



Photos: Gina Ooi

COMMUNITY REPORT **2015-2016**

VICTORIA THEATRE ASSOCIATION



SCHUSTER CENTER



VICTORIA THEATRE



THE LOFT THEATRE



Neil Freund Chair, Board of Trustees & Ken Neufeld President & CEO - Photo: Gina Ooi

Welcome! It is our pleasure to report on the activities of the 2015-2016 Season for Victoria Theatre Association.

This was a season of great performances, new initiatives, continued support by our community, and a look back at a venerable community asset.

Our stages were alive this year with performances ranging from the latest from Broadway including *ONCE* and *THE BRIDGES OF MADISON COUNTY* on the Premier Health Broadway Series, to the electrifying presentation of *BLUE MAN GROUP* and a delightful production of *A CHRISTMAS CAROL* as part of our Projects Unlimited Star Attractions. We welcomed adventurers from around the world through our *National Geographic Live* Series, sponsored by Fifth Third Bank. Our Frank M. Tait Foundation Discovery Series and the Morris Furniture Co. Family Series both had great years. And we capped it all off with Disney's *THE LION KING*.

The salute to the Victoria Theatre's 150th anniversary kicked off with the installation of an historic timeline, a new music series, a new Charter Member fundraising initiative, and a slew of backstage tours. Here's to the next 150 years!

The Next Stage Campaign continues to grow. We have also continued to improve our facilities using money from the Campaign – this year we made significant improvements to our HVAC system at the Metropolitan Arts Center and the Victoria, installed state-of-the-art fire panels in those buildings, and upgraded lighting backstage and in the alley by the Schuster Center. We thank our donors who contributed over \$2.4 million to the Campaign this year.

We continue to partner with our community in new and innovative ways. An intimate concert on the stage of the Victoria with Broadway composer Jason Robert Brown grew out of our relationship with the Musical Theatre Initiative at Wright State University. Additionally, we hosted several groups of enlisted airmen and their families this season through our participation in the Dayton Development Coalition's Hometown Heroes™ program.

The success of this year must be shared with many – our patrons, our volunteers, our staff and management team, our stage hands, our sponsors, our donors, our vendors, our elected officials, and our Trustees. With all of these stakeholders working together and sharing a vision of the arts as an important social, cultural, and economic element of our community, we can't help but be successful.

Ken Neufeld
President & CEO

Neil Freund
Chair, Board of Trustees

**VICTORIA THEATRE ASSOCIATION AND
THE ARTS CENTER FOUNDATION BOARD OF TRUSTEES**

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1. VTA is a 501(c)(3) not-for-profit “mission driven” arts organization. That means we rely on gifts and donations from the community to pursue our mission. These donations to VTA are tax deductible.
2. VTA owns and operates the Victoria Theatre, the Benjamin & Marian Schuster Performing Arts Center (including Citilites Restaurant & Bar), the Metropolitan Arts Center (home to The Loft Theatre), and The Arts Garage.
3. Our resident companies – the Dayton Ballet, Dayton Opera, Dayton Philharmonic, The Human Race Theatre Company, and Muse Machine – are valued tenants of the buildings we own and operate. Their success is integral to our success.
4. VTA reaches out into our community and beyond with Education & Engagement programs that touch more than 100,000 lives each year.
5. VTA has an economic impact of \$29,444,582. This sum represents the total dollars spent by VTA and its patrons, including event-related spending by our patrons which is estimated using average dollars spent per person by arts event attendees in similarly sized cities. 964 fulltime equivalent jobs in our community are supported by the expenditures made by VTA and our patrons.



