



SMOKEY ROBINSON



JOSEPH AND THE AMAZING
TECHNICOLOR DREAMCOAT
Photo by Daniel Brodie



WICKED
Curtis St. Louis and Kaysia Fox
Photo by Joan Marcus 2015

VICTORIA THEATRE
ASSOCIATION *Arts Center Foundation*

COMMUNITY REPORT 2014-2015



FLASHDANCE



NICE WORK IF YOU CAN GET IT
Mariah MacFarlane (Billie Bendis) and Alex Esterline (Jimmy Winter)
in the 2015 national tour. Photo by Jeremy Daniel.



IYANLA VANZANT

WELCOME!

It is our pleasure to report on the activities of our 2014-2015 Season for Victoria Theatre Association.

The year was marked by significant moments onstage and in the community. Particularly strong support came from the community who bought tickets to *WICKED*. In addition to selling over 42,000 seats, there was a very large percentage of audience members who were making their first time visit to the Schuster Center – and the combination of a great show and an amazing facility will help to ensure that they return. The *NATIONAL GEOGRAPHIC LIVE SERIES*, presented in a unique partnership with Five Rivers MetroParks and sponsored by Fifth Third Bank, more than doubled its series revenues. We look forward to even more growth in the coming year.

The 2014-2015 Season also saw a significant increase in our investment in Education & Engagement programs. Under the direction of VP of Education & Engagement Gary Minyard, we were able to expand both the relevancy of the programs and the number of programs delivered. As well, *VISUAL VOICES*, presented in collaboration with Bing Davis and the EbonNia Gallery, successfully bridged visual arts and new technology.

Significant inroads into our strategic goal of working closer with Wright-Patterson Air Force Base were made this year. We announced a new partnership with the Dayton Development Coalition on *HOMETOWN HEROES*. Several events were staged around this brand and support of the program from our community is growing. We also introduced our ART F.O.R.C.E. program in a pilot format to spouses of military personnel, and we look forward to seeing this program develop in the coming years.

Our donor community was generous once again in both sponsorships of our presentations and programs as well as to our annual fund and special events. We announced the public phase of our NEXT STAGE CAMPAIGN in October with 100 percent participation from Trustees, full-time staff members, and volunteer captains, as well as significant contributions from the foundation and corporate community. The goal of the Campaign is to increase the VTA endowment to \$30 million and we are pleased to report we are currently nearing \$24 million. As part of the campaign, we received funding from the State of Ohio for capital work at the Victoria Theatre and the Metropolitan Arts Center that will be completed this summer. We would like to thank our State elected representatives for their support of this initiative.

Thank you to our 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 and very much appreciated. We thank our audience for their patronage and look forward to many years of providing great arts experiences in our region.



Ken Neufeld
President & CEO



Neil Freund
Chair, Board of Trustees

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PNC FAMILY SERIES

Calit FOUNDATION
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DP&L
Cheap Seats

TO FILMS SERIES 2014

DID YOU KNOW...



Teen Ambassador lends a hand at the Family Workshop of *PINKALICIOUS*
Photo by Ray Wyman



Elaine gathers donations for the Stuffed Animal drive benefiting Dayton Children's Hospital
Photo by Ray Wyman



Visual Voices 2015: Dayton Skyscrapers Artist Reception
Photo by Ray Wyman

► VTA/ACF owns and operates the Victoria Theatre, the Benjamin & Marian Schuster Performing Arts Center, and the Metropolitan Arts Center, home to The Loft Theatre.

► VTA is a 501 (C)(3) not-for-profit arts organization, or perhaps better described as a "mission driven" organization. That means we rely on gifts and donations from the community to pursue our mission. These donations to VTA are tax deductible.

► 75% of our operating expenses come from ticket and other revenues and 25% comes from our individual and corporate donors, grants, and government funding through the Ohio Arts Council and Montgomery County Arts & Cultural District.

► Our resident companies – the Dayton Ballet, Dayton Opera, Dayton Philharmonic, The Human Race Theatre Company, and the Muse Machine – are valued tenants of the buildings we own and operate. Their success is integral to our success.

► VTA reaches out into our community and beyond with Education & Engagement programs that touch more than 100,000 lives.

► VTA/ACF employs 64 full time and 64 part-time employees, not including the stagehands, wardrobe personnel, and musicians which are employed during our presentations. In addition, 600 volunteers make it possible for us to do what we do every day.

► VTA/ACF has an economic impact of more than 24 million. This sum represents the total dollars spent by VTA/ACF 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.

► 798 full time equivalent jobs in our community are supported by the expenditures made by VTA/ACF and our patrons.



YANYA AND SONIA AND MASHA AND SPIKE
Photo by Scott J. Kinnison



Kids learn stage combat techniques at STARSTUFF PIRATE SCHOOL
Photo by Ray Wyman



J.D. SOUTHER

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 4-10 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 was 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.

