COMMUNITY REPORT
2011-2012

453,564
attended performances &
events at the Schuster Center,
Victoria Theatre & the Loft Theatre...

197,374
attended VTA
performances...

44,408
young people and adults attended VTA
Education & Engagement programs...

65,894
people enjoyed Citilites
Restaurant & Catering Services...

VICTORIA THEATRE
ASSOCIATION
Arts Center Foundation
It is our pleasure to report the activities of the 2011-2012 Season at Victoria Theatre Association (VTA) and the Arts Center Foundation (ACF) to the community.

Season highlights include many successful presentations including LES MISÉRABLES, JERSEY BOYS, WICKED, the Jazz at Lincoln Center Orchestra with Wynton Marsalis, popular author and commentator David Sedaris, and an expanding list of educational programs.

We significantly re-vamped our strategic plan this year. The process was a collaborative one led by senior staff, trustees, and the facilitation skills of Aileron consultant, Darcy Bien. The process took most of the fall and winter to complete and stretched our assumptions and beliefs on what challenges and opportunities the future holds and what role VTA/ACF will have in our community. Staff members at all levels of the organization were involved in the development of a new set of company values that will help to guide our decision-making in the future. As a companion to our strategic plan, we examined how we could financially ensure the sustainability of our facilities. In conjunction with a first-rate analysis of our buildings by the Perfection Group, we confirmed the need to increase our endowment significantly and have begun to test our case for support in the community.

VTA was honored to be named one of “the Best Places to Work” in the Miami Valley by the Dayton Daily News. While this is a great honor, it is also a useful benchmark for our human resources practices and policies so that we can continue to build on the strengths of our workplace environment.

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As we look forward to the future with highly talented and engaged management and staff, a committed volunteer corps and Board of Trustees, we thank everyone – audiences, donors, community leaders and stakeholders – for their support, patronage and encouragement this season.

WICKED
Jeanette Harris • Dr. Michael Ervin • Ron Katsuyama • Albert W. Leland • Wendy Lewis • Mary Kaye Manchur

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THE SEASON AT A GLANCE

► **WICKED** returned to Dayton for an unprecedented repeat engagement of 32 performances at the Benjamin & Marian Schuster Performing Arts Center in Dayton. Part of Victoria Theatre Association’s Premier Health Partners Broadway Series, it grossed over $4.5 million at the box office and entertained more than 54,000 patrons with an estimated economic impact of $15.75 million for the greater Dayton region.

► Now in its sixth year, **Fueling Education** offered free Regional Transit Authority passes to more than 1600 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.

► **KeyBank** completed its sixth year as the title sponsor of the KeyBank African-American Arts Festival, emphasizing our venues as unique gathering places for all of Dayton. The art exhibit, Visual Voices, with nearly 18,000 viewers this year, continued as the centerpiece of the festival.

► The Chase Broadway Education programs - Background On Broadway, Varsity Broadway, Backstage Broadway, and the Broadway Summer Camp — doubled the number of students and adults served to 1382, including the five-day “Defying Gravity” camp with 100 high school students from the Miami Valley Region and beyond!

► This year more than 100 special needs students from five Dayton-area schools took The Climate Challenge by participating in Victoria Theatre Association Education & Engagement Department’s in-depth project, Footprints. Building on the theme of conservation presented in Victoria Theatre Association’s presentation of The Magic School Bus Live! The Climate Challenge, the classes learned how to effectively reduce, reuse and recycle with Montgomery County Waste Management and how to create a sculpture with recycled materials with K12 Gallery. Each classroom created a life-size sculpture of recycled materials that was displayed and judged at Victoria Theatre during The Magic Schools Bus Live! performances. Taking the three top prizes were Jackie Creamer’s class from Northridge High School, Tracy Wilson’s class from Ponitz Career Center and Lisa Rife’s class from Northridge High School. Each classroom won a cash prize to be used for environmentally friendly art supplies. Footprints is made possible through donations from Vectren, Dayton Rotary Club Foundation, Kroger and anonymous donors.

► Physicians For Kids completed its title sponsorship of the VTA’s beloved Discovery Series for students, reaching more than 22,000 students. The Series continues in 2012-2013 under the sponsorship of The Frank M. Tait Foundation.

► **Premier Health Partners**, which includes its members Miami Valley Hospital, Good Samaritan Hospital, Atrium Medical Center, and Upper Valley Medical Center, continued as title sponsor of the Premier Health Partners Broadway Series.

► Projects Unlimited Inc. completed its first year as the title sponsor of the Projects Unlimited Variety Series.

► **Heidelberg Distributing Company** completed its title sponsorship of the Michelob Ultra Cool Films Series.

► **Kettering Health Network** continued as the title sponsor of the Kettering Health Network Wintergarden Wonderland which shared the holidays with more than 24,000 Miami Valley residents and their guests.

