

DAYTON LIVE

COMMUNITY REPORT
2022 - 2023





MISSION & VISION

The mission of Dayton Live is to strengthen community engagement in the arts through inspiring performances, educational opportunities, and world-class venues.

Our vision is that Dayton Live elevates a thriving downtown experience as the primary host and presenter of performing arts in the region.

Dayton Live brings people together as the region's home for arts, culture, and entertainment.

Dayton Live, located in the heart of downtown Dayton, is one of the city's premier not-for-profit arts organizations. We present more than 300 performances and events for all ages and interests each year, including touring Broadway, comedians, concerts, and other forms of performing arts entertainment. We operate and maintain the Benjamin & Marian Schuster Performing Arts Center, the Victoria Theatre, the PNC Arts Annex, and the 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.



THANK YOU

Dear Friends of Dayton Live:

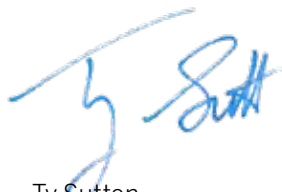
Looking back at the last 12 months one word comes to mind: community. The 2022-2023 season was filled with critically acclaimed performances, new and exciting classes, workshops, and events in our many venues for the Dayton community. Audiences came out in record numbers to support many different types of performances and events and continue to make Dayton a regional destination for Arts and Culture.

We continued to increase our staffing numbers, surpassing those pre-pandemic. Thank you to our Board, staff and volunteers who are committed to providing you a world class experience in our venues. We welcomed a new Board Chair and new Trustees. Thank you to those who continue to give their time and expertise to our organization. Our volunteer team served over 32,000 hours, equating to just under \$1M in labor savings for Dayton Live. We could not succeed without them.

As we look ahead, this community's continued support will allow us to invest in accessible and innovative programming while maintaining and improving the venues so integral to the success of a thriving Downtown Dayton.

We enter this new season with gratitude and excitement for all the experiences ahead and look forward to seeing you soon.




Ty Sutton,
President & CEO




Dave S. Dickerson,
Board Chair



BOARD AND LEADERSHIP

2023 - 2024 Board of Trustees

OFFICERS

Chair	Dave S. Dickerson , President – Midwest Business Development, Miller Valentine Construction
Vice Chair	Erin R. Davis , Partner – Taft Law
Past Chair	Chris Wyse , President & CEO – Projects Unlimited
Secretary	Jon Hale , Vice President Wealth Management – The Hale Group at Morgan Stanley
Treasurer	David McGillivray , Director, Taxation – Air Transport Services Group
EDIA Committee Chair	Terra Williams , President & CEO – YWCA Dayton

