

Dear friends of Dayton Live,

The 2019-2020 Season was one of ups and downs, highs and lows. Our Premier Health Broadway Series kicked off with two premieres in the fall and a splendid holiday season featured brand-new animated display boxes in tribute to the original Rike's Christmas Windows. Hundreds of students were engaged with Saturday Discovery Classes and weekday student matinees.

But after the first of the year, things changed. On the heels of rolling out our new brand identity, **Dayton Live**, and announcing the Broadway lineup for 2020-2021, the State of Ohio's orders regarding the COVID-19 pandemic caused our venues to be closed and hundreds of performances, classes, camps and events to be canceled. This pandemic poses a long-term threat to our entire industry, but we remain hopeful for the future.

Because of the leadership and hard work of **Dayton Live** Board of Trustees, staff, and volunteers, and the support of donors, patrons and sponsors all over the Miami Valley, we continue to look forward to the time when we can again gather for life-changing performances in state-of-the-art venues.



Ty Sutton
President & CEO
Dayton Live

Chris Wyse Chair, Board of Trustees Dayton Live

2019-2020 DAYTON LIVE BOARD OF TRUSTEES

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Rodney Veal





DID YOU KNOW...

- **Dayton Live**, formerly Victoria Theatre Association, 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 **Dayton Live** are tax deductible.
- **Dayton Live** owns and operates the Victoria Theatre, the Benjamin & Marian Schuster Performing Arts Center, the Metropolitan Arts Center (home to The Loft Theatre), The Arts Garage, and the PNC Arts Annex.
- Resident companies Dayton Performing Arts Alliance (Dayton Ballet, Dayton Opera and Dayton Philharmonic), The Human Race Theatre Company, Dayton Gay Men's Chorus, Dayton Contemporary Dance Company, Dayton Dance Initiative, and Muse Machine are valued tenants of the buildings we own and operate. Their success is integral to our success.
- 4 Dayton Live reaches out into our community and beyond with Education & Engagement programs that touch more than 100,000 lives each year.
- Dayton Live normally has an economic impact of \$25 \$28 million each year. (This sum represents the total dollars spent by **Dayton Live** 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.) For the 2019-2020 Season, that economic impact was cut in half by the COVID-19 pandemic.



DAYTON LIVE

Your home for arts, culture & entertainment

Dayton Live elevates a thriving downtown experience as the primary host and presenter for performing arts in the region. Our mission is to strengthen community engagement in the arts through inspiring performances, educational opportunities, and world-class venues.

Dayton Live, located in the heart of downtown Dayton, is one of the city's premier not-for-profit arts organizations and amongst the largest real estate owners in downtown proper. We present more than 300 performances for all ages and interests each year, including touring Broadway, comedians, concerts, films, and family shows. We own, operate and maintain the Benjamin & Marian Schuster Performing Arts Center, Victoria Theatre, the PNC Arts Annex, and Metropolitan Arts Center (home of The Loft Theatre) for the benefit of the community and the arts organizations that use them. We also own and operate The Arts Garage.





Located in the blocks between First and Second Streets and Main and Ludlow Streets, this vibrant arts district is home to Dayton's finest professional and pre-professional performing arts organizations. Rental fees and other costs are greatly subsidized for these nonprofit arts organizations – called Resident Companies – which are integral to our robust arts community here in the Dayton region and to **Dayton Live's** success:

DAYTON CONTEMPORARY DANCE COMPANY dcdc.org

DAYTON PERFORMING ARTS ALLIANCE daytonperformingarts.org

DAYTON BALLETdaytonperformingarts.org/ballet

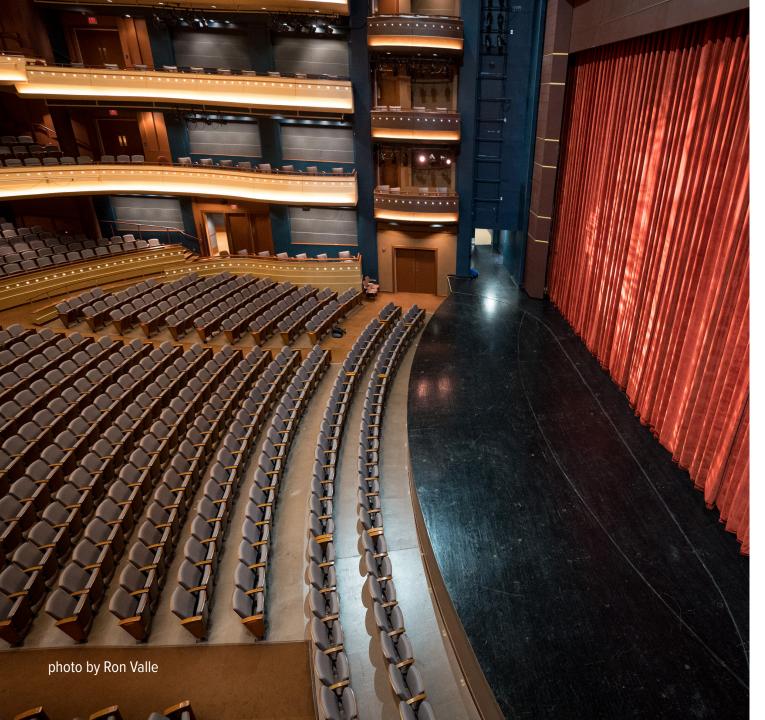
DAYTON OPERA daytonperformingarts.org/opera

DAYTON PHILHARMONIC ORCHESTRA daytonperformingarts.org/philharmonic

THE HUMAN RACE THEATRE COMPANY humanracetheatre.org

MUSE MACHINE musemachine.com

Dayton Dance Initiative, Dayton Gay Men's Chorus, Dare2Defy, The Playground and Underdog Academy also use **Dayton Live** venues on a regular basis.



