



COMMUNITY REPORT 2016-2017



VICTORIA THEATRE ASSOCIATION



Ken Neufeld, President & CEO and Martha Shaker Chair, Board of Trustees
Photo: Gina Ooi

Welcome to the 2016-2017 Community Report for Victoria Theatre Association – a year of excellence on stage, increased community engagement, and strong financial performance.

As the owners and operators of the Benjamin & Marian Schuster Performing Arts Center, the Victoria Theatre, the Metropolitan Arts Center, and The Arts Garage, we are proud of our presentations, our efforts to educate and engage our audiences, and our dedication to serving our community.

All of our Series – Premier Health Broadway, Projects Unlimited Star Attractions, *National Geographic Live* sponsored by Winsupply and the Win Family of Companies, Morris Furniture Co. Family Series, and The Frank M. Tait Discovery Series – exceeded their revenue projections and brought in thousands of loyal, as well as new, patrons to our venues. Our new music series, VIC150 sponsored by Universal 1 Credit Union, also found an eclectic audience to match its programming.

We were proud to offer our first sensory-friendly performance with *THE CAT IN THE HAT* as part of our Morris Furniture Co. Family Series. This presentation was adapted for audiences on the autism spectrum and was a great success. We are planning more sensory-friendly productions in addition to productions for other underserved communities in our region. Theatre is for everyone!

We continued our salute to the Victoria Theatre's 150th anniversary with an event for our Charter Members – a glittery preview of the documentary *MAKING HISTORY: VICTORIA THEATRE 150 YEARS* produced by ThinkTV and narrated by Dayton celebrity Martin Sheen!

The Next Stage Campaign continues to grow and we have continued to improve our facilities using money from the Campaign. We also thank Montgomery County Arts and Cultural District and the Ohio Arts Council for their continued support.

The success of this year must be shared with many – our patrons, our volunteers, our staff and management team, our stagehands, our sponsors, our donors, our vendors, our elected officials, and our Trustees. We thank Trustee Bob Duplain for his service to the Board as his term ends, and former Board Chair Steve Miller for his leadership over many years. With all of these stakeholders continuing to work together and sharing a vision of the arts as an important social, cultural, and economic element of our community, we are sure to be successful.

Sincerely,

Ken Neufeld
President & CEO

Martha Shaker
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 – Dayton Performing Arts Alliance (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 81,000 lives each year.
5. VTA has an economic impact of \$23,556,646. 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. 769 full-time equivalent jobs in our community are supported by the expenditures made by VTA and our patrons.

TOP 5 THINGS TO KNOW ABOUT VTA



Photo: Ryan Francet



Photo: Ron Valle

HIGHLIGHTS

- ▶ More than 400 people attended a performance of *THE CAT IN THE HAT*, specifically designed for children with an autism spectrum disorder, other sensory processing diagnoses, and other special needs.
- ▶ VTA's Art F.O.R.C.E.™ program continued to work with patients at Wright-Patterson Medical Center, teaching coping mechanisms to assist with their individualized treatment.
- ▶ VTA's Teen Usher & Ambassador Program expanded to 54 teens, ages 14-18, providing opportunities for the teens to learn more about the performing arts industry, receive customer service training, and be mentored by VTA's seasoned volunteers.
- ▶ More than 26,000 students from 14 counties and 44 school districts attended VTA's Discovery Series performances and workshops during the 2016-2017 Season.



KINKY BOOTS After-School Broadway Intensive
Photo: Ray Wylam



CIRCUS 1903 Summer Camp • Photo: Ron Valle



Visual Voices • Photo: Ray Wylam

- ▶ The EbonNia Gallery in Dayton, in collaboration with Victoria Theatre Association, celebrated the 10th anniversary of the *Visual Voices: Dayton Skyscrapers Art Exhibit* project during the 2016-2017 Season. Designed and curated by Willis "Bing" Davis in 2007 to address several needs within the African-American community, the exhibit 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, the exhibit was viewed by over 37,000 people from January-March 2017.



VICTORIA THEATRE ASSOCIATION

- ▶ VTA's Education & Engagement team created a community music education project called "Motown in the Gem City" in connection with the Broadway tour of *MOTOWN THE MUSICAL*. Students and teachers from Frank Nicolas Elementary in West Carrollton and Charity Adams Early Academy for Girls in Dayton explored the significant impact of the "Motown sound" on popular culture.



Motown in the Gem City • Photo: Ray Wylam

- ▶ Now in its 10th year, Fueling Education offered free Regional Transit Authority (RTA) passes to more than 1,700 students and teachers. The Convenience Stores of Speedway provided additional transportation funds for schools outside of Montgomery County.



Background on Broadway • Photo: Ray Wylam

- ▶ *Bagels & Broadway* and *Teacher's Lounge* continued to offer patrons unique opportunities to experience live Broadway theatre.
- ▶ The Dayton Power & Light Company Cheap Seats program continued with more than 19,000 enthusiastic members receiving monthly email updates on the latest \$10 ticket offerings. More than 10,000 tickets were sold through this initiative.



