



138 North Main Street  
Dayton, Ohio 45402

[www.victoriatheatre.com](http://www.victoriatheatre.com)

Arts Center Foundation



9 TO 5: THE MUSICAL  
© JOAN MARCUS

VICTORIA THEATRE  
ASSOCIATION



PATTY MALONY & THE CHIEFTAINS

476,313

attended performances & events at  
the Schuster Center, Victoria Theatre  
& The Loft Theatre...

202,155

attended VTA performances...

48,842

young people and adults impacted by VTA  
Education & Engagement programs...

## VISION

To enrich the lives, learning, and leisure of our community  
through the performing arts.

## MISSION

To strengthen the economic and artistic vitality of our  
community and arts partners through presenting quality and  
diverse arts experiences and through stewardship of our  
community's state-of-the-art performance venues.

# 2010/2011 COMMUNITY REPORT

Adam Jacobs as "Simba" and the ensemble in  
"He Lives in You" from *THE LION KING* National Tour.  
©Disney. Photo Credit: Joan Marcus.



MOOSE! THE MUSICAL



COCKTAILS WITH LARRY MILLER



AVENUE Q



CREOLE FOR KIDZ &  
THE HISTORY OF ZYDECO



BLUE MAN GROUP



THE SOUNDTRACK OF YOUR LIFE FEATURING JIMMY WEB, BARRY MAN & PAUL WILLIAMS

63,307

people enjoyed  
Citilites Restaurant  
& Catering Services...

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



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



# The Season at a Glance

► Disney's *THE LION KING* set new box office records during its four-week premiere engagement at the Benjamin & Marian Schuster Performing Arts Center in Dayton. The nearly sold-out engagement, part of Victoria Theatre Association's Miami Valley & Good Samaritan Hospitals Broadway Series, grossed over \$5.3 million at the box office and entertained nearly 70,000 patrons. 98.3% of the seating capacity for the 32-performance run was sold.

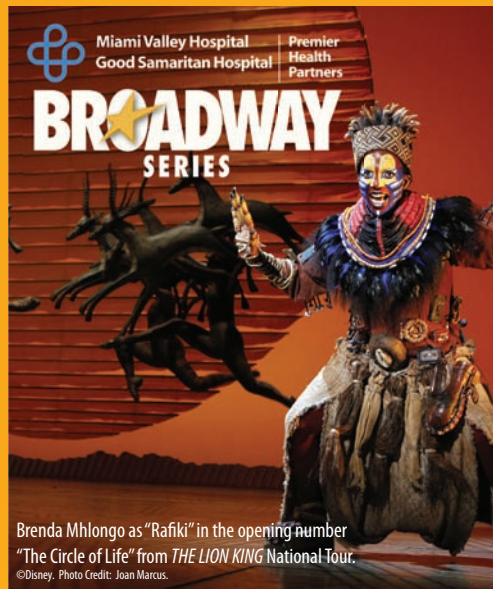
► For the fourth year, Fueling Education offered free Regional Transit Authority passes to more than 1,600 students and teachers, making it possible for them to attend the Physicians for Kids Discovery Series. The Convenience Stores of Speedway provided additional transportation funds for schools outside of Montgomery County.

► The KeyBank African-American Arts Festival continued its fifth year emphasizing our venues as unique gathering places for all of Dayton. The art exhibit, Visual Voices, continued as the centerpiece of the festival, with more than 13,000 viewers this year.

► The Chase Broadway Education programs - Background On Broadway, Varsity Broadway and Backstage Broadway - served 647 students and adults, including the five-day "Circle of Life" Varsity Broadway camp held in conjunction with Disney's *THE LION KING*, which hosted 93 area high school students hailing from as far away as Colorado and Michigan.

► This year's in-depth education project, *Until We Find Our Place*, built on the themes of leadership and community commitment found in Disney's *THE LION KING*. This year-long project connected 65 junior high and high school students with 15 Sinclair Community College mentors to help the students develop leadership skills and build self-confidence. Each quarter, the students completed a community service project and participated in a leadership seminar. The students came from various programs and schools: Building Bridges, Tower Heights Middle School, YWCA Girls, Inc., Al-Ka-Pals, Beavercreek High School, Archbishop Alter High School, Miamisburg High School and Dayton Early College Academy. In addition to providing all project participants with a ticket to see Disney's *THE LION KING*, VTA also provided tickets to Big Brothers Big Sisters, honoring the mentoring, leadership and service skills at work in our community through this organization. *Until We Find Our Place* is made possible through donations from The Dayton Power and Light Company Foundation, Dayton Rotary Club Foundation and anonymous donors.