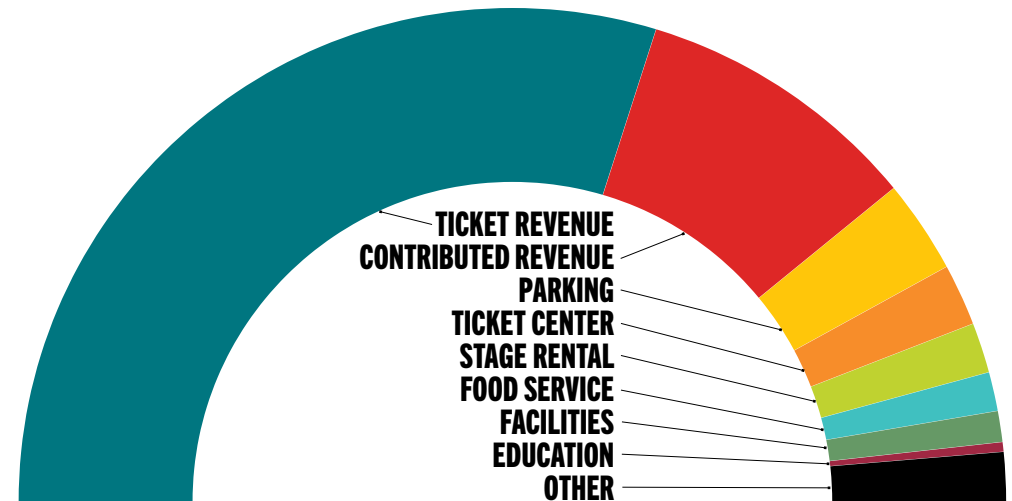
MEMBERS

Mark Bailey, Jr.	Architect – US Air Force
Sally Berry	MBA Director & Lecturer – University of Dayton
Dwight Dewberry	Vice President & Marketing Manager – PNC Organizational Financial Wellness
Kamna Gupta	Vice President, Shared Services – Winsupply Inc.
Kurt Knapke	Vice President, Solution Strategy, Cold Chain – Copeland
Albert Leland	Community Volunteer
Marla Schuster Nissan ..	Attorney/Legal Recruiter – Alan Roberts & Associates
Casey Ott	Global Commodity Leader – GE Aviation
Rick Peters	Chief Strategy Officer – Tenet3
Diane Pleiman	President – Premier Physician Network
Rodney Veal	Completion Coordinator – Sinclair Community College, Television Host – ThinkTV/CET Connect

We boost the greater Dayton economy by over
\$33M annually,
bringing the equivalent of
996 full time jobs
to downtown Dayton!*

*Based on the calculator developed by the Americans for the Arts, the economic impact of Dayton Live is considerable and far-reaching. 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.

DAYTON LIVE



...welcomes over
400,000
guests
into our facilities
each year.



...audiences come from
83 of the **88**
counties and from
100 school
districts.



...operates and
maintains all
of its facilities
at a cost of over
\$208,000
per month.

...is a **501(c)(3) nonprofit tax exempt organization.**
Your donations are tax deductible!

