



# COMMUNITY REPORT 2017-2018



VICTORIA THEATRE ASSOCIATION





Photo: Gina Ooi

## Dear Friends of VTA:

Victoria Theatre Association's 2017-2018 Season was a great one – a result of the leadership of this amazing organization and the hard work of the VTA Board of Trustees, staff, and volunteers. This past season marks President and CEO Ken Neufeld's ninth and last season with VTA as he retires and returns with his lovely wife Lesley to their home in Canada. We celebrate how the organization has grown and prospered under his leadership.

From the minute Ken and Lesley arrived in Dayton, they engaged with the Miami Valley as a whole, demonstrating passion for the arts, great senses of humor, and a strong commitment to excellence.

These have been years of growth and expansion for VTA. With vision and dedication, Ken elevated VTA's profile by ensuring the region is aware of VTA's impact on the community: enhanced quality of life, economic growth, and life-changing arts experiences. It's so much more than a great performance – although there have been plenty of those!

Ken's accomplishments are too numerous to count, but let me share some of the most significant ones:

- The Next Stage Campaign raised more than \$15 million to grow the endowment for these amazing venues.
- The launch and phenomenal growth of the *National Geographic Live Series*.
- Recognition for VTA from national organizations like Arts Midwest, The Broadway League, and *The Chronicle of Philanthropy*.
- The professional growth of VTA's high-caliber staff through his mentoring and encouragement.
- The vision of what the corner of Second and Ludlow Streets could become: the PNC Arts Annex – a new home for creativity for the community that expands VTA's reach by connecting with new patrons.

On behalf of the VTA Board of Trustees and all of us who have had the privilege of working beside and with Ken, we express our gratitude. Please join me in applauding Ken for his leadership of this great organization.

Sincerely,

*Martha N. Shaker*

Martha Shaker  
Chair, Board of Trustees

**VICTORIA THEATRE ASSOCIATION AND  
THE ARTS CENTER FOUNDATION BOARD OF TRUSTEES**  
Martha Shaker..... *Chair*  
Chris Wyse..... *Vice Chair*  
David McGillivray..... *Treasurer*  
Wendy Lewis..... *Secretary*  
Neil Freund..... *Emeritus Chair*  
Frank Perez..... *The Next Stage Campaign Chair*

## Welcome to the Victoria Theater Association Community Report for 2017-2018.

This report outlines some of the accomplishments of the past year, overviews our financial performance, and highlights some exciting activities that will drive the organization forward into the future.

VTA had another strong season of programming in all of our theatres. The Premier Health Broadway Series had a very successful year both artistically and at the box office. Our other series including the Morris Furniture Company Family Series, the Universal 1 Credit Union VIC150 Music Series, the *National Geographic Live* Series sponsored by Subaru of America and Wagner Subaru, the Projects Unlimited Star Attractions, and our other offerings were all well received by our community. We introduced a new series this year in partnership with the University of Dayton Center for Leadership and the Dayton Development Coalition, presenting acclaimed business authors over three presentations through the year. Sponsored by Premier Health, the series will continue in the 2018-2019 Season.

The year was also highlighted by another financially successful season, both from an operating and from a capital campaign perspective. We recorded a positive result on the operating side of our finances and we increased our contributions to The Next Stage Campaign by just over \$2 million to take that campaign to over \$15 million. Thank you to the many donors and audience members who made these two important elements of our operation a success.

The PNC Arts Annex is scheduled to open in mid-October and will usher in a variety of programming and meeting spaces to satisfy our growing and diversifying audiences. Thank you to PNC Bank – who provided signature funding for this project – as well as the State of Ohio, Montgomery County, and many individual, corporate and foundation donors.

As many of you know, this will be my last Community Report as President and CEO of Victoria Theatre Association. My nine years in Dayton have truly been both a personal and professional highlight and I want to thank our Trustees, senior management, staff, volunteers, IATSE members, donors, and patrons for all their support and encouragement during my tenure. My wife and I will miss Dayton greatly.

Again, thank you.



Ken Neufeld  
President & CEO

Cassie B. Barlow, PhD  
Dave S. Dickerson  
John W. Ey  
Larry Glickler  
Mark Keeton

Nick Lair  
Albert W. Leland  
Mary Kaye Manchur  
Marla Schuster Nissan  
Casey Ott

Jean Raga  
John Rhodes  
Monte Salsman  
Patti L. Stoll



Photo: Gina Ooi

# TOP 5 THINGS TO KNOW ABOUT VTA



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), The Arts Garage, and the soon-to-open PNC Arts Annex.
3. Resident companies – the Dayton Performing Arts Alliance, 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 \$28.6 million. 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. 927 full-time equivalent jobs in our community are supported by the expenditures made by VTA and our patrons.





