In tribute to Dr. Ben Schuster 1923–2012

Administrative home to Victoria Theatre Association and performance home to Dayton Ballet, Dayton Opera, The Muse Machine

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

Mathile Theatre – performance home to Mid-Day Arts Café and VTA's Impact Series


METROPOLITAN ARTS CENTER

The life, legacy and leadership of Dr. Benjamin Schuster and his wife Marian will have long term impact in the Miami Valley and especially within the Arts community. Always with a smile and an encouraging word, Dr. Schuster made it possible for thousands of Miami Valley citizens to experience world-class performing arts events that would not have been possible without the state-of-the-art facility that bears his name. Dr. and Mrs. Schuster were awarded the prestigious Ohio Governor's Arts Award in May 2013 for their service and philanthropy to the region.

The Addams Family

The Musical

Mary Poppins

EXPERIENCE THE BEATLES WITH RAIN

Frindle

The Intergalactic Nemesis: Target Earth

NEXT TO NORMAL

Photo by Scott J. Kimmins

SHREK THE MUSICAL

Photo by Joan Marcus

CHASE BROADWAY SUMMER CAMP

Photo by Ray Wylam

Photo by Jon Morton

AUDRA MCDONALD

Photo by Michael Wilson

ANTHONY BOURDAIN

Photo by Andy Snow

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SHREK THE MUSICAL
Welcome!

The 2012-2013 Season was remarkable in many ways. We celebrated the 10th anniversary of the opening of the Benjamin & Marian Schuster Performing Arts Center. We put an ambitious new Strategic Plan into action. We launched a comprehensive initiative to help ensure the financial, physical and programmatic future of our facilities. And, we attracted unparalleled numbers of new patrons with exciting programming offerings.

I want to thank our amazing staff and management team, our tremendous volunteers, our sponsors, donors, subscribers, and single ticket buyers — we couldn’t do any of this without you. I also want to thank our Trustees — especially those of you who are leaving the Board after many years of service or transitioning to other responsibilities. And a special thanks to our outgoing Chairman Steve Miller who has provided the organization with leadership that has been both valuable and insightful.

VTA has many challenges ahead, but we have the people and the tools to ensure a bright future.

Ken Neufeld
President & CEO
Victoria Theatre Association / Arts Center Foundation

By virtue of the fact that you are reading this report, you have in some way supported Victoria Theatre Association — and for that I thank you. The 2013-2014 Season has been one of great shows, new audiences, and exciting celebrations.

We sadly lost one of our most ardent supporters this year in Dr. Benjamin Schuster who passed away on August 24, 2012. Dr. Schuster and his late wife Marian were true arts patrons in the Miami Valley and we miss their encouragement, support, and spirit. Our community is a better place today because of their involvement.

We also thank two long-serving Trustees who will be leaving the Board this year. Brian Anderson and Shirley Nixon have worked tirelessly on our behalf and we thank them for their guidance. Pat McDonald will transition off the Board of Trustees to become Chair of the Emeritus Board after many years of exemplary service to the organization and Lou Mason will relinquish her post as Chair of the Emeritus Board. Lou has steered the company from its very early days, played a major role in the development and construction of the Schuster Center, and was intimately involved in the amalgamation of VTA and the Arts Center Foundation. Lou — thank you for your many years of service.

This has been a rewarding year to be the Chair of this organization and as I prepare to hand over the reins to Neil Freund, our incoming Chair, I want to thank all the Trustees, leadership, staff, and volunteers of this terrific organization. It has been a privilege to serve. And thank you to our audiences, our resident companies, and the many world class artists whose work has graced our stages this season.

Steve Miller
Chair, Board of Trustees
Victoria Theatre Association / Arts Center Foundation

VICTORIA THEATRE ASSOCIATION AND THE ARTS CENTER FOUNDATION BOARD OF TRUSTEES

Stephen M. Miller .................................................................Chair
Neil Freund ..............................................................................Vice Chair
Ed Purvis .................................................................................Treasurer
Martha Shaker .........................................................................Secretary
Frank Perez ........................................................................ Endowment Initiative Committee Chair

MEMBERS

Brian J. Anderson • Steven L. Beinlich • Karen T. Dunlevey • Bob Duplain • Dr. Mike Ervin • John W. Ey • Larry S. Glickler
Jeanette Harris • Ron Katsuyama • Albert W. Leland • Wendy Lewis • Rosalie O. Mainous • Mary Kaye Manchur
Lou Mason, Emeritus • Patricia S. McDonald, Past Chair • Marla Schuster Nissan • Shirley M. Nixon • Chris Wyse
Welcome!

This has been a rewarding year to be the Chair of this organization and as I prepare to hand over the reins I have been particularly pleased with the progress made in all areas. From the large number of shows produced this year and the variety of attendees, to the positive and enthusiastic feedback we received. We celebrated the 10th anniversary of the opening of the Benjamin & Marian Schuster Performing Arts Center. We put an ambitious new Strategic Plan into practice, and have been getting positive feedback from the community. The 2012-2013 Season was remarkable in many ways.