RESPONDING TO THE CORONAVIRUS PANDEMIC

The 2019-2020 Season represents a time unlike any other. **Dayton Live** and the entire arts and entertainment industry faced unprecedented circumstances beginning in March 2020 when our venues were required to close, and the performing arts season abruptly ended. **Dayton Live** staff followed the State of Ohio's executive orders restricting mass gatherings as the coronavirus pandemic spread. With a focus on the health and safety of our patrons, volunteers, and staff, our performing arts facilities remain shuttered with nearly 300 performances and events postponed indefinitely or canceled completely, resulting in millions of dollars in revenue lost.

Our communications efforts were given over to making sure patrons knew about canceled and rescheduled performances. A banner on the **DaytonLive.org** website announced scheduling updates with a link to the growing number of changes. Weekly emails with updates on performance schedules went out to our database and to specific show ticket holders. Ticket agents working from home communicated with

patrons personally, talking through ticket options, and simply being a friendly voice from the outside world. Many generous individuals agreed to donate the value of their tickets back to **Dayton Live** in lieu of receiving a refund. Others opted to receive a gift certificate for the amount or kept the amount on credit to be applied to their Season Tickets for the next season. But still, hundreds of thousands in refunds were issued.

Through layoffs and furloughs, those employed by **Dayton Live** were reduced by 85%, with many of those who remain taking deep salary decreases. Staff access to our performing arts facilities has been restricted, and a limited crew maintains the buildings while they are not in use. We have networked with our peers around the country, sharing best practices during quarantine and plans for reopening when that time comes. Ty Sutton, along with Facilities Vice President Darrell Abner, worked closely with Cleveland's Playhouse Square, the Columbus Association for the Performing Arts, and the Cincinnati Arts Association to advocate at the state level for a successful reopening of our venues for large gatherings.

While the last quarter of this year has been unlike anything we could have imagined, **Dayton Live** staff and Board members remain committed to safely opening our theatres again and bringing people together as the region's home for arts, culture, and entertainment.



DAYTON LIVE BY THE NUMBERS

143

Performances Canceled (including 63 **Dayton Live** presentations)

44

Dayton Live Education Events/Programs Canceled

32 Rehearsals Canceled

115
Private Events Canceled

334
Total Events Canceled

64,195 Tickets Returned
29,059 of which were for Dayton Live presentations

\$696,279 in Tickets Refunded

\$470,705 of which were for Dayton Live presentations

\$908,195 in On-Account Credits for future use by the patron

\$605,558 of which were for Dayton Live presentations

WHAT'S IN A NAME?

This season, Victoria Theatre Association engaged in a major undertaking: changing its public-facing name and identity – a rebranding.

We are no longer known as VTA or Victoria Theatre Association, a name that tended to be associated with only one of our four incredible arts venues. We are now **Dayton Live**. **Dayton Live** is not just a new look and a new logo. It's a whole new identity that proudly recognizes its legacy in this community and looks forward in anticipation of the bright future ahead for Dayton, especially for its creative communities.

And this wasn't a snap decision. A series of focus groups held during the early fall, along with responses to online surveys, provided impressions and perceptions of who we are, what we do, and what our role in the Dayton region is. We worked with the acclaimed Dayton-based agency Real Art, with additional support from VellalNC, to ask strategic questions about the personality of Victoria Theatre Association, its differentiators, and a vision for the future.



IS NOW

DAYTON LIVE





Much of what we heard confirmed what people had been telling us for years – really since the Benjamin & Marian Schuster Performing Arts Center opened. Many were confused. Many, despite our best efforts, thought the Victoria and the Schuster were competitors. Since the merger of the Dayton Philharmonic, Dayton Opera, and Dayton Ballet into the Dayton Performing Arts Alliance, the confusion has grown. The opening of the PNC Arts Annex last year further enlarged our campus of downtown arts venues and underlined that our name no longer fit our identity.

All these comments and feedback informed the brand strategy developed by Real Art in tandem with our staff. We wanted something broad that could encompass everything that happens in our venues – the Schuster Center, the Victoria Theatre, the Metropolitan Arts Center with The Loft Theatre, and the PNC Arts Annex. We wanted something that emphasized the energy of bringing people together from all over our region in a shared live experience. After many meetings and discussions, **Dayton Live** emerged as the new brand.

