

PLAYBOOK

LIMITED ENGAGEMENT IN DAYTON, OHIO

ACT II

DAYTON LIVE

SPOTLIGHT **ON THE** **FUTURE**

Invest in Dayton. Invest in DAYTON LIVE

Schuster Center / Victoria Theatre / The Loft Theatre
PNC Arts Annex / The Arts Garage

LETTER FROM THE PRESIDENT & CEO AND CHAIR

Dayton Live is at the heart of our community—bringing the magic of live performance to life in historic and beloved venues like the Benjamin & Marian Schuster Performing Arts Center, the Victoria Theatre, the Metropolitan Arts Center (home to The Loft Theatre), and the PNC Arts Annex.

These venues are more than just buildings—they're where memories are made, stories come alive, and our community comes together.

Unlike many performing arts organizations across the country, Dayton Live independently owns and operates its venues. This means we alone are responsible for the care, preservation, and maintenance of more than 700,000 square feet of historic and high-use downtown property. Many of these spaces are aging. The Victoria Theatre is over 150 years old, and the Schuster Center, a modern icon, is now more than twenty years old. The systems, equipment, and infrastructure in these buildings are reaching the end of their useful life. Upgrades and renovations are urgently needed to keep them safe, functional, and world-class.

This is why in 2024 Dayton Live embarked on this capital campaign to

address mission-critical renovations. We saw the need to act proactively and boldly to preserve these landmarks—not only for the artists and patrons of today, but for future generations.

In addition to launching a transformational capital campaign, Dayton Live also made a long-term commitment to sustainability by significantly investing in our endowment which has grown almost 60% in the last 10 years. This endowment is not just a financial asset—it's a promise to our community that the care and stewardship of our historic venues will remain a priority.

This capital campaign will help preserve the places where Dayton gathers, celebrates, and dreams, and it will help Dayton Live continue to serve as a cultural and economic cornerstone for our city. Together, we can ensure that the show will go on for generations to come.



Gabriel van Aalst
President & CEO,
Dayton Live



Erin Davis
Chair, Dayton Live
Board of Trustees;
Vice President,
Corporate Affairs,
CareSource

THE CAST



Benjamin & Marian Schuster
Performing Arts Center



Victoria Theatre



Arts Garage



The Loft Theatre



PNC Arts Annex

DAYTON LIVE.

- A regional treasure that brings almost 400,000 people together each year, provides nearly 600 full-time equivalent jobs, and makes Dayton a destination for new businesses, new residents, and visitors from across the Midwest
- \$37M+ in economic impact for the region
- One of the largest property owners and venue managers in Downtown Dayton
- A major resource for local companies to recruit and retain employees
- An arts advocate for regional, state, and national arts issues
- A leader in arts education serving tens of thousands of students each year



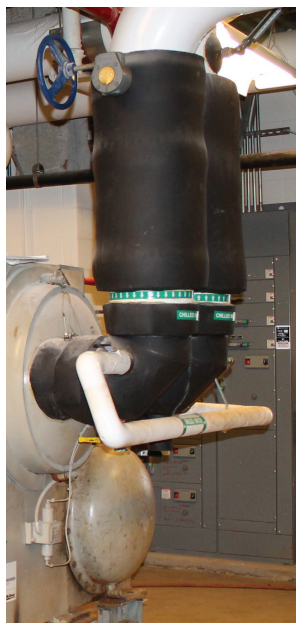
“From an economic perspective, we need assets like Dayton Live to retain and attract talent to the community. Our robust arts offerings are critical to make Dayton an attractive region to live and work.”

—Shelley Dickstein, City of Dayton Manager

SPOTLIGHT **ON THE** **FUTURE**

ACT I

COMPLETED PROJECTS



SCHUSTER CHILLER

The Schuster Center had been operating with two 450-ton water-cooled chillers that consistently posed performance issues and were at the end of their service life, requiring replacement. These are being replaced with two new air-cooled chillers on the roof, where space is available, and will result in simplified plant operation, the elimination of reliance on city water, and reduced energy consumption and expense.



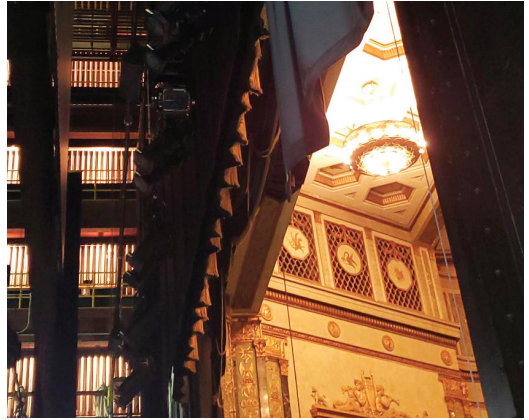
SCHUSTER CARPET & TILE

After 20-plus years of wear and tear, both the carpet and the cashmere travertine tiles in the Schuster and Wintergarden were in desperate need of repair. New carpet has been installed and tiles are being repaired, refreshed, and resealed to keep them looking great for years to come.