Photo: Keith Wyatt

TOP 5 THINGS TO KNOW ABOUT VTA



Photo: Linda Phillips

HIGHLIGHTS



Broadway Studio Summer Camp • Photo: Ray Wylam

- ▶ In partnership with the mental health unit at Wright-Patterson Medical Center, patients in the Intensive Outpatient Program (IOP) participated in a 90 minute session of our Art F.O.R.C.E.™ program to learn coping mechanisms to assist with their individualized treatment. The IOP is a new program that is currently being piloted only at WPAFB. This 4-week program was developed to help participants strengthen exiting coping skills and learn new ones to enable better management of emotional and behavioral life challenges.
- ▶ Celebrating its sixth season, Mid-Day Arts Café, a lunchtime series where professional arts organizations provide patrons with behind-the-scenes information, expanded this season to include Metaphorically Speaking, Stivers Dance Ensemble, and Dayton Gay Men's Chorus.
- ▶ VTA's Teen Usher & Ambassador Program expanded to 50 teens (ages 14 -18), providing opportunities to learn more about the performing arts industry.
- ▶ Presented by Victoria Theatre Association and in collaboration with Shango: Center for the Study of African-American Art and Culture, EbonNia Gallery, and Dayton Public Schools, *VISUAL VOICES 2016: BLACK LIFE as subject MATTER* reflected the broad and diverse range of African-American life through the eyes of emerging and mid-career African-American visual artists from the Dayton and Miami Valley region. While in residence at the Schuster Center more than 42,000 people viewed the exhibit from January - March 2016.
- ▶ Our partnership with Wright State University Department of Dance, Theatre & Motion Pictures offered an intimate cabaret evening on the stage of the Victoria with Jason Robert Brown, in preparation for the Broadway series presentation of *THE BRIDGES OF MADISON COUNTY* with music and lyrics by Brown.
- ▶ Three 1-week summer camps in connection with Disney's *THE LION KING* for 156 high school and middle school students included workshops from the cast and crew, songs and scenes from the show, and an Informance (an informal performance) for hundreds of friends and families.
- ▶ Background on Broadway was expanded to include Wednesday, Thursday, and Friday night performances, as well as Saturday matinees.



Wintergarden Wonderland • Photo: Ray Wylam

- ▶ More than 21,000 students from 14 counties and 37 school districts attended The Frank M. Tait Foundation Discovery Series.
- ▶ Season Ticket Holders to VTA's collaboration with Five Rivers MetroParks on the acclaimed *National Geographic Live Series*, sponsored by Fifth Third Bank, grew by 53%.
- ▶ VTA taught summer school workshops in Trotwood, Mad River, and Dayton Public Schools as part of the BELL Enrichment Program and Freedom Schools, with over 500 students in the two programs.
- ▶ Over the holidays, VTA launched its second successful stuffed animal drive benefitting the Artemis Center, Daybreak, St. Vincent de Paul, and YWCA Dayton.
- ▶ Bagels & Broadway and Teachers' Lounge continued to great success. Bagels & Broadway treated invited guests to a ring-side seat at load-in for several Broadway shows and included a Q&A