► As a not-for-profit arts organization, VTA/ACF has a strong donor base of over 936 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, the lunchtime series of arts offerings with support from The Monarch/Genesis Fund of the Dayton Foundation and Dayton Power & Light, completed its second successful year. The Series offered 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.

► VTA was honored by the Dayton Daily News as one of the BEST PLACES TO WORK in our region.

► VTA continued its leadership role in a variety of downtown Dayton and regional organizations. VTA/ACF President & CEO Ken Neufeld is a member of the Board of Trustees for the Downtown Dayton Partnership where he is active in sculpting the Downtown Dayton Plan. In addition, Neufeld serves on the Board of Trustees of the Greater Dayton/Montgomery County Convention & Visitors Bureau. Neufeld also was featured in the opening address at the Dayton Development Coalition’s Annual Meeting.

### SERVICES

**Ticket Center Stage:** This centralized ticketing service for the venues that VTA manages served eight local arts organizations, as well as others who rent the venues, selling in excess of 370,000 tickets annually for $16.8 million in sales.

**Citilites Restaurant & Bar:** For lunch during the week and for dinner before Schuster Center and now Victoria Theatre Broadway performances, Citilites provided a casual, yet elegant dining experience, serving more than 30,500 guests for total sales of more than $500,000.

**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 made the Schuster Center the place to host an event. 391 events were hosted serving more than 35,000 guests for total sales of more than $1.07 million.

**Venue Management:** Victoria Theatre Association owns and operates three world class arts facilities in downtown Dayton, subsidizing rents for the local arts organizations that use them. 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 and maintaining these facilities is tremendous; fundraising and other revenue streams ensure they are always available to the non-profit arts organizations at affordable rates.

**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, serving more than 352,536 motorists annually.

**Volunteers:** Our volunteer corps of more than 1000 volunteers provides 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 represents $442,860 in donated labor.
COLLABORATIONS

Victoria Theatre Association thrives on collaborations. They make all of us work stronger in lean times, and they inspire camaraderie within the non-profit community as we each 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.

2011-2012 COMMUNITY PARTNERS LIST

Al-Ka-Pals
Big Brothers Big Sisters of the Greater Miami Valley
Blue Star Mothers
Books & Company
Boonshoft Museum of Discovery
The BRD House
Broadway Green Alliance
Buckeye Vodka
Building Bridges a program of Dayton Children’s
Cityfolk
Clear Channel Radio
Cox Media Group
Dayton Ballet
The Dayton Chapter of The Links, Incorporated
Dayton Convention and Visitor’s Bureau
Dayton Public Schools
Dayton Gay Men’s Chorus
Dayton Opera
Dayton Philharmonic Orchestra
Dayton YWCA
Downtown Dayton Partnership
EbonNia Gallery
FilmDayton
Five Rivers MetroParks
Food Bank, Inc.
Gem City Comicon
Generation Dayton
Girl Scouts
Girls, Inc.
The Greene
Heidelberg Distributing Company
Hispanic Chamber of Commerce
The Human Race Theatre Company
Jay’s Seafood
The Junior League of Dayton
K12 Gallery
Kiser Elementary School
Mamma DiSalvo’s Restaurant
Miami Valley School
Miamisburg High School
Montgomery County Juvenile Courts
The Muse Machine
The Neon
Northridge High School
Northridge Middle School
Ponitz Career Center
Rosemary Clooney Museum
Sinclair Community College
SMAG Dance Company
SoBran, Inc.
Square One Salon & Spa
University of Dayton
University of Dayton Diversity Lecture Series
Wogaman Elementary School
Wright State University
YELLOWSTONE Radio/91.3 FM
YMCA Dayton
Zoot Theatre Company

FAMILY ADVOCACY PROGRAM PARTICIPANTS

Adriel
Aids Resource Center- Ohio
College Promise
Dare to be Great
Deaf Community Resource Center
Family Service Agency
Gateway Youth Programs
Green Inc.
Isaiah’s Place
Linda Vista Project
Life Resource Center
Project Reach
Project Woman
Toward Independence, Inc.
Unified Health Solutions
WPAFB Airman and Family Readiness

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.

$33,102,600

IS THE TOTAL IMPACT OF VTA/ACF ON THE DAYTON METRO AREA.

OPERATING REVENUE BY SOURCE - FY 2012 (UNAUDITED)

$19.6 MILLION

Note: Amounts exclude Second & Main Ltd.

OPERATING EXPENSES BY SOURCE - FY 2012 (UNAUDITED)

$19.4 MILLION

Note: Amounts exclude Second & Main Ltd.

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.

952 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 64 full-time and 65 part-time employees, excluding stagehands, wardrobe and musicians employed during the run of our shows.