VICTORIA LIGHTING

The Victoria Theatre was last renovated in 1990 and at that time the lighting was state-of-the-art. Decades later, this lighting system was outdated and failing. A complete overhaul of the lighting and electrical inside the theatre at the Victoria Theatre has replaced outdated and discontinued incandescent lighting systems with highly efficient LED lighting. These upgrades now provide energy and cost savings, along with a much better patron experience.



ADDITIONAL PROJECTS

Additional projects completed or funded in ACT I include:

- Exterior concrete repair at all Dayton Live venues.
- The first phase of the Schuster Center roof replacement.
- A complete replacement of the Metropolitan Arts Center roof.
- Security enhancements at all Dayton Live venues.
- The renovation of the Schuster Center dressing rooms.
- The renovation of the Victoria Theatre dressing rooms.
- New Wintergarden lighting and Schuster work lights.
- New HVAC controls in the Schuster Center.



ACT II

PROJECTS TO BE FUNDED



SCHUSTER LIGHTING

Theatrical lighting for the Schuster stage is original and consists of an array of high-wattage incandescent lights. During rehearsals and performances, the stage lights provide spotlighting, scene lighting, and stage effects. Each production uses a portion of lights from the array to achieve the desired setting and stage effects for that show. These legacy stage lights are nearing obsolescence and need to be replaced with new low-wattage and programmable lights to maintain the Schuster Center's state of the art production quality.

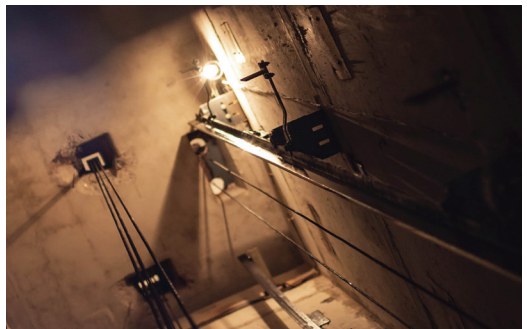


THE ELEVATORS

The current controls that operate the elevators are now obsolete and finding parts for them is difficult and expensive. All elevators including three in the Arts Garage, four in the Benjamin & Marian Schuster Performing Arts Center, and one on the Victoria Theatre are at least 20 years old. The Victoria Theatre and Arts Garage utilize hydraulic systems, while new elevators are almost exclusively electrical.

We must update the controls for all elevators to ensure switches, call buttons,

and controls are in working order. This is paramount for patron safety and accessibility for those attending a performance or utilizing any of our buildings.



SCHUSTER ROOF PHASE 2

In the first phase of the campaign, we began much-needed roof repairs on the Wintergarden. The second phase of this project is yet to be completed and will include a full roof membrane replacement on the upper roof sections of the Schuster Center.



SCHUSTER SEATING

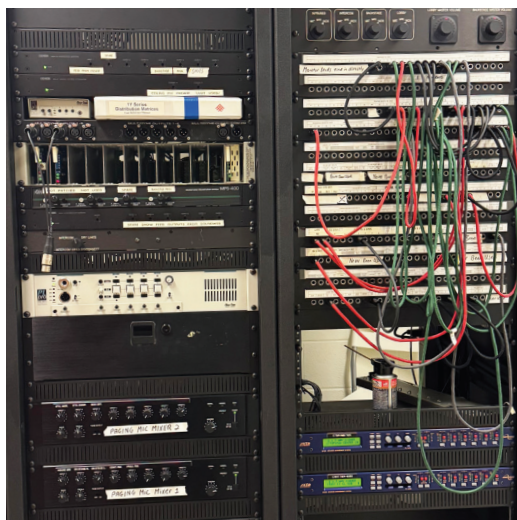
Theatre seating is key to a successful performing arts venue. The comfort, aesthetic, and quality of the seating make the difference for a positive and memorable experience.

The Schuster Center primary theatre seating is from the original construction in the early 2000s. The current chairs are no longer available and can not be ordered in the event of breakage or damage. Our creative facilities team has been repairing chairs with like replacement parts, but this has become unsustainable and new seats are needed.



SCHUSTER AUDIO/PA

The current PA is more than 22 years old and has exceeded its expected lifespan. Replacement parts are no longer manufactured, and equipment failure could affect the entire system. Further, the current system is not acceptable to many performing musicians, and we are required to rent a line array and hire additional stagehands for the installation. We need to replace the PA with a modern system that meets industry standards, will be accepted by artists, and eliminates the need to rent and install a PA for many shows.



SCHUSTER VIDEO

The video system is also outdated. The video quality is poor and vibration from performances causes visible glitches and flashing on the lobby screens. An upgrade will include new cameras and fiber to the existing lobby screens, as well as adding stage feed monitors backstage and to the dressing rooms for tour management. These updates are necessary to meet the industry standards performers expect when touring.