VTA's Teen Usher & Ambassador Program • Photo: Ray Wylam

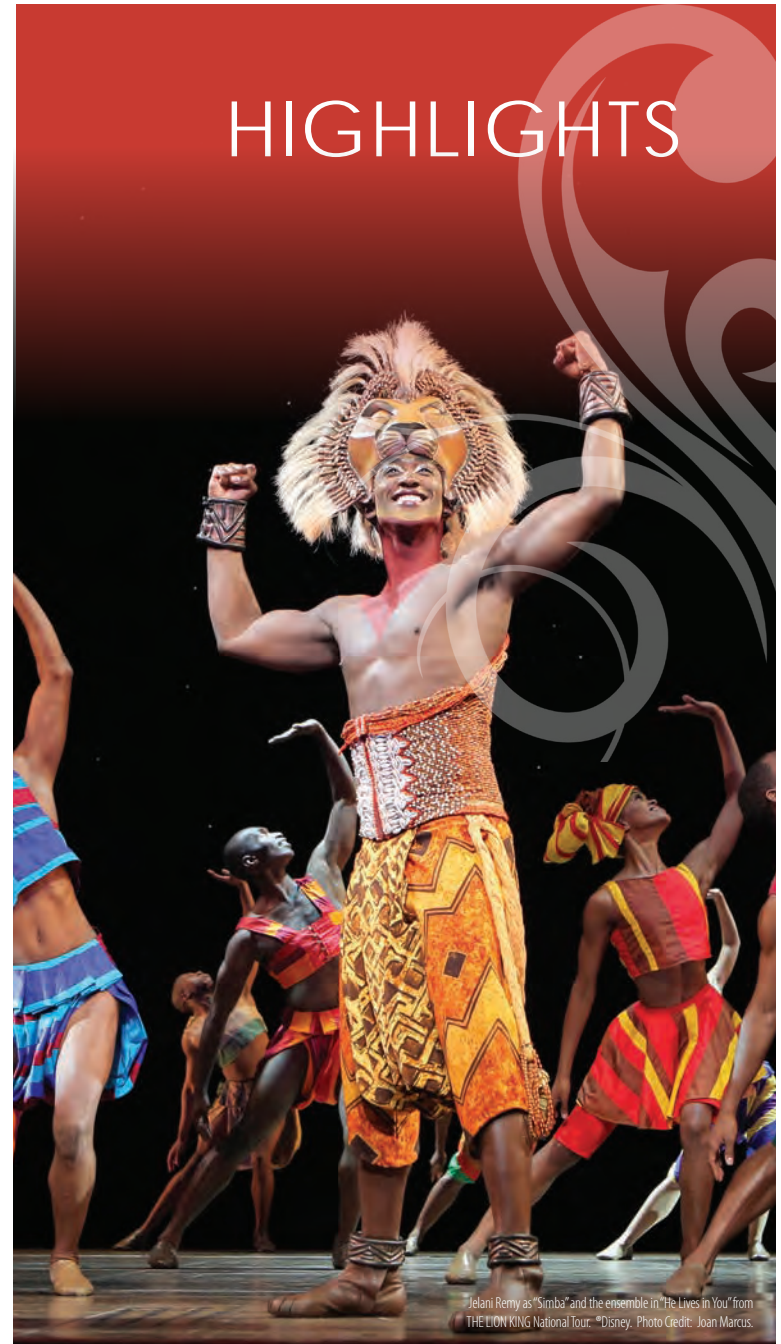


Morris Furniture Co. Family Series • Photo: Ray Wylam

with company or production managers. *Teachers' Lounge* invited local educators to opening night of various Broadway shows at a reduced ticket price with their own private reception beforehand.

- ▶ In its ninth year, Fueling Education offered free Regional Transit Authority (RTA) passes to more than 2,500 students and teachers, making it possible for them to attend Frank M. Tait Foundation Discovery Series performances. The Convenience Stores of Speedway provided additional transportation funds for schools outside of Montgomery County.
- ▶ The Dayton Power & Light Company Cheap Seats program continued with nearly 14,000 enthusiastic members receiving monthly email updates about the latest \$10 ticket offerings.
- ▶ VTA celebrated the 150th anniversary of the Victoria Theatre with a series of backstage tours, special events, and the new Universal 1 Credit Union VIC150 Music Series.

HIGHLIGHTS



Jelani Remy as "Simba" and the ensemble in "He Lives In You" from THE LION KING National Tour. ©Disney. Photo Credit: Joan Marcus

PROGRAMMING



**VISUAL
VOICES**



SPONSORED BY FIFTH THIRD BANK



Premier Health Broadway Series

The hottest touring companies from Broadway and beyond

Morris Furniture Company Family Series

Designed to introduce children ages 4 -10 to the magic of live performing arts

Projects Unlimited Star Attractions

A wide variety of performances appealing to a broad cross section of our community

The Frank M. Tait Foundation Discovery Series

Professional touring theatre productions presented for grades PreK-9, connecting with the Ohio Department of Education Academic Content Standards

Cool Films Series

Classic films on the big screen in 35mm prints each summer

Visual Voices

Curated by Willis "Bing" Davis of EbonNia Gallery and celebrating the work of African-American visual artists in greater Dayton

Wintergarden Wonderland

The famous Rike's holiday displays, beautiful decorations, and more

ImPACT

Up-and-coming arts groups are mentored while they use the Mathile Theatre at a significantly reduced rental rate

Mid-Day Arts Café

Dayton's arts organizations tell their stories in an informal lunchtime format

SoBran Family Advocacy Program

Providing free tickets to underserved youth and families throughout the Miami Valley

Hometown Heroes™

Offering free tickets to airmen and their families in a unique partnership with the Dayton Development Coalition and Wright-Patterson Air Force Base

Education & Engagement

From hands-on workshops and special performances to teacher initiatives and other adult programs, E&E takes VTA beyond our venues and into the community

National Geographic Live Series

Sponsored by Fifth Third Bank, acclaimed adventurers/speakers tell their stories with video and stunning photography

DP&L Cheap Seats

Bargain-seeking patrons receive monthly email notification of special \$10 seats to various shows at the Schuster Center and Victoria Theatre

Universal 1 Credit Union VIC150 Music Series

Launched with the Victoria's 150th anniversary, this new series brings a variety of bands with local ties and musical artists to the intimate acoustics of the Victoria

THIS YEAR

499,060

people attended all kinds of performances and events at the Schuster Center, Victoria Theatre and the Loft Theatre, with an additional 10,000 attending events off site.