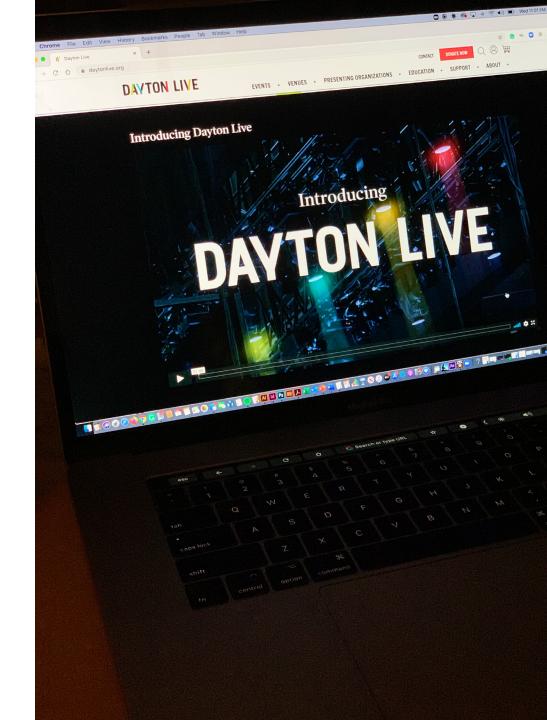
Dayton Live brings people together as the region's home for arts, culture, and entertainment. That's who we are. That's what we're about.

The most significant part of this rebranding process was the birth of a new website that married the former TicketCenterStage.com ticketing website with VictoriaTheatre.com. The previous websites each had frustrating flaws, especially the lack of a current, mobile-friendly site that featured performances at all our venues. The new **DaytonLive.org** marks a new era in the arts in Dayton.

The new **DaytonLive.org** website is easily searched by performance name, presenting organization, art form, or date. As a result, you can quickly discover all the fabulous live arts and entertainment experiences and education programs available to you at the Schuster Center, Victoria Theatre, PNC Arts Annex, and The Loft Theatre – all on one website. You can easily select your seats with view from seat functionality, make donations to any of the presenting organizations represented, exchange your subscription seats, or add seats to your order – all at **DaytonLive.org**. And you can do so whenever and wherever you like.

It was important to us that our resident companies benefit strongly from this new website. The Dayton Performing Arts Alliance (Dayton Ballet, Dayton Opera and Dayton Philharmonic), The Human Race Theatre Company, Dayton Contemporary Dance Company, Dayton Dance Initiative, Dayton Gay Men's Chorus, Muse Machine, and other groups that use our venues all receive even more recognition, more page views, and more ticket sales because of their prominence on the new **DaytonLive.org** website.

Give **DaytonLive.org** a whirl – from your phone, tablet or desktop – and see how intuitive the navigation is. We welcome your feedback at **info@daytonlive.org**.



PROGRAMMING

Dayton Live's strategic plan includes redefining what relevant programming looks like in our community by diversifying presentations and focusing on inclusion. To achieve this, staff members are building relationships with national agents to book a variety of entertainment that is accessible to everyone in price and interest. Some performance highlights from the first nine months of the season include the award-winning production of ONCE ON THIS ISLAND, quitarist TREY ANASTASIO, singer-songwriter LYLE LOVETT, comedian SEBASTIAN MANISCALCO, BLUE NOTE RECORDS' 80TH BIRTHDAY CELEBRATION: THE STATE OF JAZZ 2019, the 20th anniversary tour of RENT, the return of BLACK VIOLIN, and the addition of wildly popular CLASSIC ALBUMS LIVE concerts, among others.



Dayton Live continues to offer and maintain support for the following programs:



Bringing the hottest touring Broadway shows to Dayton



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



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



Featuring acclaimed Nat Geo adventurers and speakers telling their stories with video and stunning photography

sponsored by Subaru of America & Wagner Subaru



Showcasing a variety of bands and musical artists in the intimate acoustics of the Victoria Theatre

VISUAL VOICES DAYTON SKYSCRAPERS

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



Unveiling an amazing makeover of the Rike's Holiday window displays this season, including new boxes, designs and costumes – to the delight of Miami Valley families



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



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



Serving bargain-seeking patrons with monthly email notifications of specially priced seats for various shows

EDUCATION & ENGAGEMENT

More than 32,000 children and youth participated in education and engagement activities in this shortened season.

Dayton Live strives to meet the needs of area schools and students, ensuring as many young people as possible experience enriching arts education programs as part of their academic journey. Activities designed for students in grades K-12 included the Discovery Series, featuring performances during the school day where students experienced professional theatre productions in the Victoria Theatre in downtown Dayton.

In addition, **Dayton Live** remained committed to providing sensory-friendly programming designed for families with members with an autism spectrum disorder. Three performances were planned within the Dayton Children's Family Series and Sensory Adventure Classes focusing on acting, teamwork, and vocal projection skills were planned as part of the Saturday Discovery Classes.

In response to the health and safety measures implemented during the COVID-19 pandemic, **Dayton Live's** Education & Engagement team created and produced a digital show called "Dayton Live...Live!" Over seven episodes, this new platform featured local artists, performances, interactive activities for families at home, and more, reaching nearly 14,000 viewers.

Each year, **Dayton Live** partners with Shango: Center for the Study of African American Art and Culture, and Willis "Bing" Davis, exhibit curator and director of EbonNia Gallery, to display an exhibit of art by local African-American artists inside the Schuster Center. This year's exhibit, at the Schuster Center February 8-April 5 and titled "2020 Dayton Skyscrapers," featured the work of African-American visual artists from the Miami Valley.



