VISION
To enrich the lives, learning, and leisure of our community through the performing arts.

MISSION
To strengthen the economic and artistic vitality of our community and arts partners through presenting quality and diverse arts experiences and through stewardship of our community's state-of-the-art performance venues.

2010/2011 COMMUNITY REPORT

VISION
To enrich the lives, learning, and leisure of our community through the performing arts.

MISSION
To strengthen the economic and artistic vitality of our community and arts partners through presenting quality and diverse arts experiences and through stewardship of our community's state-of-the-art performance venues.

476,313 attended performances & events at the Schuster Center, Victoria Theatre & The Loft Theatre...

202,155 attended VTA performances...

48,842 young people and adults impacted by VTA Education & Engagement programs...

63,307 people enjoyed Citilites Restaurant & Catering Services...
The Season at a Glance

- Disney’s *THE LION KING* set new box office records during its four-week premiere engagement at the Benjamin & Marian Schuster Performing Arts Center in Dayton. The nearly sold-out engagement, part of Victoria Theatre Association’s Miami Valley & Good Samaritan Hospitals Broadway Series, grossed over $5.3 million at the box office and entertained nearly 70,000 patrons. 98.3% of the seating capacity for the 32-performance run was sold.

- For the fourth year, Fueling Education offered free Regional Transit Authority passes to more than 1,600 students and teachers, making it possible for them to attend the Physicians for Kids Discovery Series. The Convenience Stores of Speedway provided additional transportation funds for schools outside of Montgomery County.

- The KeyBank African-American Arts Festival continued its fifth year emphasizing our venues as unique gathering places for all of Dayton. The art exhibit, Visual Voices, continued as the centerpiece of the festival, with more than 13,000 viewers this year.

- The Chase Broadway Education programs - Background On Broadway, Varsity Broadway and Backstage Broadway - served 647 students and adults, including the five-day “Circle of Life” Varsity Broadway camp held in conjunction with Disney’s *THE LION KING*, which hosted 93 area high school students hailing from as far away as Colorado and Michigan.

- This year’s in-depth education project, Until We Find Our Place, built on the themes of leadership and community commitment found in Disney’s *THE LION KING*. This year-long project connected 65 junior high and high school students with 15 Sinclair Community College mentors to help the students develop leadership skills and build self-confidence. Each quarter, the students completed a community service project and participated in a leadership seminar. The students came from various programs and schools: Building Bridges, Tower Heights Middle School, YWCA Girls, Inc., Al-Ka-Pals, Beavercreek High School, Archbishop Alter High School, Miamisburg High School and Dayton Early College Academy. In addition to providing all project participants with a ticket to see Disney’s *THE LION KING*, VTA also provided tickets to Big Brothers Big Sisters, honoring the mentoring, leadership and service skills at work in our community through this organization. Until We Find Our Place is made possible through donations from The Dayton Power and Light Company Foundation, Dayton Rotary Club Foundation and anonymous donors.

- The Schuster Center Celebration Choir and Schuster Center Broadway Children’s Choir continued to reach into the community with a total of 70 members.

- As a not-for-profit arts organization, VTA/ACF has a strong donor base of nearly 1,000 individual and 130 corporate donors who supported the organization to the tune of $1.5 million this year.

- Our growing arts administration internship program has provided hands-on experience in marketing, sales, promotions, public relations, graphic design, development, education and event management to 19 college students in this year alone. Institutions participating in this program include Cedarville University, Central State University, Denison University, Miami University – Oxford, Ohio University, Sinclair Community College, University of Dayton, Wilmington College and Wright State University.

- The Mid-Day Arts Café, a new lunchtime series of arts offerings with support from the Monarch/Genesis Fund of The Dayton Foundation, launched this year to great success. The Series offers our arts partners and other organizations a downtown forum to preview or showcase their upcoming performances or events to interested adults — all presented with a tasty box lunch provided by Citilites at the Schuster Center.

## Services

**Ticket Center Stage:** This centralized ticketing service for the venues that VTA manages serves eight local arts organizations, as well as others who rent the venues, selling in excess of 315,000 tickets annually for $10.6 million in sales.

**Citilites Restaurant & Bar:** For lunch during the week and for dinner before Schuster Center shows and now Victoria Theatre Broadway performances, Citilites provides a casual, yet elegant dining experience, serving more than 26,400 guests for total sales of more than $400,000.

**Schuster Center Event Services:** With a wide array of catering and banquet options for events of all sizes, Event Services received top customer service ratings that have made the Schuster Center the place to host an event. 392 events were hosted serving more than 36,800 guests for total sales of more than $1.07 million.

**The Arts Garage:** This clean, safe, and conveniently located parking garage near the Schuster Center provided parking for performances and for downtown business people on a daily basis, serving more than 211,548 motorists annually.