We sadly lost one of our most ardent supporters this year in Dr. Benjamin Schuster. He was a tireless advocate for the arts and a wonderful friend. His legacy will live on through the many programs and initiatives we have planned in his honor.

What’s new? An update on VTA’s Strategic Plan

VTA’s Strategic Plan was unveiled in last season’s Community Report and significant strides have been made with the priorities the organization embraced.

INCREASE OUR INPUT AND INVOLVEMENT IN DOWNTOWN DAYTON

PLANNING & ECONOMIC DEVELOPMENT INITIATIVES

- Great new partnerships with Dayton Development Coalition and the Hometown Heroes program as well as Five Rivers MetroParks with the new National Geographic Live series increased our involvement in downtown and the region as a whole.
- The story of VTA’s economic impact on downtown and the region as a whole continues to be told and was supported by news stories in major media throughout the year.
- We are working directly with the Downtown Dayton Partnership, CityWide Development, and the City of Dayton on strategies to bring more of a lively environment to downtown Dayton.

TRANSFORM THE BRAND IDENTITY OF VTA

- A mobile-friendly version of www.victoriantheatre.com was launched to make it easier for mobile phone users to find information about upcoming performances.
- Search engine marketing and other digital marketing strategies were increased to further delineate the VTA brand.
- VTA staff visited local service organizations and clubs to tell VTA’s story and build bridges of communication.
- Initial meetings and proposals were gathered regarding the VTA brand identity and the goal of telling our story in a coordinated and cohesive manner.

DEVELOP NEW AND DIVERSE AUDIENCES BY PROVIDING THE RIGHT PRODUCT WITH THE RIGHT MESSAGE VIA THE RIGHT CHANNEL

- Diverse programming such as ANTHONY BOURDAIN, GREEN DAY’S AMERICAN IDIOT, OVER THE RHINE, THE ROYAL DRUMMERS AND DANCERS OF BURUNDI, THE INTERGALACTIC NEMESIS, CELTIC WOMAN, ROCK OF AGES and the entire National Geographic Live series targeted new audiences and yielded more than 24,000 tickets sold to new patrons.
- Connections were strengthened with the Hispanic community through involvement with the Dayton Hispanic Chamber of Commerce.
- A new Education & Engagement team was hired and has “hit the ground running” with several new programs premiering in the 2013-2014 season.
- Artists were taken out into the community through events such as the hands-on workshop with THE ROYAL DRUMMERS AND DANCERS OF BURUNDI that provided a new experience for children from Wright-Patterson Air Force Base.

INCREASE THE ENDOWMENT BY $20 MILLION TO ENSURE THE FUTURE OF THE VENUES AND THE ORGANIZATION

- A feasibility study including numerous community surveys and conversations revealed tremendously positive support for this undertaking and initial results have been more than encouraging.

Programming

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.

National Geographic Live: Sponsored by Fifth Third Bank and presented in partnership with Five Rivers MetroParks, this new series brings a unique mix of dynamic events, fascinating people, and captivating stories from the frontlines of exploration to Dayton and the Victoria Theatre.

Cool Films Series: Movie goers enjoy classic films on the big screen 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.

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.

Visual Voices: This local 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: 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 serves more than 46,000 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.
The Season at a Glance

- More than 46,000 students from more than twelve counties experienced live theatre — some for the first time — through VTA presentations and programs.

- JPMorgan Chase Foundation Broadway Education programs — Background On Broadway, Varsity Broadway, Backstage Broadway and the Broadway Summer Camp — grew the number of students and adults served to 1,653, including the two-week Broadway Camp with 41 students from as far away as Missouri.

- The new Dayton Power & Light Foundation Cheap Seats program was launched in conjunction with the 10th Anniversary of the Schuster Center. More than 7,000 enthusiastic members receive monthly email updates on the latest $10 ticket offerings available with this program.

- THE MAYHEM POETS residency that occurred in conjunction with the 10th Anniversary not only brought 10,000 ten-year-olds downtown for inspiring spoken word performances, but also brought 10 aspiring teen writers into an intimate workshop environment with the artists.

- VTA was honored by the Dayton Daily News as one of the “Top Workplaces” in our region for the second year in a row.

- Citilites at the Schuster Center was voted “Best Downtown Restaurant” by Dayton Business Journal readers.

- Now in its seventh year, Fueling Education offered free Regional Transit Authority (RTA) passes to more than 1,400 students and teachers, making it possible for them to attend The Frank M. Tait Foundation Discovery series performances. The Convenience Stores of Speedway provided additional transportation funds for schools outside of Montgomery County.

- As a not-for-profit arts organization, VTA/ACF has a strong donor base of over 1,186 individual and corporate donors who supported the organization to the tune of $1.5 million this year.