Premier Health Broadway Series  
Nick Spangler and the *AMERICAN IN PARIS* Touring Company  
Photo by Matthew Murphy



Projects Unlimited Star Attractions  
Cast of *MYSTIC INDIA*



Morris Furniture Co. Family Series  
Cast of *STEP AFRICA*  
Photo by Sekou Luke



Premier Health Broadway Series  
Cast of the *SOMETHING ROTTEN!* National Tour  
© Jeremy Daniel



# HIGHLIGHTS



Morris Furniture Company Family Series Workshop  
Photo: Ray Wylam

- ▶ More than 350 patrons attended sensory-friendly performances at the Victoria Theatre. These shows are specifically designed for children with an autism spectrum disorder, other sensory processing diagnoses, and other special needs. The response was tremendous: "AMAZING! One of the most magical outings my family has taken with my 4-year-old autistic son! This special show let us bring our son into the world of creative arts without judgment."

- ▶ VTA's Art F.O.R.C.E.™ Program continued to work with military spouses in the Spouses Leadership Training at Wright-Patterson Air Force Base, teaching coping mechanisms to assist with the stresses of military life.



Teen Ushers & Ambassador Program • Photo: Ray Wylam

- ▶ VTA's Teen Usher & Ambassador Program continued to provide teens, ages 14-18, opportunities to learn about the performing arts industry, receive customer service training, and be mentored by VTA's seasoned volunteers. Over 1,500 teen volunteer hours were dedicated to a variety of shows at VTA.



Visual Voices • Photo: Ron Valle

- ▶ The EbonNia Gallery in Dayton, in collaboration with Victoria Theatre Association, celebrated the 11<sup>th</sup> annual Visual Voices exhibit titled "The Preacher, The Poet, The Vision: Dr. Martin Luther King, Jr. Illustrated Through the Literary Voice of Paul Laurence Dunbar" during the 2017-2018 Season. First designed and curated by Willis "Bing" Davis in 2007 to address several needs within the African-American community, Visual Voices continues to enhance the community's understanding and appreciation for the many contributions of African-Americans to the region. While in residence at the Schuster Center, over 38,000 people viewed the exhibit from January-March 2018.
- ▶ VTA created several week-long camps and intensives focused on Broadway during the 2017-2018 Season. Over 100 young people participated in these activities inspired by *IN THE HEIGHTS*, *SOMETHING ROTTEN!*, and other themes.



# HIGHLIGHTS

- ▶ More than 27,000 students from 14 counties and 92 school districts attended VTA's Discovery Series performances and workshops during the 2017-2018 Season.
- ▶ VTA's Education & Engagement team created a community engagement project called "One Small Voice: Women Who Rock" in connection with the Broadway tour of *BEAUTIFUL: THE CAROLE KING MUSICAL*. 21 aspiring female singer songwriters, ages 15-50, participated in a variety of workshops, master classes, and work sessions to support the creation of original music.



One Small Voice: Women Who Rock • Photo: Ron Valle

- ▶ Bagels & Broadway and The Teachers' Lounge continued to offer patrons unique opportunities to experience Broadway shows. Bagels & Broadway treated invited guests to a ringside seat during load-in for several Broadway tours. The Teachers' Lounge continued to provide local educators an opportunity to see the opening night of a Broadway tour at a reduced ticket price.



Bagels & Broadway • Photo: Ray Wylam

- ▶ In its 11<sup>th</sup> year, Fueling Education offered free Regional Transit Authority (RTA) passes to nearly 500 students and teachers. The Convenience Stores of Speedway provided additional transportation funds for schools outside of Montgomery County.



Discovery Day • Photo: Ryan France

- ▶ The Dayton Power & Light Company Cheap Seats program continued with more than 23,000 enthusiastic members receiving monthly email updates on the latest \$10 ticket offerings. More than 12,700 tickets were sold through this initiative.



Opening night of *AN AMERICAN IN PARIS* • Photo: Ron Valle

# INTRODUCING THE NEW



After two years fundraising and preparing, construction began in the spring of 2018 for a dynamic addition to the Victoria Theatre Association campus. The PNC Arts Annex at the corner of Second and Ludlow Streets, across from the Benjamin & Marian Schuster Performing Arts Center, is the latest addition to downtown Dayton's Arts District and will open in the fall of 2018.



