Attended performances & events at the Schuster Center, Victoria Theatre & the Loft Theatre...

attended VTA presentations...

young people and adults affected by VTA Education & Outreach programs...

people enjoyed Citilites Restaurant & Catering Services.

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

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.

VISION

MISSION
We are pleased to present the Community Report for the 2009–2010 Season for Victoria Theatre Association and the Arts Center Foundation. The season saw improved financial results despite a difficult economic environment, record attendance for our programming and educational offerings, and the first year with our new President and CEO, Ken Neufeld.

We look back at the 2009-2010 season with a sense of pride and accomplishment. Due to the ongoing support of our stakeholders as well as the hard work and perseverance of an exemplary staff and Board of Trustees, Victoria Theatre Association and the Arts Center Foundation have been able to not only hold their own, but also to succeed strongly in what continue to be challenging times.

We have a great vision for VTA’s future:

- We will communicate our values and mission to our community and stakeholders in even more concise and evocative ways.
- We will understand what the changing demographics and diversity of our community mean for our programming, our venues and our services.
- We will continue to provide an excellent experience for every patron, capitalizing on our ability to offer parking, dining and entertainment options.
- We will continue to learn more about our patrons and how we can better serve them.

We promise to continue the commitment to excellence represented by the 2009-2010 season. The successes outlined in this community report are a tribute to the community in which we live, work and play. We value the support of our stakeholders as well as the hard work and perseverance of an exemplary staff and Board of Trustees, Victoria Theatre Association and the Arts Center Foundation. The season saw improved financial results despite a difficult economic environment, record attendance for our programming and educational offerings.

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Thank you for your continued support.
The Season at a Glance

Collaborations

Victoria Theatre Association thrives on collaborations. They make all of us work stronger in lean times and they inspire camaraderie among the nonprofit community as we each seek to serve this region. It is our pleasure and privilege to partner with many of the Miami Valley’s non-profit charitable, education, social service and arts organizations.

A Special Wish Foundation
Asian American Council and Japanese American Citizens League
The Children’s Medical Center of Dayton
Cityfolk
Clothes that Work
Dayton Ballet
Dayton Gay Men’s Chorus
Dayton Opera
Dayton Philharmonic Orchestra
Dayton Visual Arts Center
EbonNia Gallery
Habitat for Humanity
Human Race Theatre Company
The Humane Society of Greater Dayton
The Junior League of Dayton
K12 Gallery
The Muse Machine
The National Conference for Community & Justice of Greater Dayton
Outreach for Animals
Peachez, Inc.
Sinclair Community College
University of Dayton
Zoot Theatre Company

The three-week premier of Wicked at the Schuster Center had a huge impact on the year’s operations. More than 53,000 people from all over the region (as well as visits from as far as North Carolina and Arizona) attended performances generating an estimated economic impact of $5,285,770. The “Changed for Good” Playwriting Contest — the educational component of the production — involved approximately 150 area high school and college students writing, directing, editing, acting, and developing over a dozen fresh new original plays.

Now in its third year, Fueling Education offered free Regional Transit Authority passes to more than 1,200 students and teachers making it possible for them to attend the Physicians for Kids Discovery Series. Speedway/America provided additional transportation funds for schools outside of Montgomery County.

The KeyBank African-American Arts Festival continued in its fourth year emphasizing our venues as unique gathering places for all of Dayton. The art exhibit, Visual Voices, with more than 9,000 viewers this year, continues as the centerpiece of the festival.

The Chase Broadway Education programs – Background On Broadway, Varsity Broadway and Backstage Broadway – served 957 students and adults, including the three-day “Music of the Night” Varsity Broadway camp with 70 area high school students hailing from as far south as Cincinnati and continued as far north as Anna.

The Schuster Center Celebration Choir and Schuster Center Broadway Children’s Choir continue to reach into the community with a total of 80 members.

The Physicians for Kids Discovery Series reached more than 31,000 students.

VTA collaborated with Adam Friedson on the production of a new musical revue, Broadway Holiday as a part of the Miami Valley & Good Samaritan Hospitals Broadway Series.

VTA “went green” in all of its venues in a recycling partnership with the Broadway Green Alliance and Waste Management.

Premier Health Partners were the new title sponsor of the Miami Valley & Good Samaritan Hospitals Broadway Series!

Universal 1 Credit Union returned for its third year as the title sponsor of the Universal 1 Variety Series.

Heidelburg Distributing Company continues as the title sponsor of the Michelob Ultra Cool Films Series, dedicating the summer 2010 series to the memory of Esther L. Vontz and her passion for life, film and Victoria Theatre.

Physician’s For Kids returned as the title sponsor of the VTA’s beloved Discovery Series for students.

Kettering Health Network became the new title sponsor of the Kettering Health Network Wintergarden Wonderland.
Services

**TICKET CENTER STAGE:** This centralized ticketing service for the venues we manage serves six local arts organizations, as well as others who rent the venues, selling in excess of 300,000 tickets annually for $9.5 million in sales.

**CITILITES RESTAURANT & EVENT SERVICES:** For lunch during the week and for dinner before a Schuster Center performance, Citilites provides a casual, yet elegant dining experience. With a wide array of catering and banquet options for events of all sizes, Event Services receives top customer service ratings that have made the Schuster Center the place to host an event.

**THE ARTS GARAGE:** This clean, safe, and conveniently located parking garage near the Schuster Center provides parking for performances and for downtown business people on a daily basis. During the 2009-2010 season, a campaign to brand the garage as “The Arts Garage” was launched, including adding the arts-related images on the windows to enhance the visual appeal of the structure and tie it visually to the Schuster Center.

**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 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.

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**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.

**$27,865,000** 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.

661 full-time equivalent jobs in our community are supported by the expenditures made by VTA/ACF and its audiences. On its own, VTA/ACF employs 65 full time and 66 part time employees, not including stagehands, wardrobe and musicians employed during the run of our shows.

**Operating Revenue by Source – FY 2010 (Unaudited)**

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<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
<th>Amount</th>
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<tr>
<td>Programming</td>
<td>62.6%</td>
<td>$16.0 million</td>
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<td>Food Service</td>
<td>8.1%</td>
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<tr>
<td>Parking Garage</td>
<td>7.9%</td>
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<tr>
<td>Ticket Center</td>
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<tr>
<td>Contributions</td>
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</tr>
<tr>
<td>Other</td>
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<tr>
<td>Facility Fees</td>
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Note: Amounts exclude Second & Main Ltd.

**Operating Expenses by Source – FY 2010 (Unaudited)**

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<th>Source</th>
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<th>Amount</th>
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<tbody>
<tr>
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<tr>
<td>Food Service</td>
<td>8.3%</td>
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<tr>
<td>Parking Garage</td>
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<tr>
<td>Ticket Center</td>
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<tr>
<td>Administration</td>
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<tr>
<td>Fund Raising</td>
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</tr>
<tr>
<td>Facility Costs</td>
<td>15.9%</td>
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</tr>
</tbody>
</table>

Note: Amounts exclude Second & Main Ltd.