**Venue Management:** Dayton is blessed with incredible arts venues, and Victoria Theatre Association has the privilege of operating and maintaining the three professional facilities in downtown Dayton for the benefit of the community and the arts organizations that use these facilities. They include the historic Victoria Theatre, the state-of-the-art Benjamin & Marian Schuster Performing Arts Center, and the Metropolitan Arts Center, which includes offices, studios and The Loft Theatre. The cost of operating these facilities is tremendous; their operation is supported through fundraising and other revenue streams to ensure they are always available to the non-profit arts organizations at affordable rates.

**Volunteers:** Our volunteer corps of more than 800 volunteers provided necessary support to our operations by serving primarily as ushers at all performances at the three venues. 59,846 hours were given in service to the arts community by these dedicated individuals from all over the Miami Valley. This represented $442,860 in donated labor.
Economic Impact

Based on the calculator developed by the Americans for the Arts, the economic impact of Victoria Theatre Association and the Arts Center Foundation is considerable and far reaching.

$28,091,838

is the total impact of VTA/ACF on the Dayton metro area.

This sum represents the total dollars spent by VTA/ACF and its audiences, including event-related spending by our audiences which is estimated using average dollars spent per person by arts event attendees in similarly populated communities.

799 full-time equivalent jobs in our community are supported by the expenditures made by VTA/ACF and its audiences.

Victoria Theatre Association is a 501(c)(3) not-for-profit arts organization that employs 69 full-time and 64 part-time-employees, excluding stagehands, wardrobe and musicians employed during the run of our shows.

Operating Revenue by Source - FY 2011 (Unaudited)

Operating Expenses by Source - FY 2011 (Unaudited)
It is our pleasure to report the activities of the 2010-2011 Season of Victoria Theatre Association (VTA) and the Arts Center Foundation (ACF) to the community. Season highlights include strong ticket sales for our presentations, increased fundraising, the launch of a new community engagement program, and the start of a plan to comprehensively manage our buildings and equipment.

The economic impact of our programs is significant in the region. During Disney’s THE LION KING, we were particularly pleased to partner with more than 25 downtown restaurants, hotels, and other businesses to promote downtown Dayton as a great destination for everyone in the Miami Valley region and beyond. The economic value of Disney’s THE LION KING in the community exceeded $18 million during the four-week nearly sold out run. Total annual economic value for all of VTA’s programs combined is estimated at $45 million.

The organization continued an active leadership role in increasing collaboration among Dayton’s arts organizations through our new engagement program, the Mid-Day Arts Café, and new IT-based shared services initiatives, as well as ongoing support of the Dayton Opera, Dayton Ballet and many other organizations.

The VTA/ACF began developing a comprehensive ten-year plan that will help us determine ongoing capital requirements and the costs of maintaining our equipment and buildings in the future. We are also updating our strategic plan and beginning the planning phase to raise the significant funds that will be needed to ensure our buildings remain “state-of-the-art” for future audiences.

At this year’s Annual Meeting we will say good-bye and thank you to Patricia McDonald who has done an exemplary job as our Chairman for the past two years, and we will welcome Steve Miller as our new Chairman. As we look forward to the future with highly talented and engaged management and staff, volunteer corps, and Board of Trustees, we thank everyone – audiences, donors, community supporters and stakeholders – for their support, patronage and encouragement this season.

Ken Neufeld
President & CEO

Pat McDonald
Chair, Board of Trustees

Steve Miller
Vice Chair & Treasurer, Board of Trustees

VICTORIA THEATRE ASSOCIATION AND THE ARTS CENTER FOUNDATION BOARD OF TRUSTEES

Chair………………………………………………..……..Pat McDonald
Vice Chair & Treasurer……………………………..……..Steve Miller
Secretary………………………………………………….Frank Perez
Past Chair…………………………………………………Lou Mason

PHYSICIANS FOR KIDS IS COMPOSED OF:

Dayton Children’s Medical Center

PHYSICIANS FOR KIDS PROGRAMS:

Medical Home: National Model for Medical Home

Education & Engagement:

Mid-Day Arts Café: A daily lunchtime lecture/demonstration format in the Mathile Theatre.

Star Attractions: These non-series performances are scheduled to appeal to the broadest cross section of our community and may include blockbuster Broadway hits, cutting-edge Off-Broadway theatre, family-friendly shows and concerts.

Kettering Health Network Wintergarden Wonderland: During the holiday season, the Schuster Center Wintergarden is transformed into a wonderland of holiday activities, including the famous Rike’s holiday displays, holiday music and more.

PNC Family Series: Through this innovative program, up-and-coming artists presenters and producers get the opportunity to use the Mathile Theatre at the Schuster Center for their performances at a significantly reduced rate and are assisted by our professional staff.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

Mid-Day Arts Café: New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.