"On behalf of PNC, I'm elated to announce our support behind the PNC Arts Annex, a fresh and flexible home for new arts experiences for everyone," said David Melin, Regional President for PNC Bank. "To many, PNC is affectionately known as 'The Bank of the Arts.' It makes good business sense and here's why. A rich arts community is a significant driver of our economic success, providing employment, boosting tourism and making the region attractive for businesses, residents and visitors. Victoria Theatre Association is one of the great cultural resources of our city and we are thrilled to be a part of its success now and for years to come."

"When we started to talk with PNC about the Arts Annex, it was clear to us this was going to be a great fit," said Ken Neufeld, VTA President & CEO. "We already had significant philanthropic, business and governance relations with PNC. They have sponsored programs ranging from our Family Series to *National Geographic Live* and others. PNC has always shown a willingness to be creative in philanthropy and in business – and creativity is what the PNC Arts Annex is all about."

**BIG IDEAS IN SMALL SPACES • BIG IDEAS IN SMALL SPACES • BIG IDEAS IN SMALL SPACES •**



The new 12,000 square foot venue aims at flexibility and openness – and will feature new opportunities in arts education and engagement from VTA. “The arts activities VTA creates are at capacity because thousands of our community members utilize them throughout the year,” explained Gary Minyard, VTA Vice President – Education & Engagement. “The PNC Arts Annex gives our current Education & Engagement programs room to grow, but more importantly, we will now have room to expand into new and exciting avenues that VTA has yet to explore.”

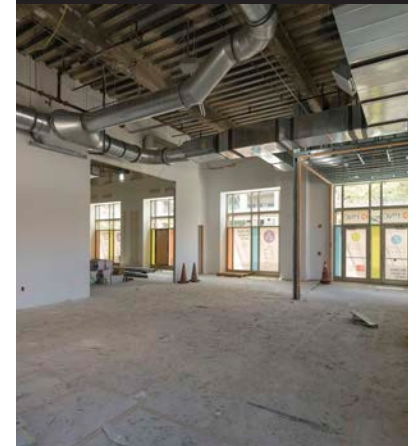


When the creative hub opens in mid-October, it will be a home for all types of arts activities for all types of people. “We purposely haven’t put a lot of structure around what the PNC Arts Annex is going to be. We want the community to help define that,” Neufeld said. “What we do know is that it will be a lively, unpredictable, and inclusive space where artists and audiences can explore creativity, however that is defined.”

## CONSTRUCTION BEGAN IN THE SPRING OF 2018 AND A GRAND OPENING IS BEING PLANNED FOR OCTOBER 2018.

### What’s Inside?

- ⚡ A highly visible and flexible space for educational programs – classes, camps, workshops – for youth, teens, and adults in a convenient downtown location. VTA’s Education & Engagement programs are bursting at the seams and additional space is needed.
- ⚡ A unique event space for meetings, parties, and more!



- ⚡ An affordable 200-seat performance venue for smaller productions being presented by several local performance groups like Magnolia Theatre Company, The Playground Theatre, Dare 2 Defy Productions, Wright State University, University of Dayton, and many others.

Photo left to right:  
Dave Dickerson, Miller-Valentine Group  
Dave Melin, PNC Bank  
Ken Neufeld, Victoria Theatre Association

Photos: Andy Snow

# PROGRAMMING



**VISUAL  
VOICES**



**COOL FILMS SERIES**

*Wintergarden  
Wonderland*

UNIVERSITY of  
**DAYTON**  
Center for Leadership

2017-2018  
SPEAKER SERIES

Sponsored by Premier Health



Sponsored by  
SUBARU OF AMERICA & WAGNER SUBARU



## Premier Health Broadway Series

Bringing the hottest touring Broadway shows to Dayton

## Morris Furniture Co. Family Series

Introducing families with children ages 4-10 to the magic of live performing arts

## Projects Unlimited Star Attractions

Drawing a broad cross section of our community to our venues through a wide variety of performances

## National Geographic Live Series Sponsored by Subaru of America and Wagner Subaru

Acclaimed Nat Geo adventurers and speakers telling their stories with video and stunning photography in partnership with Five Rivers MetroParks

## Discovery Series

Offering area students the opportunity to experience professional touring theatre productions that are connected to the Ohio Department of Education Academic Content Standards

## Cool Films Series

Presenting classic films on the big screen for Daytonians of all ages

## Visual Voices

Celebrating the work of African-American visual artists in Dayton with an exhibit curated by Willis "Bing" Davis of EbonNia Gallery

## Wintergarden Wonderland

Offering the famous Rike's holiday displays, beautiful holiday decor, and more to the community free of charge

## ImPACT

Assisting up-and-coming arts groups with significantly reduced rates to produce in the Mathile Theatre

## Citilites Unwind Series at the Schuster Center

Bringing people together around a variety of events with featured beers, wines, and more

