



ALTON BROWN LIVE



BEAUTY AND THE BEAST
Photo by Joan Marcus



WAR HORSE
Photo © Benkhoff/Magenburg

VICTORIA THEATRE ASSOCIATION *Arts Center Foundation*
COMMUNITY REPORT
2013-2014



MILLION DOLLAR QUARTET
Photo by Jeremy Daniel



SQUIRMY BURPEE CIRCUS



MEMPHIS THE MUSICAL
Photo by Joan Marcus

WELCOME!

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 E&E programs around our presentations of *MEMPHIS* and *MILLION DOLLAR QUARTET*, just to name two examples. Additionally, our award-winning E&E 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.



Ken Neufeld

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

As the Chairman of the Board of Trustees for Victoria Theatre Association (VTA) and the Arts Center Foundation (ACF), 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. And 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.



Neil Freund

Neil Freund
Chair, Board of Trustees
Victoria Theatre Association / Arts Center Foundation

VICTORIA THEATRE ASSOCIATION AND THE ARTS CENTER FOUNDATION BOARD OF TRUSTEES

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BEAUTY AND THE BEAST FAMILY PRESHOW ACTIVITIES
Photo by Greg Wilson



Mediterranean Plate from Citillies
Photo by Susan Langer



Rike's Christmas Windows
Photo by Greg Wilson



IT'S A WONDERFUL LIFE: A LIVE RADIO PLAY
Photo by Scott J. Lammens



BEAUTY AND THE BEAST MASTER CLASS
Photo by Greg Wilson



BLACK VIOLIN

Premier Health
BROADWAY
SERIES

the projects
unlimited
VARIETY
series

NATIONAL
GEOGRAPHIC **LIVE!**
SPONSORED BY FIFTH THIRD BANK

PNC
FAMILY
SERIES

FOUNDATION
Discovery series

Cheap
Seats
DP&L
FOUNDATION

COOL FILMS SERIES
2013



CELTIC WOMAN



Bing Davis and guests at
Visual Voices 2014: Visions of Dayton Funk
Photo by Ray Wylam



BRYAN SMITH: THE LENS OF ADVENTURE
Photo by Reel Water Productions

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 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 Ebon-Nia 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.



THE SEASON AT A GLANCE



Joey from *WAR HORSE* meets a real horse
Photo by Ray Wilson



MAMMA MIA!
Photo by Josh Marcus



WINTERGARDEN WONDERLAND
Photo by Ray Wilson



Students from the RADIO WAVES project
Photo by Ray Wilson



Bill Cosby returned to Dayton

- ▶ More than 18,000 students from 72 counties experienced live theatre – many for the first time – through VTA presentations and programs.
- ▶ Chase Broadway Education programs – Background On Broadway, Broadway Studio, Backstage Broadway and the Broadway Summer Camp – grew the number of students and adults served to 1,486, including a five-day Rock N' Roll summer camp with 62 students and artists from as far away as Columbus and Cincinnati.
- ▶ Now in its seventh year, *Fueling Education* offered free Greater Dayton Regional Transit Authority (RTA) passes to more than 2,400 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.
- ▶ Mid-Day Arts Café is a lunchtime series where professional arts organizations provide patrons with a behind-the-scenes look at how each organization plans, produces and presents its performances and events. Celebrating its fourth year, nine presenters participated in the 2013-2014 Season, each sharing personal accounts about their creative process, "ah-ha" moments, frustrations, and passions about their artistic work.
- ▶ 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... allow[ed] 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 but the opportunity of more."
- ▶ As a 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.

- ▶ 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.
- ▶ 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.



STRAIGHT NO CHASER



POTTED POTTER



The Ohio Players with Ken Neufeld
Photo by Ray Wilson



Students at JPMorgan Chase Foundation
Broadway Studio Summer Camp
Photo by Ray Wilson

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 248,000 tickets annually for \$9.9 million in sales.

Citilites Restaurant & Bar: For lunch during the week and for dinner before most Schuster Center performances and Victoria Theatre Broadway performances, Citilites provides a casual, yet elegant dining experience, serving more than 27,030 guests for total sales of more than \$457,000.