HIGHLIGHTS

NATE BARGATZE

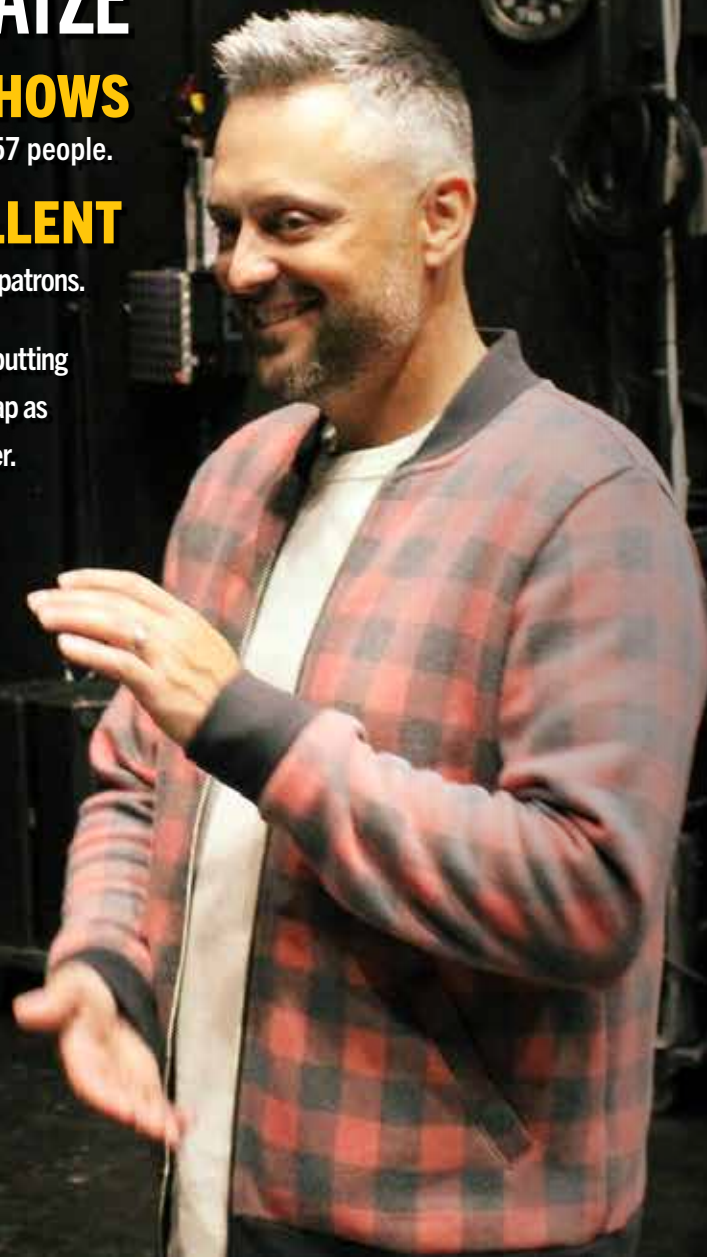
3 SOLD-OUT SHOWS

with Nate Bergatze - 6,957 people.

91.56% EXCELLENT

performance rating from patrons.

Successes like these are putting
Dayton Live on the map as
a comedy presenter.



DISNEY'S FROZEN

26,164 PEOPLE - including countless **PRINCESSES!**

3300 cookies,

1115 feature cocktails,

836 feature mocktails, and

800 snack boxes.



Caroline Bowman as Elsa, and the Company of *FROZEN* North American Tour.
Photo: Dean van Meer.

HIGHLIGHTS

LES MISÉRABLES

OVER 17,000 PEOPLE attended.
ALMOST 2,000 HOUSEHOLDS
were **NEW TO DAYTON LIVE.**

LES MISÉRABLES was the most successful engagement
of the season (surpassing all other past engagements).

*"I have seen Les Misérables 9 times over the years ...
This was the best production I have seen. The set was
mesmerizing, the lights and sound superb, the vocals
were exquisite and the music direction was spot on."*

*"The show was outstanding - made me appreciate the
importance of having a large venue like the Schuster
to be able to accommodate shows & sets that the much
more intimate Victoria simply can't handle.
Bravo Dayton!"*

*"Best show of the year. Love the online ticket exchange.
Staff handled the sold-out event with poise!"*

"Red and Black" - Devin Archer as Enjolras and company in LES MISÉRABLES.
Photo: Matthew Murphy & Evan Zimmerman for MurphyMade.

A SOLDIER'S PLAY

92.8% EXCELLENT RATING

on quality of the performance from audience surveys.

19% OF PATRONS attending were
NEW TO DAYTON LIVE.

“A Soldier’s Play was unequivocally one of the best I’ve ever experienced, anywhere!”

“Great seats and a great play! It was our first since moving to Dayton and you did not disappoint!”

“When exiting the theatre, we heard someone echo our thought that this is one of the best performances that they’ve ever seen.”



HIGHLIGHTS

SUGAR SKULL! A DÍA DE MUERTOS MUSICAL ADVENTURE

1117 STUDENTS experienced the student matinees
of this **BILINGUAL** musical about the
DAY OF THE DEAD and Mexican culture.

Dayton Live participated in the
Dayton Day of the Dead Parade & Festival.

STARBUCKS CAFÉ

We made
79,912 TRANSACTIONS
and went through
3,700 LBS OF COFFEE
since we opened in the Summer of 2022.



DAVTON LEE

HIGHLIGHTS



DAYTON LIVE CREATIVE ACADEMY

986 SATURDAY CLASS pupils,
217 SUMMER CAMP participants,
96 WORKSHOP students.



MIAMI VALLEY HIGH SCHOOL THEATRE AWARDS

2761 participant students, **1377** patrons,
30 adjudicators, **31** artists, & **26** schools.

We had
352 STUDENTS PERFORMING
during the Showcase and gave away
420 AWARDS.

Our two Miami Valley High School Theatre Awards nominees - Patrick Comunale (Centerville High School '23) and Maggie Weckesser (Chaminade Julianne Catholic High School '24) spent 10 days in New York City in June as nominees in the National High School Musical Theatre Awards - The Jimmy Awards. They spent the time working with Broadway professionals and 94 other high school nominees from across the country. They made their Broadway debuts at the Minskoff Theatre on June 26th at The Jimmy Awards ceremony.