QUOTES FROM PARTICIPANTS:

- "Don't stop this amazing experience for our students in the Dayton area. For many students, this is the only opportunity for students to be exposed to theater events.
- **Terrific! Great play, actors, volunteer staff and a great experience for my students. It is so nice to read a book and then have the opportunity to see a live play.
- "The show was phenomenal. The singing, dancing and acting were top notch. Our kindergarten students loved it. It was very age appropriate and after studying Mo Willems's books, they recognized the reference to other books. Thank you for this wonderful experience.



Saturday Discovery Classes during the fall months were filled with more than 350 young people attending eight-week sessions to learn acting fundamentals; scene, costume and lighting design; choreography and dance techniques; and spoken word. This program is unique in Dayton, filling a need with area families and developing strong relationships with young audience members of the future.

Master classes and after-school theatre camps where students learned from theatre professionals and **Dayton Live** staff continued to enrich students' arts learning. The **Dayton Live** Teen Usher & Ambassador program engaged area young people with the organization in a unique way, providing volunteer experience and job shadowing opportunities.

Programs like Background on Broadway (pre-show discussions about touring Broadway shows) and Bagels and Broadway (morning sessions where patrons hear from technicians and watch crews during load-in) continued to be very popular. In addition, The Teacher's Lounge brought local educators together for networking prior to attending the opening night of a Broadway show at a reduced ticket price.

MIAMI VALLEY HIGH SCHOOL THEATRE AWARDS

Plans to recognize and celebrate outstanding achievements of our community's dynamic high school theatre programs and students through the Miami Valley High School Theatre Awards (MVHSTA) program shifted from in-person to online activities for the 2019-2020 Season.

Dayton Live launched "MVHSTA May" on social media, showcasing young artists from 24 high schools. A digital awards celebration, that included a surprise visit to present the Theatre Director of the Year award to Robin Brown from Versailles High School, was a huge hit. Close to 15,000 people were reached by this virtual celebration of high school theatre programs.

- 1. Centerville High School's production of Once Upon A Mattress
- 2. The Miami Valley School's production of John Lennon And Me.
- 3. Fairborn High School's production of Fiddler On The Roof.
- 4. W.E. Stebbins High School rehearsing.
- 5. MVHSTA workshop at Scenic Solutions.
- 6. Mechanicsburg High School's production of Once Upon A Mattress.





SERVICES

VENUE MANAGEMENT

Dayton is blessed with incredible arts venues, and Dayton Live 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 PNC Arts Annex. The cost of operating these facilities is tremendous – with or without performances happening on their stages. The operation is supported mainly through fundraising to ensure these venues are always available to the nonprofit arts organizations at affordable rates.

DAYTON LIVE TICKET OFFICE

This centralized ticketing service, formally known as Ticket Center Stage, serves seven local arts organizations, as well as others who rent the venues, usually selling in excess of 315,000 tickets annually and generating \$11.1 million in sales. For the 2019-2020 Season, those numbers were 254,000 tickets for \$9.6 million in sales with 7% of that income returned to the customer, 6% donated back to the presenting organization, and 9% held on account for future ticket purchases.

VOLUNTEERS

Our volunteer corps of close to 600 volunteers provides vital support to our operations by serving primarily as ushers at all performances in our four venues. In an average season, over 54,000 hours are given in service to the arts community by these dedicated individuals from all over the Miami Valley. During the shortened 2019-2020 Season, 32,476 hours were donated.

CITILITES AT THE SCHUSTER CENTER RESTAURANT & BAR / CATERING & EVENTS

Over the years we've reported on number of guests and total sales for Citilites at the Schuster Center. However, when considering the complete picture, the costs of running the restaurant and catering operation were staggering and were seldom covered by sales. In 2019, Elite Catering was contracted to take over the catering and events side of the business and in January 2020, the difficult decision was made to close Citilites for major renovations. A new concept in pre-performance food and beverage service will open in fall 2021.

THE ARTS GARAGE

Owned and operated by **Dayton Live**, 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. In an average season, the Arts Garage serves more than 420,000 motorists. This season that number dropped significantly due to the venues being closed and performances being canceled.

As part of continuing efforts to creatively connect with our community, we installed a digital billboard on The Arts Garage, increasing our visual presence in downtown Dayton. Advertising for upcoming events – any and all that occur in our venues – is seen by an average of 27,000 adults driving or walking by each day, not to mention performance traffic.



ECONOMIC IMPACT

The economic impact of **Dayton Live** on the Dayton region is tremendous. Last season it was nearly

\$24 million.

For the 2019-2020 Season,

the economic impact of **Dayton Live**dropped to \$13 million

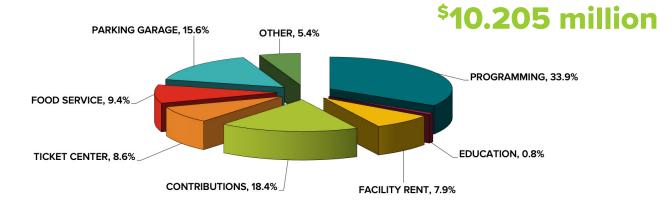
due to months of mandated closure.