► The Schuster Center Celebration Choir and Schuster Center Broadway Children's Choir continued to reach into the community with a total of 70 members.



► As a not-for-profit arts organization, VTA/ACF has a strong donor base of nearly 1,000 individual and 130 corporate donors who supported the organization to the tune of \$1.5 million this year.

► Our growing arts administration internship program has provided hands-on experience in marketing, sales, promotions, public relations, graphic design, development, education and event management to 19 college students in this year alone. Institutions participating in this program include Cedarville University, Central State University, Denison University, Miami University – Oxford, Ohio University, Sinclair Community College, University of Dayton, Wilmington College and Wright State University.

► The Mid-Day Arts Café, a new lunchtime series of arts offerings with support from the Monarch/Genesis Fund of The Dayton Foundation, launched this year to great success. The Series offers our arts partners and other organizations a downtown forum to preview or showcase their upcoming performances or events to interested adults – all presented with a tasty box lunch provided by Citilites at the Schuster Center.

## Services

**Ticket Center Stage:** This centralized ticketing service for the venues that VTA manages serves eight local arts organizations, as well as others who rent the venues, selling in excess of 315,000 tickets annually for \$10.6 million in sales.

**Citilites Restaurant & Bar:** For lunch during the week and for dinner before Schuster Center shows and now Victoria Theatre Broadway performances, Citilites provides a casual, yet elegant dining experience, serving more than 26,400 guests for total sales of more than \$400,000.

**Schuster Center Event Services:** With a wide array of catering and banquet options for events of all sizes, Event Services received top customer service ratings that have made the Schuster Center the place to host an event. 392 events were hosted serving more than 36,800 guests for total sales of more than \$1.07 million.

**The Arts Garage:** This clean, safe, and conveniently located parking garage near the Schuster Center provided parking for performances and for downtown business people on a daily basis, serving more than 211,548 motorists annually.

**Venue Management:** Dayton is blessed with incredible arts venues, and Victoria Theatre Association has the privilege of operating and maintaining the three professional facilities in downtown Dayton for the benefit of the community and the arts organizations that use these facilities. They include the historic Victoria Theatre, the state-of-the-art Benjamin & Marian Schuster Performing Arts Center, and the Metropolitan Arts Center, which includes offices, studios and The Loft Theatre. The cost of operating these facilities is tremendous; their operation is supported through fundraising and other revenue streams to ensure they are always available to the non-profit arts organizations at affordable rates.

**Volunteers:** Our volunteer corps of more than 800 volunteers provided necessary support to our operations by serving primarily as ushers at all performances at the three venues. 59,846 hours were given in service to the arts community by these dedicated individuals from all over the Miami Valley. This represented \$442,860 in donated labor.





# Collaborations

Victoria Theatre Association thrives on collaborations. They make all of us work stronger in lean times, and they inspire camaraderie among the non-profit community as we each seek to serve this region. It is our pleasure and privilege to partner with many of the Miami Valley's non-profit charitable, education, social service and arts organizations.

## COMMUNITY PARTNERS LIST

- Al-Ka-Pals
- Beavercreek High School
- Big Brothers Big Sisters of the Greater Miami Valley
- Blue Star Mothers
- Boonshoft Museum of Discovery
- Broadway Green Alliance
- Building Bridges a program of Montgomery County Juvenile Courts
- Dayton Children's
- Cityfolk
- Clear Channel Radio
- Dayton Ballet
- Dayton Chapter of the Links, Incorporated
- Dayton Public Schools
- Dayton Gay Men's Chorus
- Dayton Opera
- Dayton Philharmonic Orchestra
- Dayton YWCA
- EbonNia Gallery
- FilmDayton
- Food Bank, Inc.
- Generation Dayton
- Girls, Inc.
- The Greene
- Hannah's Treasure Chest
- Hispanic Chamber of Commerce
- The Human Race Theatre Company
- The Junior League of Dayton
- K12 Gallery
- Miamisburg High School
- The Muse Machine
- Sinclair Community College
- Smag Dance Company



- Stebbins High School
- University of Dayton Diversity Lecture Series
- Wright State University
- WYSO-Public Radio
- YWCA Dayton
- Zoot Theatre Company

## FAMILY ADVOCACY PROGRAM PARTICIPANTS

- Adriel
- Dare to be Great
- Deaf Community Resource Center
- Family Service Agency
- Greene, Inc.
- Isaiah's Place
- Life Resource Center
- Linda Vista Project
- Toward Independence, Inc.
- Unified Health Solutions
- WPAFB Airman and Family Readiness

# Economic Impact

Based on the calculator developed by the Americans for the Arts, the economic impact of Victoria Theatre Association and the Arts Center Foundation is considerable and far reaching.