VICTORIA POSTER BOXES


Punctuating the historic façade of the Victoria Theatre, eight brass poster boxes promote upcoming shows, showcase local, regional and national talent, and honor arts patrons, donors and supporters. However, these poster boxes require that posters be printed and manually installed, causing wear and tear on the latches and hinges. Further, the seals are breaking down causing leakage into the wall behind the box. To solve both issues, the seals need to be reworked to eliminate leaks and digital screens added to make promoting shows and programs more efficient and effective.



VICTORIA CHILLER

The Victoria Theater currently relies on seven air handling units (AHUs) that provide heating, cooling, and fresh air throughout the building. However, the way these units were originally designed, it's difficult to adjust airflow and supply air temperature as needed. Further, the AHUs are nearing the end of their useful life and require costly maintenance and frequent service calls.





“For more than a century, The Dayton Foundation has been steadfast in its support of the arts, recognizing their vital role in enriching lives and strengthening our region. We know how essential the arts are to our community’s vibrancy, and we celebrate Dayton Live as a driving force in our local economy. We are proud to continue our long tradition of supporting this outstanding organization.”

—Mike Parks, President, The Dayton Foundation

SPOTLIGHT **ON THE** **FUTURE**

FINANCIALS

SPOTLIGHT ON THE FUTURE

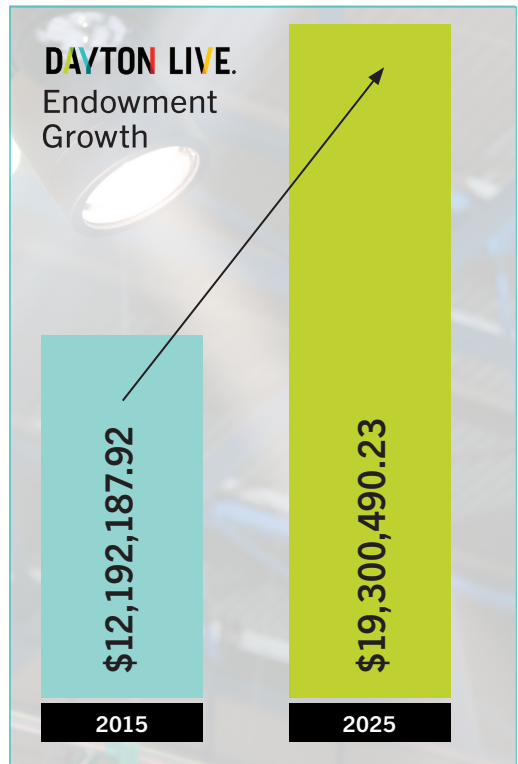
→ **CAMPAIGN GOAL: \$20,000,000** ←

When *Spotlight on the Future* launched, Dayton Live announced a \$25 million capital campaign to fund improvements across our venues and programs. As the campaign progressed, we conducted a detailed review of project needs, priorities, and costs.

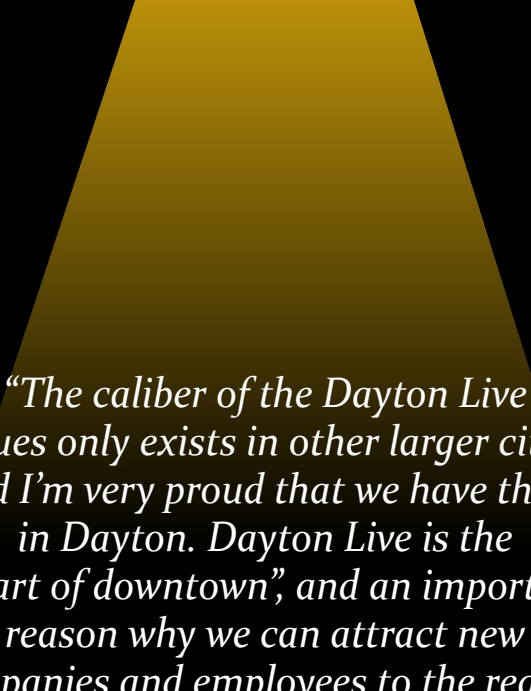
That review showed that certain projects originally included in the plan are no longer a priority. In addition, we identified more cost-effective solutions for several others. As a result, we have adjusted the campaign goal to **\$20 million**.

At the same time, we have committed to growing Dayton Live's endowment. This ensures we can sustain the upgrades we're making today and be prepared to address future capital needs without launching another major campaign. Over the last 10 years through strategic investment and self funding, the endowment has grown almost 60%.

This refined approach reflects our commitment to careful financial stewardship, long-term sustainability, and maximizing the impact of every dollar entrusted to Dayton Live.







“The caliber of the Dayton Live venues only exists in other larger cities, and I’m very proud that we have them in Dayton. Dayton Live is the “heart of downtown”, and an important reason why we can attract new companies and employees to the region. It is vitally important that we maintain the facilities to keep these structures updated and vibrant for decades to come. This campaign must be a priority to the community.”

—Rick Schwartz, Chairman Winsupply and Dayton Live Emeritus



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