This sum represents the total dollars spent by

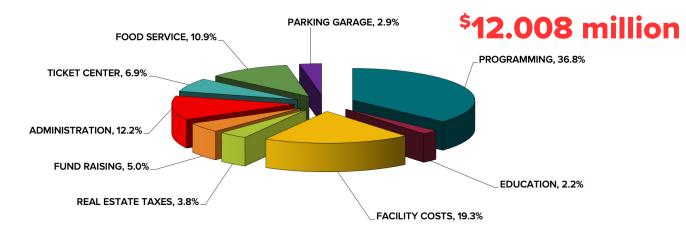
Dayton Live and its audiences, including
event-related spending by audiences, which is
estimated using average dollars spent per person
by arts event attendees in similarly
populated communities.

Based on the Arts & Economic Prosperity V Calculator from Americans for the Arts.

OPERATING REVENUE BY SOURCE FY 2020 (UNAUDITED)



OPERATING EXPENSES BY SOURCE FY 2020 (UNAUDITED)



Dayton Live 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.

COMMUNITY PARTNERS

Belle of Dayton

Boonshoft Museum of Discovery

Boston Stoker

BradyWare

Brighter Connections Theatre

Broadway Green Alliance

Buckeye Vodka

The Carrs Photography

Carter Fraser

Central State University Jazz Ensemble

Class Act Transportation

Crowne Plaza

Dayton Art Solutions

Dayton Children's

Dayton Contemporary Dance Company

Dayton Dance Initiative

Dayton Development Coalition

Dayton Gay Men's Chorus

Dayton Public Schools

Dayton Sportcial

Deron Bell

DKK Productions L.L.C.

Digital Fringe

Downtown Dayton Partnership

Echoing U & Echoing Connections

EbonNia Gallery

Elite Catering

Fifth Third Bank

Finergy Global Solutions

Five Rivers MetroParks

Girls Inc.

Girl Scouts of Western Ohio

Greater Dayton RTA

Grunder Landscaping

Heidelberg Distributing Company

Human Relations Council

IronRoad

Jack and Jill of America, Inc.

K12 Gallery

Kettering Arts Council

Key-Ads

Life Enrichment Center

Legacy Christian Academy

Logos@Work

ManaVision, Inc.

Metaphorically Speaking

Montgomery County Board of Developmental Disabilities Services

The Ohlmann Group Pedal Wagon Perfection Group The Pine Club PNC Bank Ponitz Career Technology Center **Port Technology Prairies Youth Center Preble County Art Association Prime Time Party Rental Scenic Solutions Stivers School for the Arts Dance Ensemble Sinclair Community College Thompson Hine LLC**

United Rehabilitation Services University of Dayton Theatre. Wesley Community Center Wright-Patterson Air Force Base, 88th Air Base Wing WPAFB Officers' Spouses' Club & Enlisted Spouses' Club

Taylor Communications

Dance and Performance

Technology Program

Uno Pizzeria & Grill

WDPR Classical

Wilderness Agency

WPAFB Airman Family

Readiness Center

UpDayton

WYSO

Underdog Academy

Wright State University, Department of Theatre. Dance, and Motion Pictures YES! for Youth **YMCA of Greater Dayton YWCA Davton MIAMI VALLEY HIGH SCHOOL THEATRE AWARDS PARTICIPANTS: Bethel High School Carlisle High School Carroll High School Cedarville High School Chaminade Julienne Catholic High School Centerville High School Dominion Academy of Dayton Eaton High School**

Fairborn High School Franklin High School **Kettering Fairmont High** School **Mechanicsburg High School Miamisburg High School The Miami Valley School Milton-Union High School Northmont High School Springboro High School** Stivers School for the Arts **Tippewcanoe High School Versailles High School Wayne High School** W.E. Stebbins High School **West Carrollton High School Wilmington High Schooll**

COVID-19 AND THE ARTS

FINDING ANSWERS, FOLLOWING THE DATA

The COVID-19 pandemic changed our lives in 2020. There were, of course, many concerns, but one that stood out to us was when patrons would feel safe returning to our theatres. To help us determine what the future may hold, **Dayton Live** is participating in two separate, ongoing, international research projects: Culture & Community in a Time of Crisis: A Special Edition of Culture Track and the Audience Outlook Monitor.



Culture Track is a national online survey of audience behaviors, attitudes, motivations, and barriers to cultural participation, which has been conducted by LaPlaca Cohen since 2001. Culture & Community in a Time of Crisis: A Special Edition of Culture Track is a new collaboration between LaPlaca Cohen and Slover Linett Audience Research. The study aims to shed light on how arts and culture organizations can address the hopes, fears, and needs of Americans during and following the COVID-19 pandemic.

The initial survey took place in April and May 2020 with organizations of all sizes and disciplines across the country, including **Dayton Live**, sending it to an audience sample. More than 120,000 survey responses from all 50 states, Washington, D.C., Puerto Rico, and two Canadian provinces were received. A second wave will occur in September 2020.



This international research project is a partnership between AMS Analytics and WolfBrown, industry leaders in analytics and consumer research. The Audience Outlook Monitor is a cohort study of 32 major Performing Arts Centers (PACs) across North America, as well as around the globe.