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. More than 430 events were hosted serving more than 36,400 guests for total sales of more than \$1 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 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.

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.

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	Denison University	The Oakwood Florist
Boonshoft Museum of Discovery	Deron Bell Band	The Pine Club
Boston Stoker	The Digital Fringe	Pontiz Career Center
Broadway Green Alliance	Downtown Dayton Partnership	PNC
Buckeye Vodka	EbonNia Gallery	Prime Time Party Rental
Cedarville University	Fairmont Kettering High School	Sinclair Community College
Class Act Transportation	FilmDayton	SoBran, Inc.
Command Roofing	Five Rivers MetroParks	Teen Asset Netowrk
Crowne Plaza	The Flower Shoppe	University of Dayton
Dayton Art Institute	Girls Inc.	Uno Chicago Grill
Dayton Development Coalition	Greater Dayton RTA	UP Dayton
Dayton Gay Men's Chorus	Grunder Landscaping	Waste Management
Dayton/Montgomery County Convention & Visitors Bureau	Hispanic Chamber of Commerce	Wittenberg University
Dayton Performing Arts Alliance	The Human Race Theatre Company	Wright State University
Dayton Public Schools	JDRF SW Ohio	Wright-Patterson Air Force Base,
Dayton Visual Arts Center	K12 Gallery	88 th Air Base Wing
Deck the Walls	Morris Home Furnishings	YMCA Dayton
	Muse Machine	YWCA of Greater Dayton
	NCCJ	The Zoot Theatre Company

FAMILY ADVOCACY PROGRAM



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.



FAMILY ADVOCACY PROGRAM PARTICIPANTS

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

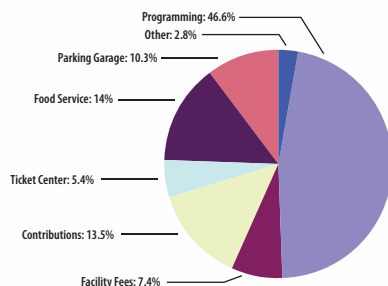
\$23,971,623

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

OPERATING REVENUE BY SOURCE - FY 2014 (UNAUDITED)

\$12.972

MILLION



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.

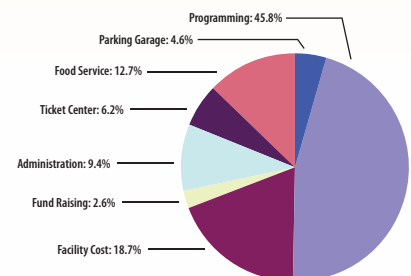
707 full-time equivalent jobs in our community are supported by the expenditures made by VTA/ACF and its audiences.

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



Note: Amounts exclude Second & Main Ltd.



SCHUSTER CENTER

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

Photo by Andy Shaw



VICTORIA THEATRE

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

Photo by Andy Shaw

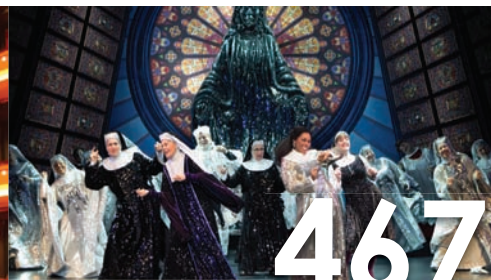


METROPOLITAN ARTS CENTER

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

Photo by Scott J. Kromer



SISTER ACT
Photo by Joan Marcus

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...



Bourbon Tasting courtesy of Century Bar
Photo by Ray Wilson



99,058

attended VTA Education & Engagement events on and off site...

Gary Minyard speaks at MID-DAY ARTS CAFE
Photo by Ray Wilson

More than

40,000

tickets sold to new patrons of Victoria Theatre Association...



Audience and cast members grab a drink at LATE NIGHT AT THE SCHUSTER
Photo by Ray Wilson



Photo by Ryan Sauer

63,430

people enjoyed Citilites at the Schuster Restaurant & Catering Services...

Ohio Arts Council
A STATE AGENCY
THAT SUPPORTS PUBLIC
PROGRAMS IN THE ARTS

MONTGOMERY
COUNTY

BBB
Wise Giving
Alliance Standards
dayton.bbb.org

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