## Hometown Heroes™

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

## Education & Engagement

Taking VTA beyond our venues and into the community through a variety of activities for young people and adults

## DP&L Cheap Seats

Serving bargain-seeking patrons with monthly email notifications of special \$10 seats for various shows

## University of Dayton Center for Leadership Speaker Series

Drawing business people and entrepreneurs with acclaimed business speakers and authors at the Victoria Theatre in partnership with University of Dayton Center for Leadership and Dayton Development Coalition

## Universal 1 Credit Union VIC150 Music Series

Bringing a variety of bands and musical artists to the intimate acoustics of the Victoria Theatre



# THIS YEAR

301,145

Total attendance at ALL performances

169,374

Total attendance at VTA performances

430,331

Total attendance at all kinds of performances and events at the Victoria Theatre, Schuster Center and The Loft Theatre



105,021

Total number of people served by VTA Education & Engagement activities on and off campus

49,598

Total number of people who enjoyed Citilites at the Schuster Center – restaurant dining and/or catering services

17,565

Total number of tickets sold to new patrons by Ticket Center Stage



# SERVICES



Photo: Gina Ooi

## ► Venue Management

Dayton is blessed with incredible arts venues, and Victoria Theatre Association has the privilege of owning and operating the four 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; the Metropolitan Arts Center, which includes offices, studios and The Loft Theatre; and the soon-to-open PNC Arts Annex. The cost of operating these facilities is tremendous and their operation is supported through fundraising and other revenue streams to ensure they are always available to the nonprofit 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 325,000 tickets annually for \$12.4 million in sales.

## ► 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 403,000 motorists annually. The management and operation of The Arts Garage is handled directly by VTA staff.

## ► Citilites at the Schuster Center – Restaurant & Bar / Catering & Events

For lunch during the week and for dinner before all Schuster Center performances, Citilites provides a casual, yet elegant, dining experience, serving more than 23,396 guests for total sales of more than \$441,000. With a wide array of catering and banquet options for events of all sizes, Citilites at the Schuster Center receives top customer service ratings that have made the Schuster Center the place to host an event. Over 430 events were hosted serving more than 42,000 guests for total sales of more than \$1 million.

## ► Volunteers

Our volunteer corps of close to 600 volunteers provides necessary support to our operations by serving primarily as ushers at all performances at the four venues. Over 56,000 hours were given in service to the arts community by these dedicated individuals from all over the Miami Valley. This represents over \$630,000 in donated labor.

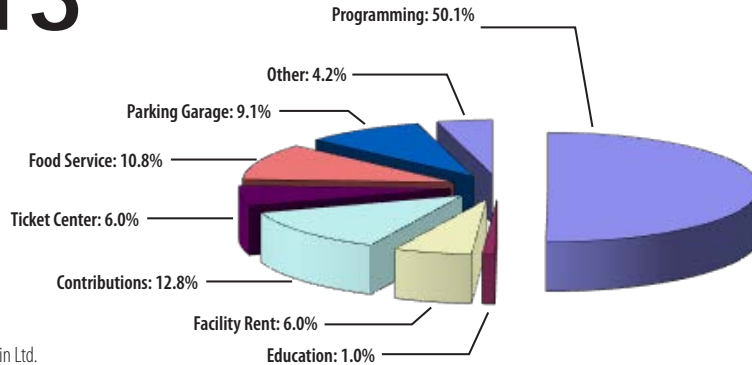


Photo: Ron Valle



## OPERATING REVENUE BY SOURCE - FY 2018 (UNAUDITED)

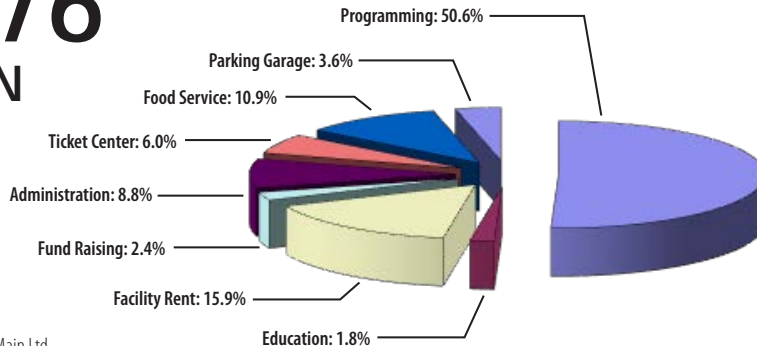
**\$16.413**  
MILLION



Note: Amounts exclude Second & Main Ltd.