CIRCUS 1903 Summer Camp • Photo: Ray Wylam

HIGHLIGHTS



Curtain Call for CIRCUS 1903 • Photo: Scott Levy

PROGRAMMING



**VISUAL
VOICES**

*Wintergarden
Wonderland*

*mid-day arts
Café*



Premier Health Broadway Series

The hottest touring Broadway shows

Morris Furniture Co. 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 that appeal to a broad cross section of our community

National Geographic Live Series Sponsored by Winsupply and the Win Family of Companies

Acclaimed adventurers/speakers tell their stories with video and stunning photography

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, including films especially for families as well as late night offerings

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 producing in the Mathile Theatre at a significantly reduced rate

Mid-Day Arts Café

A variety of local arts organizations sharing their stories in an informal lunchtime format

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

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

DP&L Cheap Seats

Bargain-seeking patrons receiving monthly email notification of special \$10 seats on various shows

Universal 1 Credit Union VIC150 Music Series

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

THIS YEAR

279,254

Total attendance at ALL performances

146,833

Total attendance at VTA performances

424,961

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



81,525

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

65,396

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

33,919

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



Photos: Ron Valle

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 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 314,000 tickets annually for \$10.5 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 375,000 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.

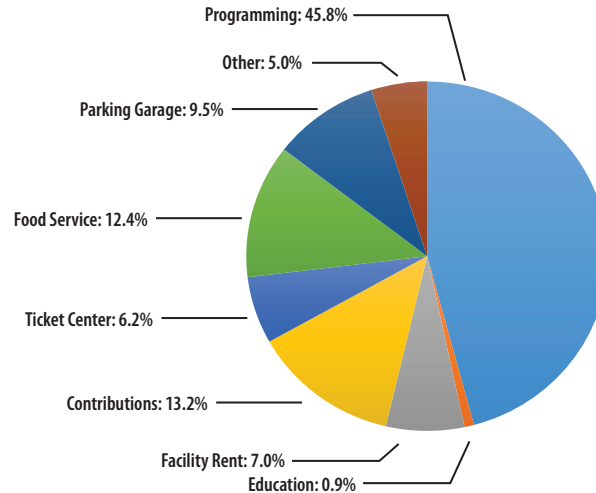
► **Volunteers**

Our volunteer corps of close to 600 volunteers provides necessary support to our operations by serving primarily as ushers at all performances at the three venues. Over 60,000 hours were given in service to the arts community by these dedicated individuals from all over the Miami Valley. This represents over \$675,000 in donated labor.

OPERATING REVENUE BY SOURCE - FY 2017 (UNAUDITED)

\$14.593
MILLION

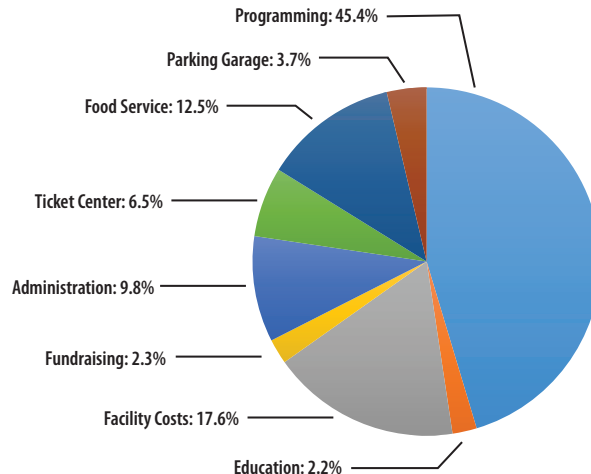
Note: Amounts exclude Second & Main Ltd.



OPERATING EXPENSES BY SOURCE - FY 2017 (UNAUDITED)

\$14.275
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.

\$23,556,646

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 our performing arts venues — the Benjamin & Marian Schuster Performing Arts Center, the Victoria Theatre, the Metropolitan Arts Center (MAC) 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 in the future to continue to support these same needs. While the types of building projects The Next Stage 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. Projects funded through The Next Stage Campaign this past year made a significant impact on our energy consumption. The projects included new high-efficiency boiler and air conditioning systems in the MAC and Victoria Theatre buildings that allow better control of temperature for theatregoers as well as staff and performers who are housed in these buildings. The Schuster Center had new LED lighting installed outside which provides a 60% cost savings. Plus, security systems were updated in the MAC and Victoria providing peace of mind for all. 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 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 business partners.

2016-2017 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
Crown Plaza
The Dayton Art Institute
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.
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
The Human Race Theatre Company
Human Relations Council
K12 Gallery
Kettering Arts Council
LexisNexis
Life Enrichment Center
Magnolia Theatre Company

ManaVision, Inc.
Metaphorically Speaking
Miami Valley School
Montgomery County Juvenile Court
Morris Furniture Company
Muse Machine
NCCJ of Greater Dayton
The Oakwood Florist
Oasis House
OFP Productions & Signature Educational Solutions
The Ohlmann 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 Theatre, Dance and
Performance Technology Program
Uno Pizzeria & Grill
UpDayton
Wesley Community Center
Wright-Patterson Air Force Base, 88th 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





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

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



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