COMMUNITY REPORT
2013-2014
It is my pleasure to report on the activities of our 2013-2014 Season for Victoria Theatre Association.

The year was marked by significant moments on stage and in the community. Our PREMIER HEALTH BROADWAY SERIES was well received this year with notable theatrical moments in WAR HORSE, IT'S A WONDERFUL LIFE, SISTER ACT, MEMPHIS, BEAUTY AND THE BEAST, and MILLION DOLLAR QUARTET. Our STAR ATTRACTIONS, PNC FAMILY SERIES, PROJECTS UNLIMITED VARIETY SERIES, THE FRANK M. TAIT FOUNDATION DISCOVERY SERIES, and COOL FILMS SERIES all performed well both at the box office and with our audiences. I am particularly pleased about the NATIONAL GEOGRAPHIC LIVE SERIES, Sponsored by Fifth Third Bank, which we present in a unique partnership with Five Rivers MetroParks. Attendance to this three show series of photographers and explorers more than doubled its series revenues. We look forward to even more growth in the coming year.

The 2013-2014 Season also saw a significant increase in our investment in Education & Engagement (EE) programs. Under the direction of Vice President of Education & Engagement Gary Minyard, we were able to expand programming both in the relevancy of the programs and the number of programs delivered. Patrons to our PREMIER HEALTH BROADWAY SERIES saw several examples of EE programs around our presentations of MEMPHIS and MILLION DOLLAR QUARTET, just to name two examples. Additionally, our award-winning EE program around VISUAL VOICES successfully bridged visual arts and music with new technology. Audiences can look forward to more of this type of programming.

We also made significant inroads into our strategic goal of working closer with Wright-Patterson Air Force Base. Partnerships and relationships are being built and we expect to be able to announce new programs very shortly.

Our donor community was generous once again in both sponsorships to our presentations and programs, as well as to our annual fund and special events. We are beginning to work with our community of supporters, our volunteers, and others to build our NEXT STAGE Campaign plan and the early results of this initiative are encouraging.

I would like to thank my senior managers, staff members, our devoted Trustees, our volunteers, all of the artists whose work has graced our stages, and our sponsors and donors. Your support is valued, treasured, and very much appreciated.

The 2013-2014 Season marks five years of my tenure as the President and CEO of Victoria Theatre Association. It has been an amazingly rewarding five years and I look forward to the challenges and opportunities of the future with vigor and optimism.

As the Chairman of the Board of Trustees for Victoria Theatre Association (VTA) and the Arts Center Foundation (ACT), I am pleased to be able to express my appreciation for the contributions of many of our supporters, patrons, audience members, elected officials, volunteers, staff members and staff leadership for your efforts during the 2013-2014 Season.

The financial results for the year show that we had a successful Season at the box office and with donations and sponsorships. As a frequent audience member, I saw a group of engaging and entertaining presentations that showed how our programming reaches out to a broad variety of audiences in our community.

VTA is a multi-faceted organization with considerable real estate holdings, and significant relationships with resident companies such as the Dayton Performing Arts Alliance and The Human Race Theatre Company. We run a restaurant, a parking garage, a ticketing company, and a catering company. We have a customer base that numbers in the hundreds of thousands of patrons. But, ultimately, I think we are really in the “Quality of Life” business because at the end of the day, everything we do adds to the value of living in the Miami Valley.

Whether you are looking to find some great entertainment to enjoy with families and friends, or looking for ways to introduce your children to the arts, or trying to recruit a senior executive to your company – VTA is there to help.

As we reflect on the 2013-2014 Season, I would like to thank my fellow Trustees for their dedication to and support of VTA. Special thanks are due to Ken Neufeld, VTA President and CEO, for his time and effort to make VTA vibrant, strong, and enduring in our community.

It is an honor to serve as the Chairman of the Board of VTA. Thank you all for your support of this terrific community organization.
Wonderful Life

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The financial results for the year show that we had a successful Season at the box office and with donations of million dollar quartet, just to name two examples. Additionally, our award-winning education and engagement programs, workshops and performances, teaching about the performing arts and enriching the educational experience — or performance — experience.

Premier Health Broadway Series: Selected from the hottest touring companies from Broadway and beyond, this series brings the best of Broadway to the Victoria Theatre and the Benjamin & Marian Schuster Performing Arts Center.

PNC Family Series: The Miami Valley’s oldest performing arts series for children and families is designed to introduce children ages 5-10 to the magic of live performing arts through world-class performances at the Victoria Theatre.