**\$28,091,838**

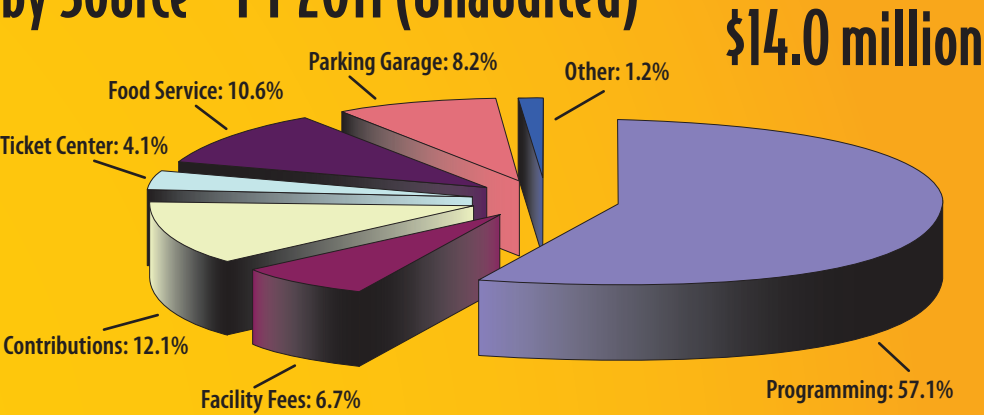
is the total impact of VTA/ACF on the Dayton metro area.

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.

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

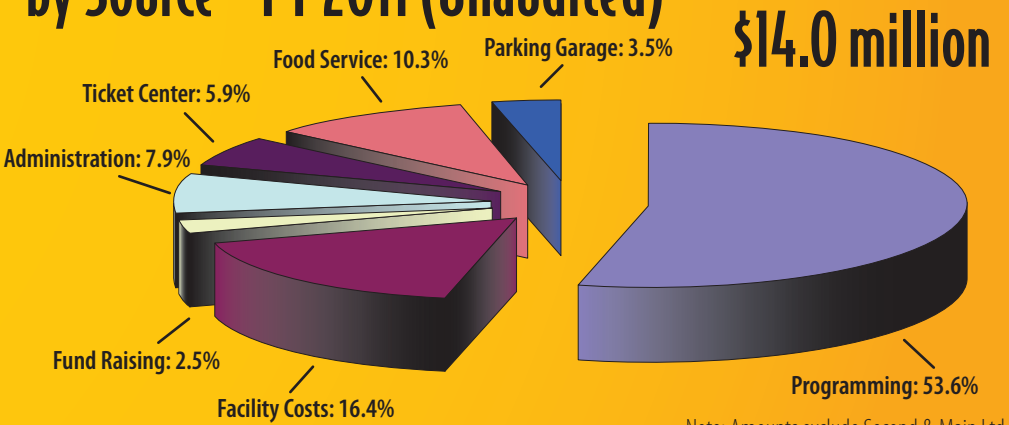
Victoria Theatre Association is a 501(c)(3) not-for-profit arts organization that employs 69 full-time and 64 part time-employees, excluding stagehands, wardrobe and musicians employed during the run of our shows.

## Operating Revenue by Source - FY 2011 (Unaudited)



Note: Amounts exclude Second & Main Ltd.

## Operating Expenses by Source - FY 2011 (Unaudited)



Note: Amounts exclude Second & Main Ltd.





It is our pleasure to report the activities of the 2010-2011 Season of Victoria Theatre Association (VTA) and the Arts Center Foundation (ACF) to the community. Season highlights include strong ticket sales for our presentations, increased fundraising, the launch of a new community engagement program, and the start of a plan to comprehensively manage our buildings and equipment.