## OPERATING EXPENSES BY SOURCE - FY 2018 (UNAUDITED)

**\$16.176**  
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.

**\$28.6 million**

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 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

VTA is proud to play an essential role in making the Miami Valley a great place to live, work and play. We are dedicated to maintaining our performing arts venues – the Schuster Center, Victoria Theatre, Metropolitan Arts Center, and The Arts Garage – for the enjoyment of our community. We eagerly await the opening of the PNC Arts Annex, a fresh, new arts education and performance venue coming to downtown Dayton! VTA's role as responsible stewards of these arts facilities is to guarantee these buildings are well cared for. Through The Next Stage Campaign, we are increasing our endowment to ensure the capital needs of these facilities are met today and in the future. To date, nearly 750 donors – including private foundations, corporations, state and local government, and individuals – have made a gift or pledge to The Next Stage Campaign. We have reached 85% of our \$30 million goal. Numerous projects have already been completed with funds raised through The Next Stage Campaign, impacting areas from energy efficiency to safety to aesthetics. \$4.7 million has already been invested to update major building systems, improve lighting, install state-of-the-art equipment, and renovate the PNC Arts Annex space. The capital projects funded through The Next Stage Campaign guarantee the life of these buildings, allowing VTA to continue to provide spaces to inspire creativity and a love of the performing arts for all in the Dayton community.

## RESIDENT COMPANIES

Victoria Theatre Association pays tribute to our buildings' resident companies, which are integral to our robust arts community here in the Dayton 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.



**Victoria Theatre Association thrives on collaborations.**  
**It is our pleasure and privilege to partner with many of the Miami Valley's**  
**nonprofit charitable, education, social service, and arts organizations,**  
**as well as with a variety of other businesses.**

## **2017-2018 COMMUNITY PARTNERS LIST**

Belle of Dayton Distillery  
 Boonshoft Museum of Discovery  
 Boston Stoker  
 Broadway Green Alliance  
 Buckeye Vodka  
 Central State University Jazz Ensemble  
 Charity Adams Earley Academy for Girls  
 Class Act Transportation  
 Crowne Plaza  
 The Dayton Art Institute  
 Dayton Children's Hospital  
 Dayton Contemporary Dance Company  
 Dayton Development Coalition  
 Dayton Gay Men's Chorus  
 Dayton Metro Library  
 Dayton Convention & Visitors Bureau  
 Dayton Performing Arts Alliance  
 Dayton Public Schools  
 Deck the Walls  
 Deron Bell  
 DKK Productions L.L.C.  
 Digital Fringe  
 Downtown Dayton Partnership  
 EbonNia Gallery  
 Finergy Global Solutions  
 Five Rivers MetroParks  
 Frank Nicholas Elementary  
 Freedom Schools  
 Generation Dayton

Girls Inc.  
 Greater Dayton RTA  
 Grunder Landscaping  
 Heidelberg Distributing Company  
 The Human Race Theatre Company  
 Human Relations Council  
 Indigo Life  
 K12 Gallery  
 Kettering Arts Council  
 LexisNexis  
 Life Enrichment Center  
 Magnolia Theatre Company  
 ManaVision, Inc.  
 Metaphorically Speaking  
 Miami Valley School  
 Montgomery County Juvenile Court  
 Morris Home Furnishings  
 Muse Machine  
 NCCJ of Greater Dayton  
 The Oakwood Florist  
 Oasis House  
 OFP Productions & Signature Educational Solutions  
 The Ohlmann Group  
 Perfection Group  
 The Pine Club  
 The Playground  
 Ponitz Career Technology Center  
 Prairies Youth Center

Preble County Art Association  
 Prime Time Party Rental  
 Stivers School for the Arts Dance Ensemble  
 Sinclair Community College  
 Teen Asset Network  
 ThinkTV  
 University of Dayton Center for Leadership  
 University of Dayton Theatre, Dance and Performance Technology Program  
 Uno Pizzeria & Grill  
 UpDayton  
 Wesley Community Center  
 Wright-Patterson Air Force Base, 88<sup>th</sup> Air Base Wing  
 WPAFB Airman Family Readiness Center  
 WPAFB Medical Center  
 WPAFB Officers' Spouses' Club & Enlisted Spouses' Club  
 Wright State University Department of Theatre, Dance, and Motion Pictures  
 YES! for Youth  
 YMCA of Greater Dayton  
 YWCA Dayton



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



# COMMUNITY PARTNERS



Background on Broadway  
 Photo: Ron Valle



**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 home to Victoria Theatre Association  
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

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



**The New PNC Arts Annex**

Performance, education, and event space



**VICTORIA THEATRE ASSOCIATION**  
138 North Main Street  
Dayton, OH 45402-1776