Projects Unlimited Variety Series: This eclectic mix of performances at the Victoria Theatre is casual, contemporary, and sometimes irreverent, targeting a new, younger demographic than existing programming.

The Frank M. Tait Foundation Discovery Series: Professional touring theatre productions are presented for school children in grades PreK-9. Each production specifically enhances classroom curriculum and parallels Ohio Department of Education Academic Content Standards. The series features literary classics, profiles important historic and contemporary figures, and explores important issues, such as self-esteem and social responsibility.

Cool Films Series: Moviegoers enjoy classic films on the big screen in 35mm prints at the Victoria — as well as free popcorn and soda in the lobby and a pre-show theatre organ concert on the Mighty Wurlitzer — during July and August.

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.

Visual Voices: In its eighth year, the Visual Voices art exhibit is curated by Willis “Bing” Davis of Ebonnia Gallery and celebrates the work of African-American visual artists, particularly here in the greater Dayton region.

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.

ImpACT: Through this innovative program, up-and-coming arts 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: In its fourth 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.

Education & Engagement: In addition to programs already mentioned, our extensive Education & Engagement program served more than 99,508 students and adults through a variety of hands-on programs, workshops and performances, teaching about the performing arts and enriching the classroom — or performance — experience.
SERVICES

the privilege of operating and maintaining the three professional facilities in downtown Dayton for Victoria Theatre Association $825,000 toward a $3 million renovation project for Victoria Theatre and the Metropolitan Arts Center.

Education & Engagement’s VISUAL VOICES: VISIONS OF DAYTON FUNK, as well as the RADIO WAVES project in conjunction with MEMPHIS, were acknowledged for excellence. In fact, radio program juniors from the Ponitz Career Tech High School who worked on VISUAL VOICES: VISIONS OF DAYTON FUNK won “Best In Show” at the Miami Valley Tech Prep Showcase against 150 other projects.

The celebration of the 10th Anniversary of the Benjamin & Marian Schuster Performing Arts Center continued through the fall of 2013 with a special community talent showcase in SO YOU THINK YOU CAN PLAY THE SCHUSTER. More than 100 acts auditioned over two days, with the top 25 being selected for an online vote by the community. The top 15 groups who received the most votes competed live on stage at the Schuster Center on September 29 for the top prize.

VTA’s presentation of the Tony Award-winning Broadway sensation WAR HORSE, part of the Premier Health Broadway Series, was warmly received by greater Dayton audiences and was preceded by a successful preview event on the James H. McGee Plaza in front of the Schuster Center where “Joey” the horse met live horses and the Dayton Mounted Patrol was honored.

Urban Arts Center, which includes offices, studios and The Loft Theatre. The cost of operating these facilities is

Volunteers: Our volunteer corps of 618 volunteers provides necessary support to our operations by serving primarily as ushers at all performances at the three venues. Over 64,000 hours were given in service to the arts community by these dedicated individuals from all over the Miami Valley. This represents over $772,000 in donated labor.

A major upgrade to the lighting in The Arts Garage was completed, resulting in significant energy savings. High wattage lights have been switched out to high efficient LED lights, many with motion and light sensors. Previously, lighting was on 24/7 in the Garage. This not only reduces our electric costs, but also our replacement bulb costs. In addition, the house lighting systems in the Mead Theatre at the Schuster Center and in The Loft Theatre at the Metropolitan Arts Center were replaced.

For additional energy savings, a smaller more efficient boiler was installed in the Schuster Center to run during the summer months and mild weather to reduce gas consumption. Think in terms of driving a small high efficient economy car instead of a 15 passenger van!

Last summer’s Citilites Unwind Series was a huge success. This eclectic series celebrates food, drink, and fun – all designed to help you “unwind” from work – and includes happy hours, wine and yoga events, and other activities.

In the latest budget approval, the State of Ohio awarded Victoria Theatre Association $825,000 toward a $3 million renovation project for Victoria Theatre and the Metropolitan Arts Center.

The Dayton Power & Light Company Foundation Cheap Seats program continued with more than 10,000 enthusiastic members receiving monthly email updates about the latest $10 ticket offerings on this program. From a participant: “As a single mother of three, these opportunities seldom come my way and . . . (the) DP&L Foundation Cheap Seats program has . . . allowed my children to be exposed to the arts, the ambiance, the excitement, and the talent. I am tenfold grateful. What you have given me and my family is more than a show and the opportunity of more.”

As not for profit arts organization, VTA/ACF has a strong donor base of more than 1,000 individual and corporate donors who supported the organization to the tune of nearly $2 million this year.