The economic impact of our programs is significant in the region. During Disney’s *THE LION KING*, we were particularly pleased to partner with more than 25 downtown restaurants, hotels and other businesses to promote downtown Dayton as a great destination for everyone in the Miami Valley region and beyond. The economic value of Disney’s *THE LION KING* in the community exceeded \$18 million during the four-week nearly sold out run. Total annual economic value for all of VTA’s programs combined is estimated at \$45 million.

The organization continued an active leadership role in increasing collaboration among Dayton’s arts organizations through our new engagement program, the Mid-Day Arts Café, and new IT-based shared services initiatives, as well as ongoing support of the Dayton Opera, Dayton Ballet and many other organizations.

The VTA/ACF began developing a comprehensive ten-year plan that will help us determine ongoing capital requirements and the costs of maintaining our equipment and buildings in the future. We are also updating our strategic plan and beginning the planning phase to raise the significant funds that will be needed to ensure our buildings remain “state-of-the-art” for future audiences.

At this year’s Annual Meeting we will say good-bye and thank you to Patricia McDonald who has done an exemplary job as our Chairman for the past two years, and we will welcome Steve Miller as our new Chairman. As we look forward to the future with highly talented and engaged management and staff, volunteer corps, and Board of Trustees, we thank everyone – audiences, donors, community supporters and stakeholders – for their support, patronage and encouragement this season.



Photo by Ryan France

Ken Neufeld  
President & CEO

Pat McDonald  
Chair, Board of Trustees

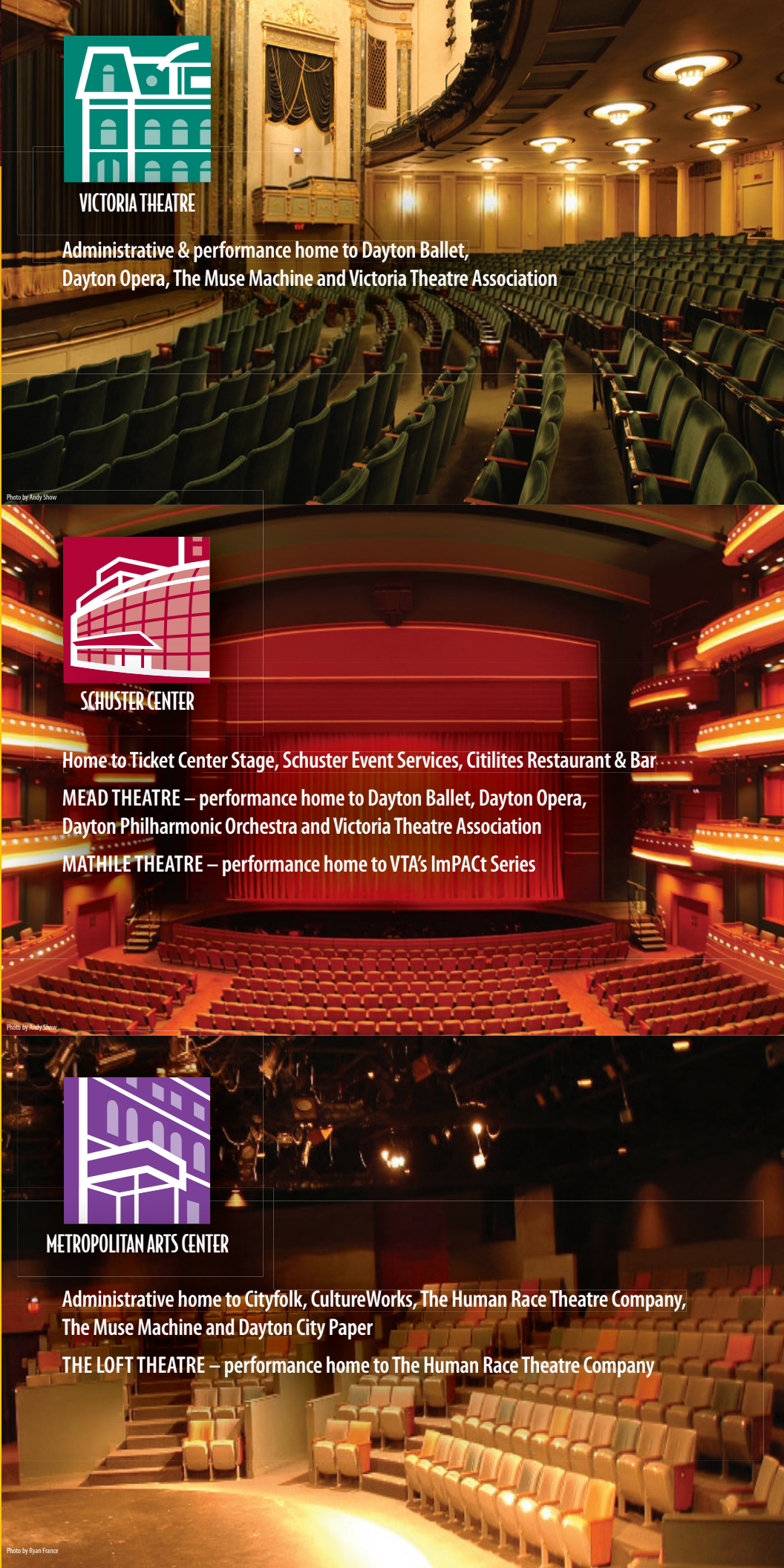
Steve Miller  
Vice Chair & Treasurer,  
Board of Trustees

