



138 North Main Street  
Dayton, Ohio 45402

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



WICKED  
MARCE DODD  
© JOAN MARCUS



SEUSSICAL  
© JOAN MARCUS

447,653

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

## 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.

Arts Center Foundation VICTORIA THEATRE  
ASSOCIATION

# 2009/2010 COMMUNITY REPORT

307,465

attended VTA presentations...

34,911

young people and adults affected by VTA  
Education & Outreach programs...

91,115

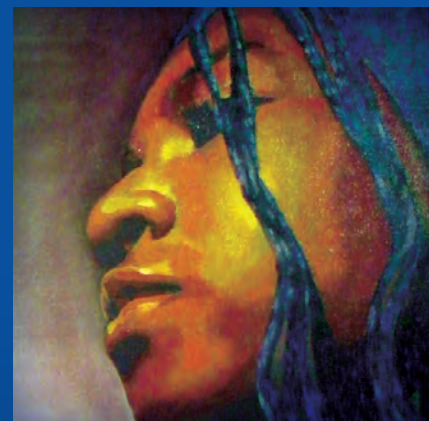
people enjoyed Citilites Restaurant  
& Catering Services.



FREEDOM TRAIN



SPENCERS' THEATER OF ILLUSION



VISUAL VOICES 2009



THE PHANTOM OF THE OPERA  
JOHN LUCIA AS THE PHANTOM &  
TERRY MARLOWAN AS CHRISTINE DAAE  
© CLOU A VON TIEDERMANN





We are pleased to present the Community Report for the 2009-2010 Season for Victoria Theatre Association and the Arts Center Foundation. The season saw improved financial results despite a difficult economic environment, record attendance for our programming and educational offerings, and the first year with our new President and CEO, Ken Neufeld.

We look back at the 2009-2010 season with a sense of pride and accomplishment. Due to the ongoing support of our stakeholders as well as the hard work and perseverance of an exemplary staff and Board of Trustees, Victoria Theatre Association and the Arts Center Foundation have been able to not only hold their own, but also to succeed strongly in what continue to be challenging times.

We have a great vision for VTA's future:

- We will communicate our values and mission to our community and stakeholders in even more concise and evocative ways.
- We will understand what the changing demographics and diversity of our community mean for our programming, our venues and our services.
- We will continue to provide an excellent experience for every patron, capitalizing on our ability to offer parking, dining and entertainment options.
- We will continue to learn more about our patrons and how we can better serve them.

We promise to continue the commitment to excellence represented by the 2009-2010 season. The successes outlined in this community report are a tribute to the community in which we live, work and play. We value our role as a member of the incredible Dayton cultural community and look forward to even more partnerships and collaborations in the future.

Thank you for your continued support.



*Pat McDonald* *Ken Neufeld*

**Pat McDonald**  
Chair, Board of Trustees

**Ken Neufeld**  
President & CEO

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

*Chair*..... Pat McDonald  
*Vice Chair*..... Steve Miller  
*Treasurer*..... Steven L. Beinlich  
*Secretary*..... Frank Perez

#### MEMBERS

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Richard Perales • Ed Purvis • Benjamin Schuster, MD • Martha Shaker • Ginny Strausburg • Chris Wyse

**AD-HOC (NON-VOTING)**  
Richard Schwartz



VICTORIA THEATRE

Photo by Andy Shaw



SCHUSTER CENTER

Photo by Andy Shaw



THE LOFT THEATRE

Photo by Ryan France



## 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.

**Young at Heart 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.

**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 fourth year, the KeyBank African-American Arts Festival features an array of performances and events celebrating African-American culture and contribution 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.

**Education & Outreach:** In addition to programs already mentioned, our extensive, multi-faceted Education & Outreach program serves thousands of students and adults each year with workshops, master classes, summer camps, performances, and lectures.



# The Season at a Glance

- The three-week premier of *Wicked* at the Schuster Center had a huge impact on the year's operations. More than 53,000 people from all over the region (as well as visits from as far as North Carolina and Arizona) attended performances generating an estimated economic impact of \$5,285,770. The "Changed for Good" Playwriting Contest — the educational component of the production — involved approximately 150 area high school and college students writing, directing, editing, acting, and developing over a dozen fresh new original plays.
- Now in its third year, Fueling Education offered free Regional Transit Authority passes to more than 1,200 students and teachers making it possible for them to attend the Physicians for Kids Discovery Series. Speedway/America provided additional transportation funds for schools outside of Montgomery County.
- The KeyBank African-American Arts Festival continued in its fourth year emphasizing our venues as unique gathering places for all of Dayton. The art exhibit, Visual Voices, with more than 9,000 viewers this year, continues as the centerpiece of the festival.
- The Chase Broadway Education programs – Background On Broadway, Varsity Broadway and Backstage Broadway – served 957 students and adults, including the three-day "Music of the Night" Varsity Broadway camp with 70 area high school students hailing from as far south as Cincinnati and continued as far north as Anna.
- The Schuster Center Celebration Choir and Schuster Center Broadway Children's Choir continue to reach into the community with a total of 80 members.
- The Physicians for Kids Discovery Series reached more than 31,000 students.
- VTA collaborated with Adam Friedson on the production of a new musical revue, *Broadway Holiday* as a part of the Miami Valley & Good Samaritan Hospitals Broadway Series.
- VTA "went green" in all of its venues in a recycling partnership with the Broadway Green Alliance and Waste Management.
- Premier Health Partners were the new title sponsor of the Miami Valley & Good Samaritan Hospitals Broadway Series!
- Universal 1 Credit Union returned for its third year as the title sponsor of the Universal 1 Variety Series.
- Heidelberg Distributing Company continues as the title sponsor of the Michelob Ultra Cool Films Series, dedicating the summer 2010 series to the memory of Esther L. Vontz and her passion for life, film and Victoria Theatre.
- Physician's For Kids returned as the title sponsor of the VTA's beloved Discovery Series for students.
- Kettering Health Network became the new title sponsor of the Kettering Health Network Wintergarden Wonderland.