195,228

people attended VTA-presented performances.



104,212

people attended VTA Education & Engagement events on and off campus.



42,924

tickets sold to new patrons of Victoria Theatre Association.



73,000

people enjoyed Citilites at the Schuster Restaurant & Catering Services.



SERVICES



► **Venue Management**

Dayton is blessed with incredible arts venues, and Victoria Theatre Association has the privilege of owning and operating 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.

► **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 310,000 tickets annually for \$14.6 million in sales, a 10% increase over last year.

► **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 385,000 motorists annually. The management and operation of The Arts Garage is now handled directly by VTA staff.

► **Citilites Restaurant & Bar**

For lunch during the week and for dinner before most Schuster Center performances, Citilites provides a casual, yet elegant dining experience, serving more than 30,000 guests for total sales of more than \$456,000.

► **Schuster Center Event Services**

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. Over 460 events were hosted, serving more than 43,000 guests for total sales of more than \$1.1 million.

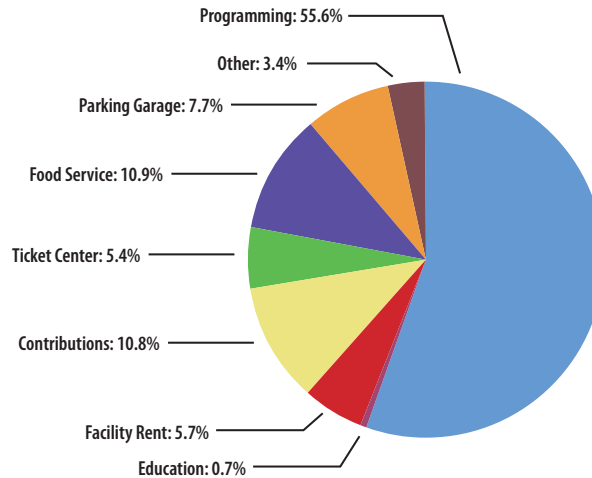
► **Volunteers**

Our volunteer corps of more than 600 volunteers provides necessary support to our operations by serving primarily as ushers at all performances at the three venues. Over 62,000 hours were given in service to the arts community by these dedicated individuals from all over the Miami Valley. This represents over \$744,000 in donated labor.

OPERATING REVENUE BY SOURCE - FY 2016 (UNAUDITED)

\$18.30
MILLION

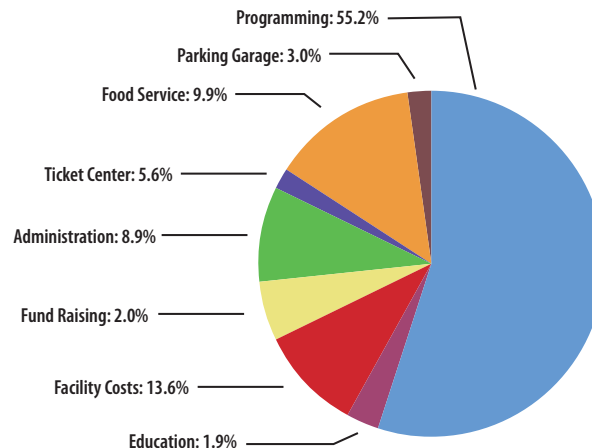
Note: Amounts exclude Second & Main Ltd.



OPERATING EXPENSES BY SOURCE - FY 2016 (UNAUDITED)

\$18.03
MILLION

Note: Amounts exclude Second & Main Ltd.



ECONOMIC IMPACT

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

\$29,444,582

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

This sum represents the total dollars spent by VTA 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.

THE NEXT STAGE

THE NEXT STAGE

Ensuring the vitality of Dayton's premier performing arts venues

The Next Stage Campaign made great strides this season. This Campaign raises funds from organizations, corporations, and individuals to help secure the future of the Benjamin & Marian Schuster Performing Arts Center, the Victoria Theatre, the Metropolitan Arts Center (home to The Loft Theatre), and The Arts Garage through current-use gifts and gifts to the endowment. Current-use gifts allow us to fund today's needs for facility upgrades, energy efficiency, technology improvements, and new programming initiatives. Gifts to the endowment ensure funds will be available to care for these same needs in the future. While the building projects The Next Stage Campaign supports may not be the most exciting, they are absolutely necessary to guarantee the life of these buildings (of which the community has made Victoria Theatre Association steward) and to continue to provide spaces to inspire creativity and a love of the performing arts. The most notable project has been the restoration of the Victoria Theatre façade to restore and seal the building envelope (including painting and patching the exterior of the building and repairing the brass entrance doors) and, perhaps the most important, the installation of state-of-the-art fire panels to provide simultaneous emergency notification to fire and VTA personnel. To date, The Next Stage Campaign has reached more than 75% of its \$30 million goal!