After surveying our donors to determine what motivates them to give and what benefits were most important to them, our Development team revised giving levels and benefit packages for both individual and corporate donors.

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 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 374,950 motorists annually. The management and operation of The Arts Garage is now handled directly by VTA staff.
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.

**$23,971,623**

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

**OPERATING REVENUE BY SOURCE - FY 2014** *(UNAUDITED)*

$12,972 MILLION

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.

707 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 61 full-time and 66 part-time employees, excluding stagehands, wardrobe and musicians employed during the run of our shows.

**OPERATING EXPENSES BY SOURCE - FY 2014** *(UNAUDITED)*

$12,741 MILLION

**COLLABORATIONS**

Victoria Theatre Association thrives on collaborations. It is our pleasure and privilege to partner with many of the Miami Valley’s non-profit charitable, education, social service and arts organizations, as well as with a variety of other business partners.

**2013-2014 COMMUNITY PARTNERS LIST**

- Big Brothers – Big Sisters of Greater Miami Valley
- Boonshoft Museum of Discovery
- Boston Stoker
- Broadway Green Alliance
- Buckeye Vodka
- Cedarville University
- Class Act Transportation
- Command Roofing
- Crown Plaza Dayton
- Dayton Art Institute
- Dayton Development Coalition
- Dayton Gay Men’s Chorus
- Dayton/Montgomery County Convention & Visitors Bureau
- Dayton Performing Arts Alliance
- Dayton Public Schools
- Dayton Visual Arts Center
- Deck the Walls
- Denison University
- Deron Bell Band
- The Digital Fringe
- Downtown Dayton Partnership
- EbonNia Gallery
- Fairmont Kettering High School FilmDayton
- Five Rivers MetroParks
- The Flower Shoppe
- Girls Inc.
- Greater Dayton RTA
- Grunder Landscaping
- Hispanic Chamber of Commerce
- The Human Race Theatre Company
- JDRF SW Ohio
- KT2 Gallery
- Morris Home Furnishings
- Muse Machine
- NCCJ
- The Oakwood Florist
- The Pine Club
- Pontiz Career Center
- PNC
- Prime Time Party Rental
- Sinclair Community College
- SoBran, Inc.
- Teen Asset Network
- University of Dayton
- Uno Chicago Grill
- UP Dayton
- Waste Management
- Wittenberg University
- Wright State University
- Wright-Patterson Air Force Base, 88th Air Base Wing
- YMCA Dayton
- YWCA of Greater Dayton
- The Zoot Theatre Company

**FAMILY ADVOCACY PROGRAM PARTICIPANTS**

- AIDS Resource Center Ohio
- Certified Health Solutions
- College Promise
- Daybreak
- Dare to Be Great
- Deaf Community Resource Center
- Family Service Agency
- Gateway Youth Programs
- Greene, Inc.
- Isaiah’s Place
- Linda Vista Project
- Life Resource Center
- Oak Leaf Center
- Toward Independence, Inc.
- WPAB Airman & Family Readiness

**This year, VTA’s Family Advocacy Program provided 1,542 tickets free of charge to a variety of social service agencies working with underserved youth and adults in our region. Tickets are primarily for the PNC Family Series, but also occasionally included other VTA presentations. The program is generously supported by SoBran, Inc.**
Home to Ticket Center Stage, Schuster Event Services, Citilites Restaurant & Bar

MEAD THEATRE – performance home to Dayton Ballet, Dayton Opera, Dayton Philharmonic Orchestra and Victoria Theatre Association

MATHILE THEATRE – performance home to VTA’s ImPACT Series

SCHUSTER CENTER
Administrative and performance home to Dayton Ballet, Muse Machine and Victoria Theatre Association

VICTORIA THEATRE
Administrative and performance home to Dayton Ballet, Muse Machine and Victoria Theatre Association

INTERNATIONAL ARTS CENTER
Administrative home to The Human Race Theatre Company, Muse Machine, Dayton Performing Arts Alliance (DPAA) and Dayton City Paper

THE LOFT THEATRE – performance home to The Human Race Theatre Company

COMMUNITY REPORT

467,553 people attended all kinds of performances and events at the Schuster Center, Victoria Theatre and The Loft Theatre – with an additional 2,000 attending off-site events...

162,351 attended VTA public performances...

99,058 attended VTA Education & Engagement events on and off site...

More than 40,000 tickets sold to new patrons of Victoria Theatre Association...

63,430 people enjoyed Citilites at the Schuster Restaurant & Catering Services...

VTA/ACF is a registered 501(c)(3) non-profit organization