Starting in late May, **Dayton Live** began deploying survey emails every two weeks to different portions of its database and will continue to do so through December. In addition to receiving data about how our patrons are responding, we can look at how the audiences of other Ohio presenters (CAPA in Columbus, Playhouse Square in Cleveland, and the Aronoff Center in Cincinnati) compare, among others.

PERFORMING ARTS ORGANIZATIONS JOIN FORCES IN DAY OF GIVING

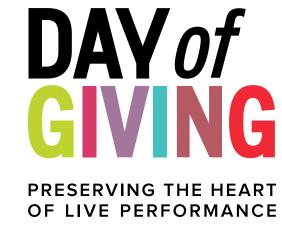
This summer, **Dayton Live** joined forces with the other not-for-profit arts organizations that perform in our venues to raise funds to ensure their very existence into the future. Day of Giving: Preserving the Heart of Live Performance was the first-ever digital fundraising event. Held on June 25, 2020, the event was completely digital via social media (Facebook and Instagram @DaytonLive365) and the **DaytonLive.org** website.

More than \$68,000 was raised in total donations across all six groups participating: Dayton Contemporary Dance Company, Dayton Dance Initiative, Dayton Gay Men's Chorus, **Dayton Live**, Dayton Performing Arts Alliance (Dayton Ballet, Dayton Opera, and Dayton Philharmonic), and The Human Race Theatre Company. Perhaps more importantly, more than 300 gifts were made during the event, many of which were from first time donors. Gifts were accepted through July 3, 2020.

The costs associated with launching this virtual fundraising event – from website upgrades and technical needs to promotional support – were underwritten by PNC Bank with additional support from

The Schiewetz Foundation. Media partners also provided promotional support, including Key-Ads, Dayton Public Radio, WYSO 91.3 FM, iHeart Radio, Alpha Media, Cox Radio and Dayton 24/7 Now (WRGT Fox45 and WKEF ABC22).

The Day of Giving began at noon and continued until 10 p.m. Throughout the day, **Dayton Live** and its resident companies posted videos to Facebook and Instagram accounts and at the top of each hour a different organization told stories and shared their organization's unique brand of art. Everyone joined together for a Happy Hour at 5 p.m. People were invited to make donations to the organization of their choice (or a combined fund shared by all the groups) via the **DaytonLive.org** website or by texting CREATE to 243 725. The new text to give technology, an investment **Dayton Live** made in 2018, gave donors a quick and simple way to donate directly from their phones.



SPECIAL THANKS

In this year of crisis and transition, it seems more appropriate than ever to show appreciation for **Dayton Live's** tremendous staff and volunteers. We started the fiscal year with 155 employees plus hundreds of stagehands and other artisans. Due to the venue closures and performance cancellations associated with the COVID-19 Pandemic, we've reduced those employed by **Dayton Live** by 85%. More than one third of our staff had been with the company for more than 10 years. Our volunteers are equally loyal. We started the season with nearly 600 active volunteers, 44% of whom have been volunteers for more than 10 years.



ANNUAL FUND | PRESIDENT'S CIRCLE

Dayton Live is pleased to acknowledge the following prestigious members of the President's Circle. Their contributions of \$1,500 or more to our Annual Fund are an investment in the cultural and economic life of our region. Members ensure our financial stability; their gifts are also translated into scholarships for thousands of school children to attend the Discovery Series.

IMPRESARIO (\$10.000 AND ABOVE)

- + Charles D. Berry Foundation
- Kate and Steve Hone
- Donald M. and Dorthea Hunt Spindler Endowment Fund
- ◆ Kettering Family Philanthropies
- Bill and Jackie + Lockwood Foundation
- + Lou and Steve Mason
- + Richard A. Mullen
- The Jesse and Caryl Philips Foundation
 The Schiewetz Foundation
- + Rick and Jane Schwartz
- + David Wyse
- The Wyse Family Foundation
- ◆ Everett and Marge Yowell

PRODUCER (\$7,500 TO \$9,999)

Christopher and Jamie Wyse

DIRECTOR (\$5,000 TO \$7,499)

Bob and Betty Fritschie

- Ruth I. and Henry H. Hoefer
 Memorial Fund
- James Kurek and Linda Black-Kurek
- → Dr. and Mrs. D. Weeks, II
- ◆ Betsy and Lee ◆ Whitney
- Darden and Debbie Whitaker
 Mikki White

PLAYWRIGHT (\$2,500 TO \$4,999)

- + Tom and Babs Bettcher
- John and Beth Ey
- → Drs. Kirby and Rita Heritage
- Hieronymus Family Fund, Inc.
 Jeffrey Levine
- → Janet and Don Grieshop
- Wendy and Vince Lewis
- Dave London and Kim Dinsmore
- + Dale and Karen Medford
- Ken and Nancy Quinter
 John and Tanya Rhodes
- → Dominick and Peg Rinaldi
- + Martha and Mark Shaker
- Harold and Marie Shanks
 Bill and Kelly Stone
 Diane Tobey

Bonney and Chris Walther

STAR (\$1,500 TO \$2,499)

Robert and Elizabeth Ball

- Joe and Maryann Bausman
 Greg and Lisa Benedict
- Steve and Jo BeinlichDavid and StephanieDickersonBob and Donna Duplain

Carol Echols

Lance and Laura Fletcher

- Wm. Minott Gaillard
 Mr. Brian Gleason and
 Mrs. Vickie Gleason
- + Sammye Harrison
- ◆ Larry and Susan Hodapp
- Drs. Robert and Lynn JensenMark Keeton
- + Eric and Lela Marcus

Ms. Marla Schuster-Nissan

- + Ed and Fran O'Shaughnessy

 Jeff Peterson
- + Diane and Bill Schaff
- Bernard and Carole
 Rabinowitz Philanthropic

 Fund of the Jewish
 Federation.

