



VICTORIA THEATRE ASSOCIATION

# COMMUNITY REPORT 2018-2019





Photo: Gina Ooi



## Dear Friends of VTA:

The 2018-2019 Season was a real turning point for Victoria Theatre Association. This season marks President & CEO Ty Sutton's first season with VTA – and what a year it's been! Ty brought new innovative ideas, advocated for great diversity and inclusion in our programming, and made advancements in VTA's financial health and long-term viability. Ty's energy and passion are contagious – and VTA is lucky to have him to lead us into the next decade.

The opening of the new PNC Arts Annex in December was surely a high point of the season. Downtown Dayton is really growing, and this new flexible community-minded space is right in the heart of it.

Another significant milestone is the culmination of The Next Stage campaign for the VTA endowment. It's gratifying that our community so values the venues that VTA manages on its behalf. Operating these fabulous venues will always be an expensive proposition, and VTA will continue to work to grow its endowment accordingly.

As a result of the leadership of this amazing organization and the hard work of the VTA Board of Trustees, staff, volunteers, donors and audience members from all over the Miami Valley, we can all enjoy incredible life-changing performances in state-of-the-art venues.

Here's to a new chapter in the life of this amazing organization!

Martha Shaker  
Chair, Board of Trustees

Ty Sutton  
President & CEO

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

Martha Shaker.....	<i>Chair</i>
Chris Wyse .....	<i>Vice Chair</i>
David McGillivray .....	<i>Treasurer</i>
Wendy Lewis .....	<i>Secretary</i>
Neil Freund .....	<i>Emeritus Chair</i>
Frank Perez .....	<i>The Next Stage Campaign Chair</i>

Cassie B. Barlow, PhD	Marla Schuster Nissan
Dave S. Dickerson	Jean Raga
Mark Keeton	John Rhodes
Nick Lair	Monte Salsman
Albert W. Leland	Patti L. Stoll



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 new PNC Arts Annex.
3. Our 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 had an economic impact of \$23,750,166. 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. 783 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



VICTORIA THEATRE ASSOCIATION

# SERVICES



Photo: Keith Wyatt

## ► Venue Management

Dayton is blessed with incredible arts venues, and VTA has the privilege of owning and operating four professional facilities in downtown Dayton for the benefit of the community: 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 new, innovative PNC Arts Annex. 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 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 300,000 tickets annually for \$10.6 million in sales.

## ► The Arts Garage

This clean, safe, and conveniently located parking garage near the Schuster Center and PNC Arts Annex provides parking for performances and for downtown business people on a daily basis, serving more than 420,000 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 23,500 guests for total sales of more than \$466,000. With a wide array of catering and banquet options for events of all sizes, Citilites receives top customer service ratings that have made the Schuster Center the place to host an event. Over 280 events were hosted serving more than 25,890 guests.

## ► Volunteers

Our volunteer corps of close to 650 volunteers provides necessary support to our operations by serving primarily as ushers at all performances at the four venues. Over 51,000 hours were given in service to the arts community by these dedicated individuals from all over the Miami Valley. This represents over \$573,750 in donated labor.



Teen Ushers • Photo: Ron Wylam

### 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 & Wagner Subaru

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

### Universal 1 Credit Union VIC150 Music Series

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

### 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 targeting Daytonians of all ages

### Visual Voices

Celebrating the work of African-American visual artists in greater 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

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 deeply discounted seats for various shows

# PROGRAMMING



Sponsored by  
SUBARU OF AMERICA & WAGNER SUBARU







Universal Credit Union  
VIC 150 Music Series  
LUMASA



Premier Health Broadway Series  
*LES MISÉRABLES* Touring Company One Day More  
Photo: Matthew Murphy



Premier Health Broadway Series  
Christie Prades as Gloria Estefan, Adriel Flete and Company,  
*ON YOUR FEET!* Matthew Murphy



Dallas Children's Theater  
*DIARY OF A WORM, A SPIDER & A FLY*  
Photo: Karen Almond



# THIS YEAR

258,666

Total attendance at ALL performances

122,721

Total attendance at VTA performances

312,909

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



104,828

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

49,415

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

13,505

Total number of new patron households to Ticket Center Stage



# EDUCATION PROGRAM GROWTH

## Welcoming New Audiences with Sensory-Friendly Programming

Victoria Theatre Association began inviting audiences into sensory-friendly programming with the 2016-2017 season performance of *The Cat in the Hat*. The following season's performance of *Go, Dog. Go!* helped us realize that we needed more! In 2018-2019, VTA's commitment to providing programming for ALL launched the offering of three sensory-friendly performances at the Victoria Theatre.