LOOKING FORWARD

DISNEY'S THE LION KING

- In June 2024 we will host this spectacular production's fourth visit to the Schuster Center and the Miami Valley.
- Historically the Disney megahit has reached the broadest cross-section of our community and is financially successful at the same time.
- 24,000 people are anticipated in attendance, which will have a huge impact not only for the region but also for Dayton Live in ticket fees, performance bar sales, Starbucks sales, and Arts Garage fees.

Company of *THE LION KING* on Broadway. Circle of Life.
Photo by Matthew Murray ©Disney.

THE KITE RUNNER

- This critically-acclaimed production, based on Khaled Hosseini's best-selling novel, comes to the Victoria Theatre in May 2024 in partnership with The Human Race Theatre Company.
- As Dayton Live continues its exploration and commitment to Equity, Diversity, Inclusion, and Accessibility, productions like this help us reach new communities in our region and foster understanding and acceptance through the experience of live theatre.

Photo by Joan Marcus.



VICTORIA THEATRICAL LIGHTING PROJECT

- A new electrical dimmer system for the Victoria Theatre is in the plans for the 2023-2024 Season at the expense of \$1.2 million.
- The current system is 35 years old using incandescent and halogen lighting systems, both of which have become obsolete – not to say energy inefficient. An upgrade to modern LED technology is critical. The probability of a lighting malfunction or failure is increasingly high.
- This project is part of a capital campaign to launch formally in April 2024 with a goal to raise \$25 million in necessary funds to maintain and improve these Dayton Live facilities for years to come.

2023 & BEYOND



Photo by Linda Phillips.

THE IMPACT OF EDUCATION & ENGAGEMENT PROGRAMMING

We wouldn't exist without our mission to strengthen community engagement in the arts – and a huge part of that is the amazing educational opportunities we offer each season. We can't wait to see those faces light up and imaginations take wing with the possibilities that arts education will introduce to thousands of young people from across the greater Dayton region.



30 different classes
8 weeks of **SUMMER CAMPS,**
between **12** different camps, **9** after-school intensives
4 Teacher's Lounges, **30 SCHOOLS**
& school systems involved in **MVHSTAS.**