Synchrony Financial

- + Bill and Cynthia Uhl
- Toni and Bill Winger

Susan and Randy Woods

Robert, Melissa and Michaela Young

Ray Wylam

- ◆ 10-Year Luminary Donor
- **→ 25-Year Luminary Donor**
- Deceased

Dayton Live is proud to acknowledge our special Patrons. Their annual gifts bridge the gap between ticket prices and the rising costs of bringing only the very best shows and educational programing to our community.

STAGE MANAGER (\$750 TO \$1,499)

Gary and Rachel Auman

Barlow Family

Art and Kathleen Bauer

Robert J. Belisle

Kevin and Karen Bressler

Thomas and Suzanne Brown

Cal and Nancy Busch

Steven and Molly Cobb

 Robert and Donna Miles Curry

Dr. David DeSantis

Carol Echols

Emerson Climate Technologies, Inc.

Laura Enzbrenner and Bob Eling Dr. Robert R. and Beverley Gardner

Larry S. Glickler and Charles L. Quinn, Jr.

- Col. Lee Schatzley and Carol Graff
- Susan and Joe Gruenberg
- Bruce and Mayumi Hall
- Keith and Claire Hoffman

The Juhascik Family

- Al and Fern Leland
- Gary L. Leroy
- Bill and Sally Lincoln

Louise and Stan Maher

Roger and Carol McClure

David and Jamie McGillivary

John and Kathleen McKeon

- ◆ Carol and Vail Miller
- + Bob and Linda Nevin
- Dr. Robert and Beverly Orosz
- ◆ Ronald Dean Patrick
- Jeanette and Jim Patton
- Judy Payne

Sandi Pfennig

Bill and Helen Pflaum

- → Col. and Mrs. Wayne C. Pittman, Jr.
- Dr. and Mrs. Robert C. Prophater

Patricia A. Riley

Diane and Bill Schaff

Debra J. Serie

- Rich and Jackie Siefring
- Thomas and Roberta Smigel

Mrs. Rajesh K. Soin

Patti Stoll

- Rick Stover and Tawnya Darlington
- Susan and Randy Woods

DESIGNER (\$300 TO \$749)

Jeremy & Savannah Adams

- Allan and Nancy Anderson
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Ensuring the vitality of Dayton's premier performing arts venues

In January 2020, **Dayton Live** celebrated the success of The Next Stage Campaign, an initiative to increase our endowment to help ensure the care and maintenance of the Miami Valley's iconic performing arts venues. More than 840 gifts were received from individual, corporate, foundation and government donors. Gifts were largely designated to **Dayton Live's** endowment with many others designated for current use projects and as planned gifts for the future. New gifts and pledges made through The Next Stage Campaign totaled more than \$17 million.

The Campaign celebration in the Schuster Center Wintergarden included the unveiling of new etched glass panels along the promenade recognizing gifts of \$5,000 and above. **Dayton Live's**

Campaign leaders and Board of Trustees expressed their heartfelt thanks to each and every donor who made an investment in the future of our region's performing arts facilities.

While The Next Stage Campaign has come to a close, the need to invest in and grow **Dayton Live's** endowment is ongoing. Please consider making a gift to the endowment or one of three special endowed funds: The Neufeld Fund for Innovative Programming; The JoAnn Brown Legacy Fund to support training in the fields of arts management and/or venue management; and The Scholarship Fund to provide support for people of all ages to attend **Dayton Live** programs and educational initiatives. For more information please contact Ricia Ballas, Vice President – Development, at 937-461-8195 or at ricia.ballas@daytonlive.org.

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 - Samaritan Behavioral Health
- + Projects Unlimited, Inc.
- Subaru of America
- & Wagner Subaru
- Universal 1 Credit Union
- Winsupply and The Winsupply
 Family of Companies

DIRECTOR (\$10,000 TO \$14,999)

Alpha Media

- Boston Stoker
- Oakwood Florist
- Miller-Valentine Group
- Scenic Solutions
- Think TV

PLAYWRIGHT

(\$5,000 TO \$9,999)

- **Esther Price Candies Corporation**
- **Greenpoint Metals**
- Kettering Health Network
- Marion's Piazza
- MakGregor Management
- Perfection Group, Inc.
- **RSVP Upscale Offers**
- +WYSO Pubic Radio/91.3FM

OFFICIAL PARTNERS

Our Official Host is



Preferred Beer & Wine Provider



The Official Coffee Provider



The Official Energy Sponsor



Dayton Live acknowledges with gratitude the ongoing support of these government agencies.





CORPORATE GIVING PARTNERS

We would like to thank our Corporate Giving Partners who are committed to helping **Dayton Live** enrich our community by providing quality entertainment, education and artistic engagement programs.

