; 679 new Facebook followers
- More than 5,700 visitors to the website with over 18,000 page views
- More than 3,200 newsletter subscribers
- More than 161,000 Google Business Profile views
- Featured articles and/or ads in Columbus Underground, Ohio Magazine, TownMoney Saver, Mount Vernon News, Coshocton Tribune, Knox Pages, and more

**Thank you to all who liked, shared, promoted, followed, and told others about our fantastic theater, reception spaces, and events!**







## Facilities and Technology

### Inventory

In early 2022, inventory was completed and uploaded into MVAC's Stagemaster account for all event-related items inside the theater. By late 2022, inventory and a reorganization of the tech inventory and storage were underway by Tech Manager Brian Bernicken, Scott Swingle, John Nixon, and Ian Ernsberger.

### Box Office

The theater box office room was cleaned out and reorganized in mid-2022, adding a new set of storage drawers, a permanent box office computer, more organized wiring, and additional signage for events.

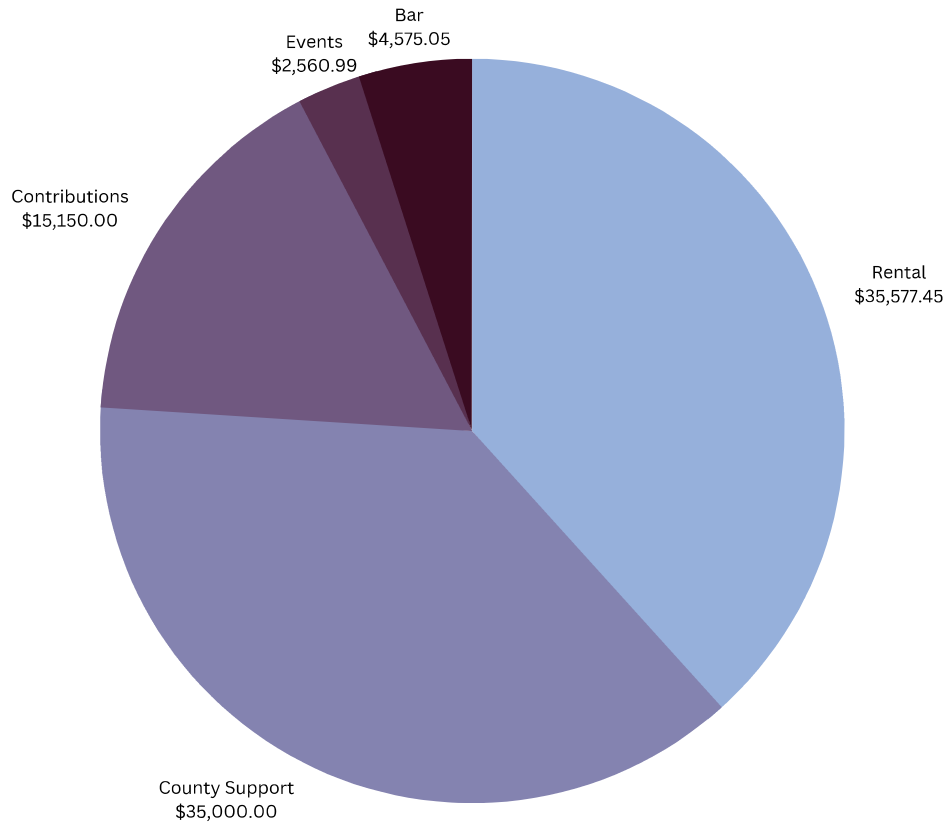
### Tech Booth

The theater tech booth was upgraded to include a filing cabinet for all manuals, battery chargers, and board cables, as well as any extra tech materials that must be easily accessed. A new shelf for computer and router storage was also added and can be folded down completely against the wall when not in use, freeing up booth space. These new purchases have replaced the decades-old tables and have created a cleaner, more professional appearance while better protecting equipment.

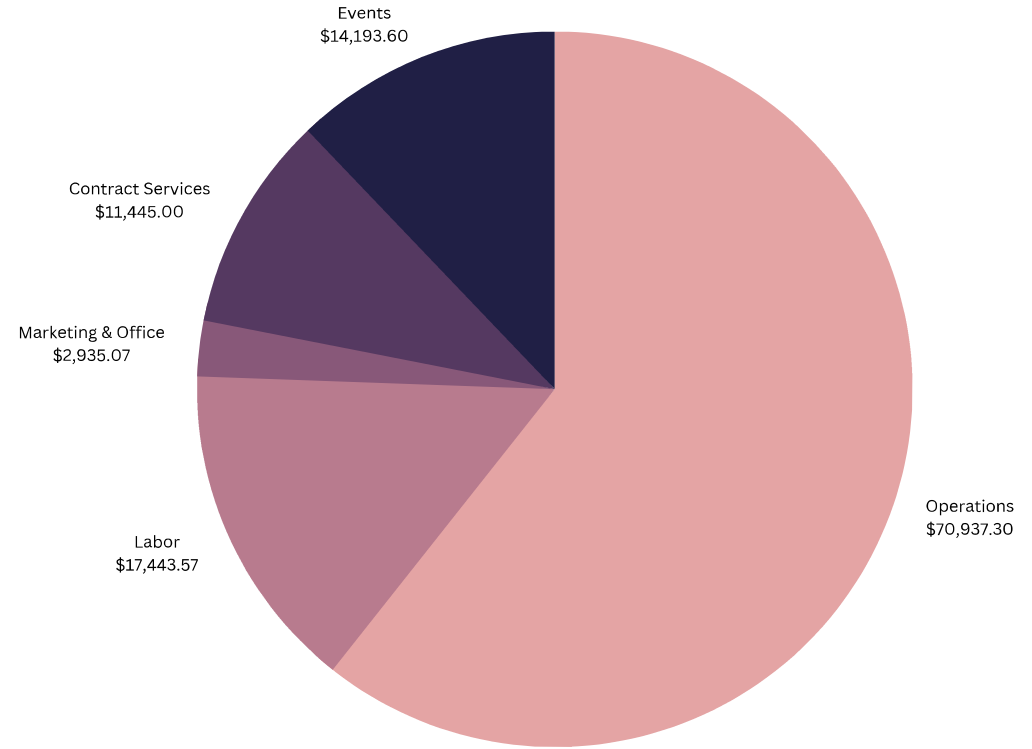
### Lobby

Two 50-inch Smart TVs were purchased for the Memorial Theater lobby, one permanently mounted in the southwest upper corner and one on a rolling floor stand for easy mobility. TV screens assist with promotion of upcoming events and give direction to patrons.

# 2022 Income



# 2022 Expenses





**Thank You!**



**KNOX MEMORIAL  
THEATER • HISTORY • VENUES**

**112 E. High St.**

**P.O. Box 1001**

**Mount Vernon, Ohio 43050**

**[www.knoxmemorial.org](http://www.knoxmemorial.org)**

**740-462-4ART**

**[info@knoxmemorial.org](mailto:info@knoxmemorial.org)**