RESIDENT COMPANIES

Victoria Theatre Association pays tribute to our resident companies, which are integral to our robust arts community here in the Miami Valley region as well as to our own success. Our arts campus is home to Dayton's finest professional and pre-professional performing arts organizations.

- ▶ **Dayton Performing Arts Alliance**
Dayton Ballet • Dayton Opera • Dayton Philharmonic
- ▶ **The Human Race Theatre Company**
- ▶ **Muse Machine**
- ▶ **Magnolia Theatre Company, The Signature: A Poetic Medley Show, Dare 2 Defy, and The Playground Theatre** also perform regularly on our stages.



Photo: Ray Wyllam



Photo: Keith Wyatt



Sue Stevens & Shelby Dixon time line installation
Photo: Ray Wylam



Universal 1 Credit Union Vic150 Music Series
Photo: David Suter



Photo: Keith Wyatt



Young Professionals Event • Spirits At The Vic
Photo: Justina Crawford



Universal 1 Credit Union Vic150 Music Series
Photo: Kevin Lush

CELEBRATING 150 YEARS OF ENTERTAINMENT



VICTORIA THEATRE
CELEBRATING 150 YEARS



SCHUSTER CENTER

Home to Ticket Center Stage,
Schuster Event Services, Citilites Restaurant & Bar

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

MATHILE THEATRE – Performance home to
VTA's ImPACT Series and Mid-Day Arts Café



VICTORIA THEATRE

Performance home to Dayton Ballet,
Muse Machine and Victoria Theatre Association.
Administrative home to VTA.



METROPOLITAN ARTS CENTER

Administrative home to
The Human Race Theatre Company, Muse Machine, and
Dayton Performing Arts Alliance (DPAA)

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

Photos: Ryan France

COMMUNITY PARTNERS

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.

2015-2016 COMMUNITY PARTNERS LIST

- | | |
|---|--|
| Belle of Dayton Distillery | Life Enrichment Center |
| Boonshoft Museum of Discovery | Magnolia Theatre Company |
| Boston Stoker | Metaphorically Speaking |
| Broadway Green Alliance | Miami Valley School |
| Buckeye Vodka | Montgomery County Juvenile Court |
| Charity Adams Earley Girls Academy | Morris Home Furnishings |
| Class Act Transportation | Muse Machine |
| Crowne Plaza | NCCJ of Greater Dayton |
| DataYard | The Oakwood Florist |
| Dayton Art Institute | Oasis House |
| Dayton Contemporary Dance Company | OPF Productions & Signature Educational Solutions |
| Dayton Development Coalition | The Ohlmann Group |
| Dayton Gay Men's Chorus | The Pine Club |
| Dayton Metro Library | The Playground Theatre |
| Dayton/Montgomery County Convention & Visitors Bureau | Ponitz Career Technology Center |
| Dayton Performing Arts Alliance | Prairies Youth Center |
| Dayton Public Schools | Prime Time Party Rental |
| Deck the Walls | Stivers School for the Arts Dance Ensemble |
| Deron Bell | SoBran, Inc. |
| Downtown Dayton Partnership | Sinclair Community College |
| EbonNia Gallery | Teen Asset Network |
| Finergy Global Solutions | ThinkTV |
| Five Rivers MetroParks | Uno Chicago Grill |
| Freedom Schools | UpDayton |
| Generation Dayton | Visual Arts Center of Preble County |
| Girls Inc. | Wesley Community Center |
| Greater Dayton RTA | Wright - Patterson Air Force Base, 88th Air Base Wing |
| Grunder Landscaping | WPAFB Airmen Family Readiness Center |
| The Human Race Theatre Company | WPAFB Medical Center |
| Human Relations Council | WPAFB Officers' Spouses' Club & Enlisted Spouses' Club |
| K12 Gallery | YES! for Youth |
| Kettering Arts Council | YMCA of Greater Dayton |
| LexisNexis | YWCA Dayton |



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