# Collaborations

Victoria Theatre Association thrives on collaborations. They make all of us work stronger in lean times and they inspire camaraderie among the nonprofit 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.

**A Special Wish Foundation**

**Asian American Council  
and Japanese American  
Citizens League**

**The Children's Medical  
Center of Dayton**

**Cityfolk**

**Clothes that Work**

**Dayton Ballet**

**Dayton Gay Men's Chorus**

**Dayton Opera**

**Dayton Philharmonic Orchestra**

**Dayton Visual Arts Center**

**EbonNia Gallery**

**Habitat for Humanity**

**Human Race Theatre Company**

**The Humane Society of Greater Dayton**

**The Junior League of Dayton**

**K12 Gallery**

**The Muse Machine**

**The National Conference  
for Community  
& Justice of Greater Dayton**

**Outreach for Animals**

**Peachez, Inc.**

**Sinclair Community College**

**University of Dayton**

**Zoot Theatre Company**



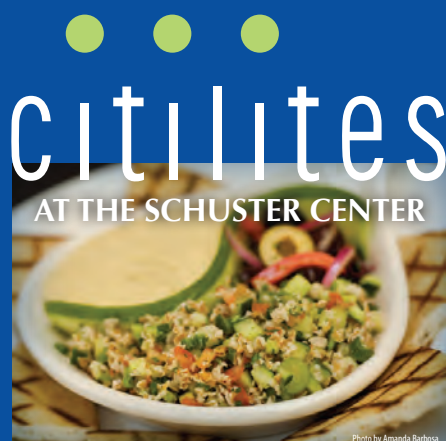


# Services

**TICKET CENTER STAGE:** This centralized ticketing service for the venues we manage serves six local arts organizations, as well as others who rent the venues, selling in excess of 300,000 tickets annually for \$9.5 million in sales.



**CITILITES RESTAURANT & EVENT SERVICES:** For lunch during the week and for dinner before a Schuster Center performance, Citilites provides a casual, yet elegant dining experience. 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.



**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. During the 2009-2010 season, a campaign to brand the garage as "The Arts Garage" was launched, including adding the arts-related images on the windows to enhance the visual appeal of the structure and tie it visually to the Schuster Center.



**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 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.



# 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.

**\$27,865,000**

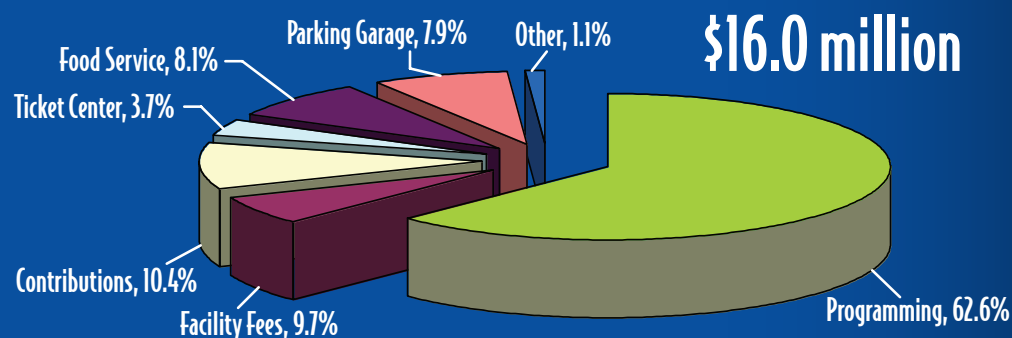
is the total impact of VTA/ACF on the Dayton metro area.

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.

661 full-time equivalent jobs in our community are supported by the expenditures made by VTA/ACF and its audiences. On its own, VTA/ACF employs 65 full time and 66 part time employees, not including stagehands, wardrobe and musicians employed during the run of our shows.

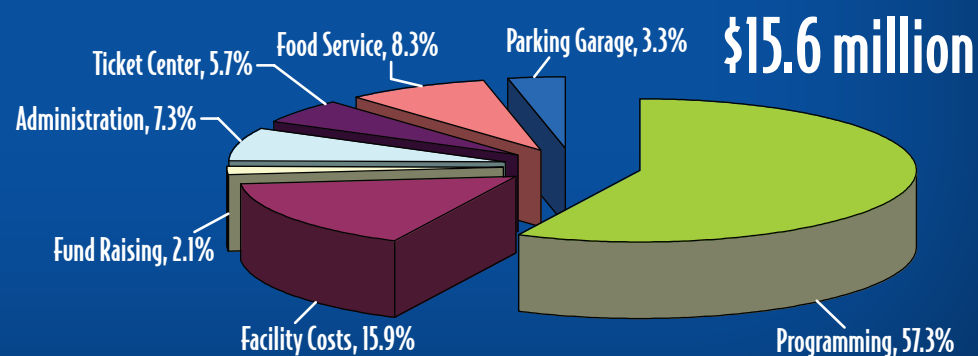


## Operating Revenue by Source - FY 2010 (Unaudited)



Note: Amounts exclude Second & Main Ltd.

## Operating Expenses by Source - FY 2010 (Unaudited)



Note: Amounts exclude Second & Main Ltd.