Benjamin & Marian Schuster Performing Arts Center 10th Anniversary Celebration

The March 1 Gala Concert featured the incomparable AUDRA MCDONALD with musicians from the Dayton Philharmonic Orchestra. Combined with a Community Open House on March 2, the Gala weekend drew over 3,000 visitors to the Schuster Center.

The DP&L Cheap Seats program was launched offering $10 tickets to performances at the Schuster Center and the Victoria Theatre.

Nationally recognized artist Willis “Bing” Davis was commissioned to create a permanent piece of art — “Schuster Spirit Dance” — to hang in the Mead Theatre lobby of the Schuster Center as a visual art tribute to Dr. and Mrs. Schuster and their support of both the performing and visual arts community.

10,000 Ten Year Olds converged upon the Schuster Center for special performances by THE MAYHEM POETS.

A special publication was produced in partnership with the Dayton Business Journal celebrating A Decade of Success, which was distributed to all DBJ subscribers in mid-February with additional distributions at the Gala weekend and throughout the anniversary year.

A community talent initiative — So You Think You Can Play the Schuster — will occur September 29, 2013. See www.victoriatheatre.com for more information.

Thank you to all the special donors and supporters who helped to make the 10th Anniversary Celebration such a success.

Services

Ticket Center Stage: This centralized ticketing service for the venues that VTA manages serves seven local arts organizations, as well as others who rent the venues, selling in excess of 246,000 tickets annually for $9.4 million in sales.

Citilites at the Schuster Center: For lunch during the week and for dinner before all Schuster Center performances, Citilites provides a casual, yet elegant dining experience, serving more than 26,107 guests for total sales of more than $440,000. With a wide array of catering and banquet options for events of all sizes, our catering operation receives top customer service ratings that have made the Schuster Center the premier place to host an event. 437 events were hosted serving more than 35,800 guests for total sales of more than $1.15 million.

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.

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 351,500 motorists annually. The management and operation of The Arts Garage was previously contracted out and is now handled directly by VTA staff.

Volunteers: Our volunteer corps of more than 800 volunteers provides necessary support to our operations by serving primarily as ushers at all performances at the three venues. More than 60,000 hours were given in service to the arts community by these dedicated individuals from all over the Miami Valley. This represents over $720,000 in donated labor.
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 a variety of other business partners.

**2011-2012 Community Partners List**

- A Chocolate Celebration
- A Special Wish Foundation
- Artemis Center
- Big Brothers – Big Sisters of Greater Miami Valley
- Books & Company
- Boonsfort Museum of Discovery
- Broadway Green Alliance
- Buckeye Vodka
- Cedarville University
- Cityfolk
- Dayton Art Institute
- Dayton Chapter of the Links, Inc.
- Dayton Development Coalition
- Dayton Dragons
- Dayton/Montgomery County Convention & Visitors Bureau
- Dayton Performing Arts Alliance
- Dayton Public Schools
- Dayton Gay Men’s Chorus
- Dayton YWCA
- Downtown Dayton Partnership
- EbonNia Gallery
- Five Rivers MetroParks
- The Flower Shoppe
- Friessinger’s Chocolates
- Girls, Inc.
- Hispanic Chamber of Commerce
- The Human Race
- Theatre Company
- Ice Sculptures by Ramone
- JDRF
- K12 Gallery
- Kiser Elementary School
- Kroc Center / Salvation Army
- Miami University – Oxford
- Miami Valley School
- Montgomery County Juvenile Courts
- The Muse Machine
- The Oakwood Florist
- PLACES, Inc.
- Ponitz Career Center
- PNC
- Prime Time Party Rental
- Sinclair Community College
- SoBran, Inc.
- University of Dayton
- Wittenberg University
- Wogaman Elementary School
- Wright State University
- Wright-Patterson Air Force Base, 88th Air Base Wing
- YMCA Dayton
- The Zoet Theater Company

**Family Advocacy Program Participants**

- Adriel
- AIDS Resource Center Ohio
- College Promise
- Dare to Be Great
- Def Community Resource Center
- Family Service Agency
- Gateway Youth Programs
- Greene, Inc.
- Isaiah’s Place
- Linda Vista Project
- Life Resource Center
- Old Tree Corner
- Project Woman
- Toward Independence, Inc.
- WPAFB Airman and 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.

**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.

**$26,489,041**

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

**Operating Revenue by Source - FY 2013 (Unaudited)**

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<th>Source</th>
<th>Revenue</th>
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<tr>
<td>Facility Fees</td>
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<td>Contributions</td>
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<tr>
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<td>Administration</td>
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**$12.68 Million**

**Operating Expenses by Source - FY 2013 (Unaudited)**

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<td>5.6%</td>
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<tr>
<td>Ticket Center</td>
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</table>

**$12.94 Million**

Note: Amounts exclude Second & Main Ltd.
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