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 were scheduled to appeal to the broadest cross section of our community and include blockbuster Broadway hits, cutting-edge theatre, family-friendly shows, and concerts.

Visual Voices: In its ninth 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, beautiful decorations, 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 fifth 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 and Wintergarden of the Schuster Center.

Education & Engagement: In addition to programs already mentioned, our extensive Education & Engagement events served more than 94,611 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.



GARRISON KEILLOR



Steak Salad from Citilites
Photo by Ryan France



Rike's Christmas Windows
Photo by Ray Wylam



THE SEASON AT A GLANCE



CELTIC WOMAN
Photos by David Langer



LEON RUSSELL



Christian Blackburn & Lynda Shadrake in *LETTERS HOME*
Photos by Ray Wilson



SMOKEY JOE'S CAFE



JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT
Late Night at the Schuster
Photos by Ray Wilson

► More than 22,000 students from more than 17 counties and 51 school districts attended The Frank M. Tait Foundation Discovery Series. VTA also partnered with the Education Department at the National Museum of the United States Air Force to present *THE WRIGHT STUFF: FIRST IN FLIGHT* in their auditorium.

► Season Ticket Holders to VTA's collaboration with Five Rivers Metro Parks on the acclaimed National Geographic Live Series grew by 46%.

► 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.

► VTA's first ever toy drive for Dayton Children's Hospital over the holidays brought in over 600 new stuffed animals for patients and families at Dayton Children's.

► A new partnership with YWCA Dayton and other social service agencies yielded a very successful, first time Women's Fair in conjunction with VTA's presentation of *THE NEXT STEP: A CONVERSATION WITH DR. IYANLA VANZANT*.

► Two successful new programs – Bagels & Broadway and Teacher's Lounge – were launched. Bagels & Broadway treated invited guests to a ring-side seat on load-in for several Broadway shows and included a Q&A with company or production managers. The Teacher's Lounge invited local educators to opening night of various Broadway shows at a reduced ticket price with their own private reception beforehand.

► Art F.O.R.C.E. is a part of a new "Arts in Healing" initiative at VTA. The program focuses on military families serving at Wright-Patterson Air Force Base, and uses meditative arts practices to help spouses and children cope with the stresses of military life.

► Another new experimental partnership with Wright State's Theatre Department offered an intimate cabaret evening on the stage of the Victoria with Leslie Uggams. A similar partnership is being planned for the new season.

► Celebrating its fifth season, Mid-Day Arts Café, a lunchtime series where professional arts organizations provide patrons with behind-the-scenes information, expanded this season to include new organizations and events in the Wintergarden.

► PNC Family Series workshops were reorganized to make it easier for families to attend art and performance activities in between the two Saturday matinees.

► New after-school camps engaged high and middle school students to learn choreography, scenes, and music from *WICKED* with instructors from the cast as well as from the community. In addition, Starstuff Pirate School was offered in conjunction with *PETER AND THE STARCATCHER*.

► Now in its eighth year, Fueling Education offered free Regional Transit Authority (RTA) passes to more than 3,000 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 Foundation Cheap Seats program continuing with more than 14,000 enthusiastic members receive monthly email updates on the latest \$10 ticket offerings on this program. From a participant: "I have been ordering tickets for awhile now through DP&L Cheap Seats program and appreciate the opportunity to attend more often. I've also made this a way to take family and friends for special occasions such as birthdays and Christmas. I could not do this without the Cheap Seats program. Thank you!!!"

► As a not-for-profit arts organization, VTA relies on a strong donor base of more than 1100 individual, corporate, and government contributors for their support of the organization. Our sincere thanks!

► Ticket Center Stage implemented a new, more sophisticated ticketing and customer management system called Tessitura, which will provide staff with increased insight into our customers as well as better ease of use for our patrons.

► Victoria Theatre Association formed a partnership with the Dayton Development Coalition on the Hometown Heroes initiative, adding the arts to the sports equation and making the initiative a year-round offering. VTA provided 3,000 plus tickets to performances contributing to the quality of life for military members and their families and strengthening the community relationship with WPAFB.



FLASHDANCE Master Class
Photos by Ray Wilson



THE ILLUSIONISTS



DOKTOR KABOOM



PINKALICIOUS



JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT
Background on Broadway
Photos 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 311,000 tickets annually for \$11.3 million in sales, a 14 percent increase over last year.

Citilites Restaurant & Bar: For lunch during the week and for dinner before all Schuster Center performances, Citilites provides a casual, yet elegant, dining experience, serving more than 28,427 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. More than 460 events were hosted serving over 46,000 guests for total sales of more than \$1.1 million.

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.

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 359,000 motorists annually. The management and operation of The Arts Garage is now handled directly by VTA staff.

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.