VTA's Vice President of Education & Engagement, Gary Minyard, and Director of Education and Engagement, Leah Thomas, have become local consultants for any sensory-friendly programming that occurs in our venues, advising organizations like the Dayton Ballet.

"These performances are great for all families, especially for children with an autism spectrum disorder, sensory sensitivity, and other special needs," explains Thomas. "You can expect a reduction of loud or jarring sounds, the absence of flashing or strobe lighting on stage, modification of house lights during the performance, and a judgement-free environment where all patrons are free to vocalize or move about the theatre. At no time will anyone be asked to leave a performance due to vocal reactions, movement, or behaviors related to cognitive/developmental abilities."

A strong external resource and partnership with Dayton Children's Hospital provides VTA with consulted walk-throughs of all venues in addition to collaborative volunteer training and working with VTA's

Education & Engagement team to schedule professional therapists on site for each sensory-friendly performance.

The Education & Engagement sensory-friendly team invests hundreds of hours throughout the season to create supplemental resources to help audience members feel comfortable and confident visiting VTA spaces. Resources include social stories, video walk-throughs of each space with step-by-step guides, verbal and non-verbal checklists, fidget selections, special signage, quiet rooms, and more.

In addition to sensory-friendly performances, VTA now offers a six-week theatre class designed specifically for students with autism or related disabilities: Sensory Adventure Class. This class takes place in our new PNC Arts Annex!

If you are a part of a group that might be interested in experiencing a sensory-friendly workshop in the PNC Arts Annex, the VTA is now scheduling sensory-friendly Scavenger Hunts for audience members to interactively explore this new venue at their own pace (and take home a souvenir)!

**969 people participated in VTA sensory-friendly programming this season.**

"Exposure to the arts for our children is very important to us, but having a child with special needs makes it often stressful for all of us... We sincerely appreciate VTA for recognizing the need and for putting forth the effort to make performances enjoyable for kids with ALL abilities."

— VTA Sensory-Friendly Performance Patron



Monro Furniture Company Family Selfie Workshop  
Photo: Gina Ooi



# Miami Valley High School Theatre Awards

In its inaugural season, 22 high schools participated in the new Miami Valley High School Theatre Awards (MVHSTAs), registering to have their plays and musicals adjudicated by a group of 54 trained and dedicated adults.

"Your selfless, joyful dedication to promoting the good work happening in our schools – not just at the showcase but throughout the year – means so much to the countless teachers and students who left [the Showcase] feeling proud of their accomplishments. A standing ovation to you and my utmost gratitude."  
– MVHSTA Participant

"The enthusiasm we see in the adjudicators and theater directors is extraordinary," said Leah Thomas, VTA's Director of Education & Engagement. "Our goal is to make sure that high school theatre students and their programs receive the recognition they deserve."

"There were tears of joy coming from the students and smiles beaming with pride. Something that they have never gotten to experience before... to be celebrated for doing something they truly love. Last night affected out students and our community in a very special way."  
– MVHSTA Participant

Creating this new program, built on the foundation laid by the DayTony High School Theatre Awards, has been challenging and rewarding. From creating a new website, to testing ways to score a production, the VTA staff is continually evaluating every aspect of the program.

The first-ever Miami Valley High School Theatre Awards Showcase was a tremendous success with more than 300 students performing and more than 890 family, friends and fans in the audience. Leah Thomas hosted the evening that celebrated all the participating schools and productions, including awards for Outstanding Production, Outstanding Actress and Actor, and more.