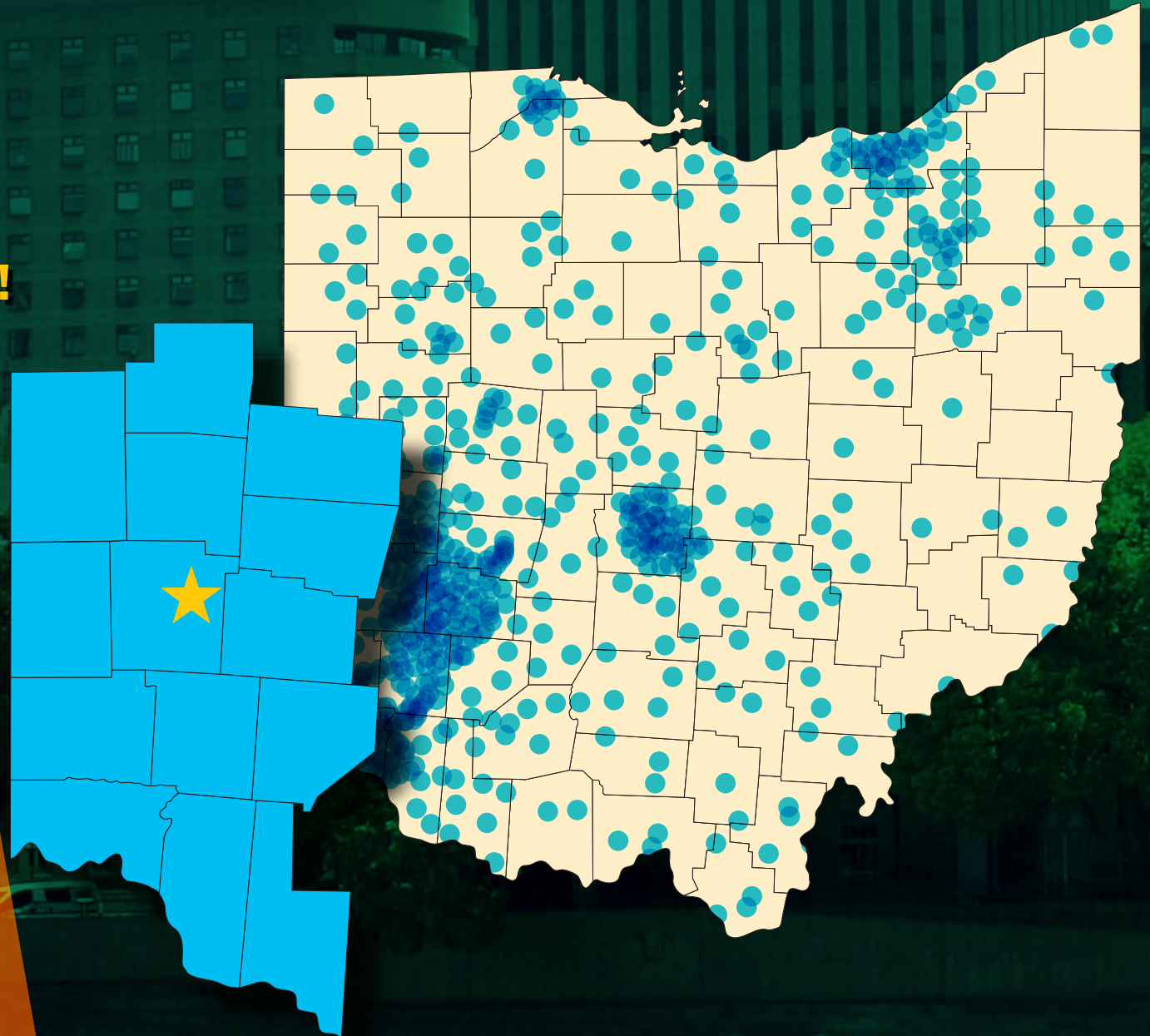
OUR REACH

DAYTON LIVE REACHES FAR AND WIDE

Our ticketing database includes patron accounts from
83 of the **88 COUNTIES** in Ohio —
and from **48 ADDITIONAL STATES!**

And we're reaching new people!

45% of those with Dayton Live events in their accounts
this season were completely new to us!