THE NEXT STAGE

THE NEXT STAGE

VTA's \$30 million NEXT STAGE endowment campaign has made great strides this season. We take the stewardship of these facilities very seriously and are taking these steps to ensure VTA's arts facilities – the Benjamin & Marian Schuster Performing Arts Center, the Victoria Theatre, and the Metropolitan Arts Center, home to The Loft Theatre – remain state of the art for future generations of Miami Valley residents. Funds raised are being used to support building upgrades and energy efficiency; technology improvements; and new programming initiatives. The campaign has reached nearly \$24 million, more than 75 percent of its goal of \$30 million. One hundred percent of the VTA/ACF Board of Trustees have pledged their support as well as 100 percent of full-time administrative staff and volunteer Team Captains plus support from VTA's extensive volunteer organization. The Campaign has also found great support from local entities like The Dayton Foundation and the Dayton Power & Light Company Foundation, as well as the State of Ohio.



State and local legislators tour the Schuster Center.
Photo by Ray Wilson



Next Stage dollars replaced the carpet in the lobbies of the Mead Theatre.
Photo by Ray Wilson



HVAC upgrades in the Schuster Center.
Photo by Danielle Broadwater



Re-painting of The Victoria Theatre.
Photo by Scott Goss

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, Signature Series, and Dare to Defy**
also perform regularly on our stages.



Congratulations to Neal Gittleman!

Maestro Gittleman is celebrating his 20th anniversary with the Dayton Philharmonic. VTA applauds his artistic leadership and values our partnership with the Dayton Performing Arts Alliance.

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.

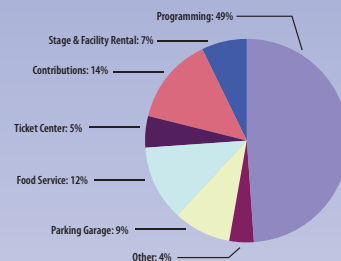
\$24,429,171

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

OPERATING REVENUE BY SOURCE - FY 2015 (UNAUDITED)

\$14.910 MILLION

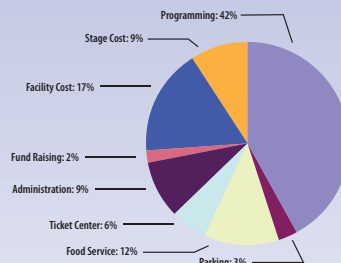
Note: Amounts exclude Second & Main Ltd.



OPERATING EXPENSES BY SOURCE - FY 2015 (UNAUDITED)

\$14.906 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.

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
Unified 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

COMMUNITY PARTNERS



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



VICTORIA THEATRE

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



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



dayton.bbb.org

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



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.

2014-2015 COMMUNITY PARTNERS LIST

BELL | Building Educated Leaders for Life
The Belle of Dayton Distillery
Boonshoft Museum of Discovery
Boston Stoker
Broadway Green Alliance
Buckeye Vodka
Class Act Transportation
Crown Plaza
Dayton Art Institute
Dayton Contemporary Dance Company
Dayton Development Coalition
Dayton Gay Men's Chorus
Dayton Metro Library
Dayton/Montgomery County Convention & Visitors Bureau
Dayton Performing Arts Alliance
Dayton Public Schools
Dayton STEM School
Deck the Walls
Ebonia Gallery
Finergy Global Solutions
Five Rivers Metro Parks
Girls Inc.
Greater Dayton RTA
Grunder Landscaping
The Human Race Theatre Company
Human Relations Council
K12 Gallery
Lexis Nexis
Magnolia Theatre Company
Montgomery County Juvenile Court
Morris Home Furnishings
Muse Machine
Musica
NCCJ of Greater Dayton
The Oakwood Florist
OFP Productions & Signature Educational Solutions
The Pine Club
Ponitz Career Center
Prairies Youth Center
Prime Time Party Rental
Stivers School for the Arts Dance Ensemble
SoBran
Sinclair Community College
Teen Asset Network
Think TV
Uno Chicago Grill
UPDayton
Wesley Community Center
Wright Patterson Air Force Base, 88th Air Base Wing
WPAFB Airmen Family Readiness Center
WPAFB Officers Spouses Club & Enlisted Spouses Club
YMCA Dayton
YWCA of Greater Dayton
The Zoot Theatre Company



FLASHDANCE

434,848

people attended a wide variety of performances and events at the Benjamin & Marian Schuster Performing Arts Center, the Victoria Theatre and The Loft Theatre – with an additional 2,982 attending off campus events.

167,615

attended VTA public or educational performances.



WICKED Late Night at the Schuster
Photos by Ray Wilson



The Zoot Theatre Company performs at MID-DAY ARTS CAFE
Photos by Ray Wilson

100,000

attended VTA Education & Engagement events on and off campus.

More than

42,000

tickets sold to new patrons of Victoria Theatre Association.



Patrons test their luck at the WICKED lottery
Photos by Ray Wilson



Photos by Ryan Kautz

75,248

people enjoyed Citilites at the Schuster Restaurant & Catering Services.