"Thank you for all of the time and effort. As a member of one of the newer programs, I can say that we all felt that the night was really special. It was good for our students to see other programs in regards to the depth of what they do and how many students are engaged in all aspects of theatre."  
– MVHSTA Participant

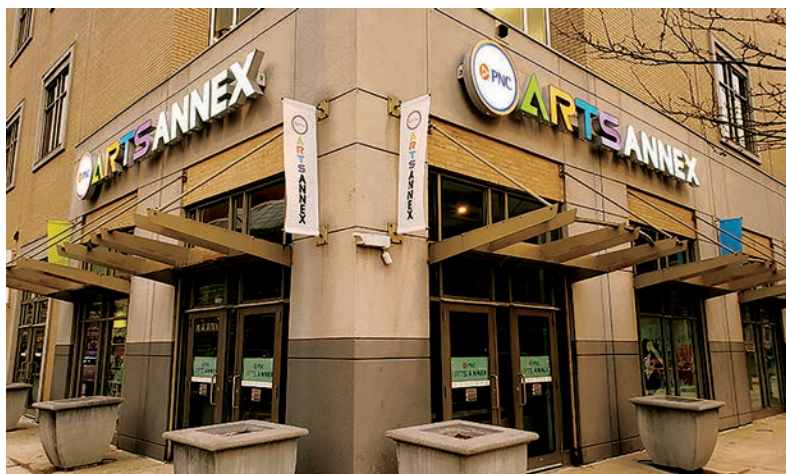
## Other Areas of Growth:

Weeklong camps and intensives grew exponentially to four this season. Over 100 young people participated in these activities inspired by *SCHOOL OF ROCK*, *LES MISÉRABLES*, *WAITRESS*, and other themes.

Saturday Discovery Classes were launched at the PNC Arts Annex. The six-week sessions, open to students ages 8-18, achieved an enrollment total of 93 students. Classes like Imaginators!, Imaginators! Remix, Acting Off-the-Cuff, and Sensory Adventure Class provided students of all abilities an opportunity to develop interest and skills in acting, storytelling, improv, and dancing.



# PNC ARTS ANNEX GRAND OPENING A HIT!



The opening of the PNC Arts Annex was a high point of the 2018-2019 Season for Victoria Theatre Association.

"We were thrilled with how the community came out to support this new venue for creativity in Dayton," said VTA President & CEO Ty Sutton, speaking of the Grand Opening weekend November 30 December 2, 2018.



"A new venue is exciting and challenging," Sutton continued, looking back on the first six months of operation with a grin. "It's a blank canvas really. What will work in the new theatre space with the flexible seating? How will the studio be best utilized? Will the HVAC and power work as planned?"

"At the opening, we loved all the different artists and different members of the community who came together to show off what the space could be. Local artists have really embraced the space and that's only going to grow going forward. We want the PNC Arts Annex to be a place where everyone feels comfortable and welcome – especially if you previously thought the Schuster or the Victoria just wasn't for you."

VTA Vice President of Education & Engagement Gary Minyard, along with the entire VTA staff, put countless hours into planning the Grand Opening weekend and is exploring new ways to use the space. "We're really learning how best to activate the space," Minyard said. "The PNC Arts Annex is a truly exceptional space because artists, educators and community members are able to mold and shape

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the space as they see fit for their event. With each new use of the theatre or the studio, we learn something different – and we're taking that knowledge forward to stretch and discover what's possible, what can reach new sectors of our community."

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 Minyard. "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."



The Grand Opening's diversity of programming was a precursor of things to come. The PNC Arts Annex has hosted community theatre performances, concerts, rehearsals, all kinds of classes and workshops, podcasts, a drag show, a film premiere, organization meetings, holiday mixers, cocktail parties, annual meetings, tours, yoga, preshow receptions and more.

Underwriting the operations and programming of this unique downtown arts space is a huge undertaking and funding support from the community has been tremendous. PNC came on as the lead donor early on: "Our gratitude to them is huge. A huge thank you to Regional President Dave Melin and everyone with PNC for having the vision to see what this venture could become," Sutton said.

There's still plenty of opportunity to get involved. From naming opportunities to specific program underwriting and more, reach out to [ricia.ballas@victoriatheatre.com](mailto:ricia.ballas@victoriatheatre.com) for more information.

For information about how to book the theatre or studio space for a community performance, event or meeting, contact [mechele.pritchard@victoriatheatre.com](mailto:mechele.pritchard@victoriatheatre.com).