GOLD (\$2,500 TO \$4,999)

Burke Orthodontics

Copp Integrated Systems

Dayton Magazine

Dayton Parent Magazine

Digital Fringe

LCNB National Bank

McGohan Brabender

The Pine Club

Wilderness Agency

Xcelsi Group

SILVER (\$1,000 TO \$2,499)

Alliance Printing / API

Centerville Noon

Optimist Club

Dayton Art Solutions

U! Creative

Uno Chicago Grill

BRONZE

(\$500 TO \$999)

Brixey & Meyer

Logos@Work

Superior Dental Care

EDUCATION PARTNERS

We would like to thank our Education Partners whose support helps open the door of live theatre to students throughout the Miami Valley.

SCHOOL LEVEL PARTNER (\$5,000 AND ABOVE)

The Berry Family Foundation

Dayton Children's

Greater Dayton Regional

Transit Authority

Steve & Kate Hone

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Perfection Group, Inc.

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Charitable Fund

→ The Frank M. Tait Foundation

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DKK Productions

Arts Midwest Touring Fund

- ◆ The Kuntz Foundation
- **♦ 10-Year Luminary Donor**
- **→ 25-Year Luminary Donor**

THE MERRY MAKEOVER

On November 26, 2019 we unveiled four new Rike's Display Boxes as part of Wintergarden Wonderland in the Schuster Center with our friends from Scenic Solutions, Dayton Sewing Collaborative, Koch and Associates, and donors and sponsors in attendance. These four boxes join the two that were unveiled in November 2018. We cannot thank all our sponsors, donors and the creative team enough for their creativity, partnership and continued support of this Dayton tradition. If you would like to help with ongoing annual maintenance of the display boxes, donate online at daytonlive.org/rikes-holiday or call 937-461-8197.



THE MERRY MAKEOVER

DAYTON LIVE WOULD LIKE TO RECOGNIZE THE FOLLOWING MERRY MAKERS!

Mr. and Mrs. William E. Baird

Dwight and Marsha Bartlett

Adele Becker

Anonymous

Nancy Brown

Ginger Cates

Brad and Betsy Clapp

James C

Jeanine Clark

James Clay

John and Patti Clifford

Cox Media Group

Colleen Crews

Susan B. Davis

Sandra Dean

Dayton Sewing Collaborative

Carter de Werd & Connie Strobbe

Carol M. Dohner

Mr. and Mrs. Mark Dues

Don and Sue Dugan

Kim and Michael Duncan

Carol Echols

Libby and Ken Elbaum

Ann Farrell

Paul Fogarty

Jean Franz

Nancy Frydryk

Jackie Fultz

Mary Gladdis

Robert Gajda

Ginny Gambrell

Lynn and David Goldenberg

Peter S. and Carol Corr Greis

Mr. & Mes. Dale F. Grimes

Ms. Kathy Hagerty

Robert and Shirley Hill

Margaret Hollon

Robert and Deborah Howard

Dan and Nancy Huffman

In Memory of Marian Huffman

John and Kathy Jahoda

Constance Jann

Virginia Jennings

Sonnie Kasch

William and Michele Keeley

Karen Kelly

Kettering Family Philanthropies

Jennifer Koesters

Anthony and Tonya Kolker

Bob and Lynn Kos

Sherley Kurtz

Jane Marie Kwiecinski

Laurito + Laurito

Joe and Kelly Lehman

In loving memory of Eleanor and

Jocelyn Ann James

Gary L. Leroy

Janice Manheim

Louis Anton Mann

In memory of Nicholas Anton

Jeffrey and Peggy Markland

Frederick and Holly McConnaughey

Judy Meckstroth
Carol Ann Miller

Errol and Mildred Newman

Lelia Oliver

Jeanette and Jim Patton

Col. (Ret.) and Mrs. James Pendergast

Shirley Planet

Dr. and Mrs. Robert C. Prophater

Lynda Ream

Amy and Barry Reed

Mary Retter

Gregory and Vicky Rozelle

Howard & Patricia Sales

Scenic Solutions

Rick and Debbie Schmidt

Theodore and Linda Lou Sheline

Betsy and Mike Shepard

Sarah Sillin

Bonita S. Small

Judy Smith

Sally Struthers

Linda Taulbee

Jacqueline and J. Bradford Tillson

Vectren

Timothy and Margaret Wallace

Diane Warner

Mr. and Mrs. William Winger

Ray Wylam



THE LEGACY SOCIETY

THE LEGACY SOCIETY HONORS THE FOLLOWING FRIENDS WHO HAVE MADE THE DECISION TO INCLUDE VICTORIA THEATRE ASSOCIATION/DAYTON LIVE IN THEIR ESTATE PLANS.

+ Helen and Charles Abramovitz
 Brenda D. Arnett

 Fred and Joy Bartenstein
 Mr. and Mrs. William D. → Bloebaum, Jr.
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- Helen B. Farrenkopf
 Larry S. Glickler and Charles L. Quinn Jr.
- Dorothy and Albert Harbach
 Marjorie L. and Jon G. Hazelton
- Ruth I. and Henry H. Hoefer, Sr. Memorial Fund
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DAYTON LIVE