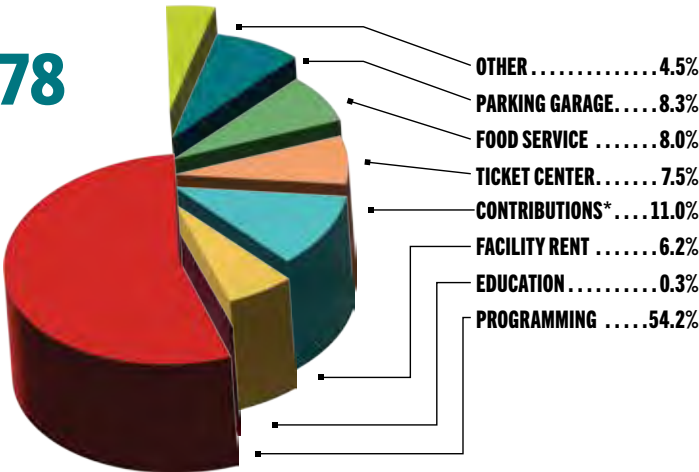


FINANCIALS

Operating Revenue by Source Fiscal Year 2023

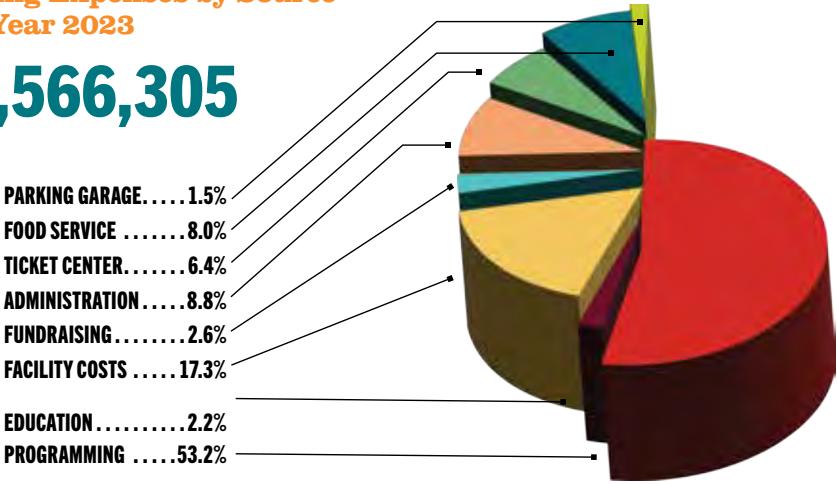
\$19,895,778

* Does not reflect one-time Grant Of
\$1.5 million from State of Ohio



Operating Expenses by Source Fiscal Year 2023

\$19,566,305



• Volunteers – 32,000 hours = nearly \$1 Million in labor savings to Dayton Live!

DAYTON LIVE

Dayton Live supports five resident companies
with subsidized rates and services:
DAYTON PERFORMING ARTS ALLIANCE
(DAYTON PHILHARMONIC, DAYTON OPERA, DAYTON BALLET)
DAYTON CONTEMPORARY DANCE COMPANY,
THE HUMAN RACE THEATRE COMPANY,
THE MUSE MACHINE
and DAYTON DANCE INITIATIVE

THANK YOU SPONSORS

We would like to thank our Corporate Sponsors who support Dayton Live's mission to strengthen community engagement in the arts through inspiring performances, educational opportunities, and world class venues.

DIAMOND

(\$40,000+)

Lexus of Dayton
Premier Health
Atrium Medical Center
Fidelity Health Care
Miami Valley Hospital
Premier Physician Network
Samaritan Behavioral Health
Upper Valley Medical Center
Projects Unlimited
Winsupply and The Winsupply
Family of Companies

PLATINUM

(\$30,000-\$39,000)

Dayton Children's Hospital

GOLD

(\$20,000-\$29,999)

Brady Ware & Company CPAs
and Business Advisors
Carter Fraser
Heidelberg Distributing Company
U1 Credit Union

SILVER

(\$10,000-\$19,999)

Bernstein's Fine Catering
Bethany Village/Graceworks
Lutheran Services
Copeland Brand Products
Grunder Landscaping

Wagner Subaru
White-Allen
European Auto Group
Wright State University

BRONZE

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

10 Wilmington Place
Cintas
Crane Consumables
The Flower Shoppe
The Hale Group
at Morgan Stanley

Miller Valentine Construction
The Pine Club
Thompson Hine
WilmerHale

FOUNDATION SUPPORT

We would like to thank local and regional foundations for their support in providing community-wide access to performing arts experiences.

AES Ohio Foundation

Berry Family Foundation

Caresource Foundation

Charles D. Berry Foundation

The Disability Foundation

The Iddings Foundation

Kettering Family Philanthropies

The Kuntz Foundation

Lockwood Family Foundation

GOVERNMENT SUPPORT

We would like to thank our government funders for improving the quality of life within our communities through their support.

Montgomery County Arts
and Cultural District

ARPA Arts Grant Program
administered by the Ohio
Department of Development

Ohio Arts Council

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.

Betty Fritschie

Copeland

Larry Dale

Stephen and Kate Hone

Dr. Dannette Richards
and Dr. Eric Geiman

Taft Law

The Lambert Family

The Wyse Family Foundation



DAYTONLIVE.ORG

(937) 228-7591

**Benjamin & Marian
Schuster Performing
Arts Center**

1 WEST SECOND STREET
DAYTON, OHIO 45402

Victoria Theatre

138 NORTH MAIN STREET
DAYTON, OHIO 45402

PNC Arts Annex

46 WEST SECOND STREET
DAYTON, OHIO 45402

The Loft Theatre

126 NORTH MAIN STREET
THIRD FLOOR
DAYTON, OHIO 45402

The Arts Garage

107 NORTH LUDLOW STREET
DAYTON, OHIO 45402