Photos: Sue Stevens, Ron Valle, Andy Snow and Gina Ooi

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# THE NEXT STAGE



Photo: Kevin Lush

# THE NEXT STAGE

**Ensuring the vitality of Dayton's premier performing arts venues**

The Next Stage Campaign concluded in August 2019, with contributions from more than 800 individual, corporate, foundation and government donors to increase VTA's endowment and guarantee the life of our performing arts venues – the Benjamin & Marian Schuster Performing Arts Center, the Victoria Theatre, the Metropolitan Arts Center (MAC), and the PNC Arts Annex.

Annual draws from the endowment will be used to take care of these facilities today and in the future, and provide spaces to inspire creativity and a love of the arts for those who call the Miami Valley their home. VTA will continue to grow their endowment through gifts for innovative programming and scholarships, and from individuals choosing to include VTA in their estate plans.

## **The Next Stage Campaign funds are already working to:**

- ▶ Enhance patrons' experiences with new interior and exterior energy efficient LED lighting, comfortable seating banks, and upgraded mobile technology;
- ▶ Improve building systems and infrastructure with new efficient HVAC systems and the restoration and repair of the exterior of the Victoria Theatre;
- ▶ Update technology and equipment with a new garage gate system and the purchase of a Yamaha C7 Grand Piano to be used for performances on stage in the Schuster Center and Victoria Theatre; and
- ▶ Strengthen safety standards with integrated security system with new cameras, paging and monitoring panels, and digital recording devices.



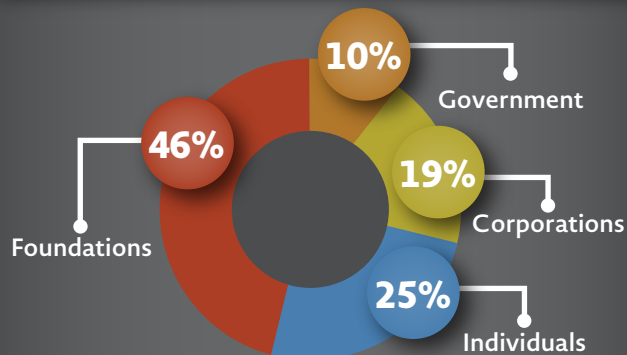
# THE NEXT STAGE

Ensuring the vitality of Dayton's premier performing arts venues

## YOUR IMPACT

With gifts to **THE NEXT STAGE CAMPAIGN**, **VTA** is building a strong endowment so these arts facilities remain cultural treasures in our community for **FUTURE GENERATIONS**.

## FUNDING SOURCES



## THE NEXT STAGE CAMPAIGN contributions have already funded projects to

- Enhance Patrons' Experiences
- Improve Building Systems & Infrastructure
- Update Technology & Equipment
- Strengthen Safety Standards



**SCHUSTER CENTER**  
installed energy efficient LED lighting

put in a computerized system to monitor energy use and HVAC systems

purchased a Yamaha C7 Grand Piano



**VICTORIA THEATRE**  
restored and sealed the building envelope and refurbished the brass entrance doors

upgraded the security system and installed state-of-the-art fire control panels



**METROPOLITAN ARTS CENTER**  
updated the HVAC system with energy efficient equipment



**ARTS GARAGE**  
installed a new garage gate system

**PNC ARTS ANNEX**  
renovated a vacant space to create a community gathering place that nurtures creativity and adds to the vibrancy of downtown Dayton



**TO LEARN MORE VISIT**  
[victoriatheatre.com/the-next-stage](http://victoriatheatre.com/the-next-stage)

# 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.

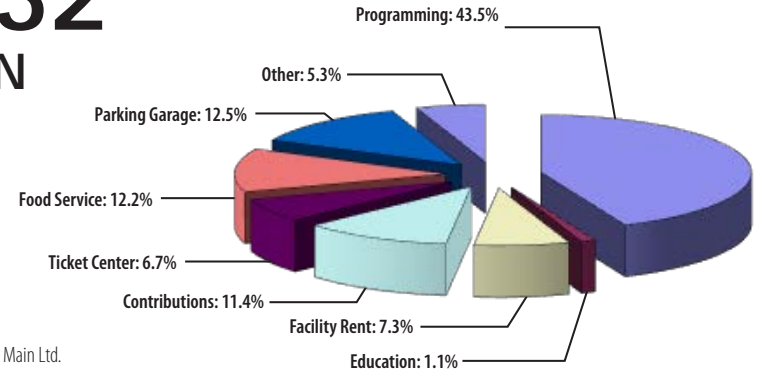
## \$23,750,166

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.