VICTORIA THEATRE ASSOCIATION AND THE ARTS CENTER FOUNDATION BOARD OF TRUSTEES

Chair.....	Pat McDonald
Vice Chair & Treasurer.....	Steve Miller
Secretary.....	Frank Perez
Past Chair.....	Lou Mason

MEMBERS

Brian J. Anderson • Steven L. Beinlich • Karen Dunlevey • Neil Freund • Jeanette Harris  
 Ron Katsuyama • Albert W. Leland • William T. Lincoln • Shirley M. Nixon • Ed Purvis  
 Benjamin Schuster, MD • Richard Schwartz – Emeritus • Martha Shaker • Ginny Strausburg • Chris Wyse



VICTORIA THEATRE

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



SCHUSTER CENTER

Home to Ticket Center Stage, Schuster Event Services, Citilites Restaurant & Bar

MEAD THEATRE – performance home to Dayton Ballet, Dayton Opera,  
Dayton Philharmonic Orchestra and Victoria Theatre Association

MATHILE THEATRE – performance home to VTA’s ImPACT Series



METROPOLITAN ARTS CENTER

Administrative home to Cityfolk, CultureWorks, The Human Race Theatre Company,  
The Muse Machine and Dayton City Paper

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



# Programming

**Miami Valley & Good Samaritan Hospitals 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 largest and oldest performing arts series for children and families is designed to introduce children ages 5-10 to the magic of live performing arts through world-class performances at the Victoria Theatre.

**Universal 1 Variety Series:** This eclectic mix of performances at the Victoria Theatre is casual, contemporary, and sometimes irreverent, targeting a new, younger demographic than existing programming. Special thanks to Universal 1 for the previous three years of title support.

**Physicians for Kids Discovery Series:** Live professional touring theatre productions are presented for school children in grades PreK-9. Each production specifically enhances classroom curriculum and parallels Ohio Department of Education Academic Content Standards. The Series features literary classics, profiles important historic and contemporary figures, and explores important issues, such as self-esteem and social responsibility.

**Michelob Ultra Cool Films Series:** Movie goers enjoy classic films on the big screen at the Victoria – as well as free popcorn and soda in the lobby and a pre-show theatre organ concert on the Mighty Wurlitzer – during July and August.

**Star Attractions:** These non-series performances are scheduled to appeal to the broadest cross section of our community and may include blockbuster Broadway hits, cutting-edge Off-Broadway theatre, family-friendly shows and concerts.

**KeyBank African-American Arts Festival:** In its fifth year, the KeyBank African-American Arts Festival features an array of performances and events celebrating African-American culture and contributions to society. The centerpiece of the festival is the Visual Voices art exhibit at the Schuster Center. Curated by Willis “Bing” Davis of EbonNia Gallery, Visual Voices features the work of local African-American artists.

**Kettering Health Network Wintergarden Wonderland:** During the holiday season, the Schuster Center Wintergarden is transformed into a wonderland of holiday activities, including the famous Rike’s holiday displays, holiday music and more.

**ImPACT:** Through this innovative program, up-and-coming arts presenters and producers get the opportunity to use the Mathile Theatre at the Schuster Center for their performances at a significantly reduced rate and are assisted by our professional staff.

**Mid-Day Arts Café:** New this year, this innovative adult program gives Dayton’s arts organizations the opportunity to tell their stories in an informal lunchtime lecture/demonstration format in the Mathile Theatre.

**Education & Engagement:** In addition to programs already mentioned, our extensive Education & Engagement programs served nearly 50,000 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.