## OPERATING REVENUE BY SOURCE - FY 2019 (UNAUDITED)

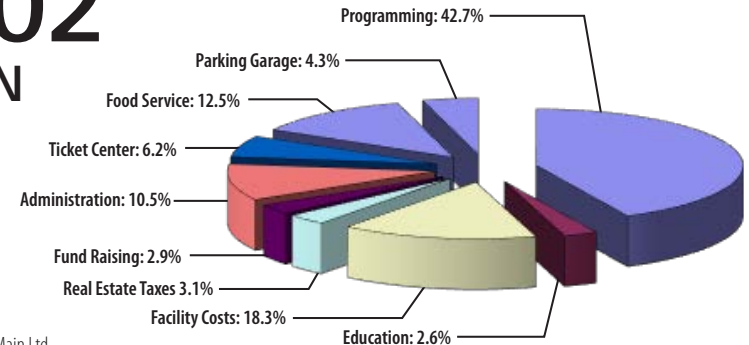
### \$13.732 MILLION



Note: Amounts exclude Second & Main Ltd.

## OPERATING EXPENSES BY SOURCE - FY 2019 (UNAUDITED)

### \$14.502 MILLION



Note: Amounts exclude Second & Main Ltd.



Victoria Theatre Association thrives on collaboration. 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.

## 2018-2019 COMMUNITY PARTNERS LIST

Belle of Dayton	Girls Inc.	Ponitz Career Technology Center
Boonshoft Museum of Discovery	Girl Scouts of Western Ohio	Prairies Youth Center
Boston Stoker	Greater Dayton RTA	Preble County Art Association
Brighter Connections Theatre	Grunder Landscaping	Prime Time Party Rental
Broadway Green Alliance	Heidelberg Distributing Company	Stivers School for the Arts Dance Ensemble
Buckeye Vodka	Human Relations Council	Sinclair Community College
The Carrs Photography	Indigo Life	Underdog Academy
Central State University Jazz Ensemble	Jack and Jill of America, Inc.	United Rehabilitation Services
Class Act Transportation	K12 Gallery	University of Dayton Theatre, Dance and Performance Technology Program
Crowne Plaza	Kettering Arts Council	Uno Pizzeria & Grill
Dayton Art Solutions	Life Enrichment Center	UpDayton
Dayton Children's Hospital	Legacy Christian Academy	WYSO
Dayton Contemporary Dance Company	ManaVision, Inc.	Wesley Community Center
Dayton Dance Collective	Metaphorically Speaking	Wright-Patterson Air Force Base, 88th Air Base Wing
Dayton Development Coalition	Montgomery County Board of Developmental Disabilities Services	WPAFB Airman Family Readiness Center
Dayton Gay Men's Chorus	Morris Home Furnishings	WPAFB Officers' Spouses' Club & Enlisted Spouses' Club
Dayton Public Schools	The Mural Machine	Wright State University Department of Theatre, Dance, and Motion Pictures
Dayton Sportcial	NCCJ of Greater Dayton	YES! for Youth
Deron Bell	The Oakwood Florist	YMCA of Greater Dayton
DKK Productions L.L.C.	OFF Productions & Signature Educational Solutions	YWCA Dayton
Digital Fringe	The Ohlmann Group	
Downtown Dayton Partnership	Pedal Wagon	
Echoing U & Echoing Connections	Perfection Group	
EbonNia Gallery	The Pine Club	
Finergy Global Solutions		
Five Rivers MetroParks		



## PARTICIPATING SCHOOLS

Archbishop Alter High School	Mechanicsburg High School
Carlisle High School	Miamisburg High School
Carroll High School	Milton-Union High School
Cedarville High School	Northmont High School
Centerville High School	Springboro High School
Chaminade Julianne Catholic High School	Stebbins High School
Dominion Academy of Dayton	Stivers School for the Arts
Fairborn High School	Tippecanoe High School
Franklin High School	Versailles High School
Kettering Fairmont High School	Wayne High School
The Miami Valley School	West Carrollton High School

## 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 preprofessional 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.



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





**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



**PNC Arts Annex**

Performance, education, and event space



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