

DAYTON LIVE



2024-2025 Community Impact



This series of school-day matinees is a vital tool for educators to supplement classroom instruction with theatrical experiences that bring their lessons to life. The Dayton Live Discovery Series is the first, and perhaps only, professional performing arts experience for many children in the greater Dayton region.

DISCOVERY IMPACT

26

Performances

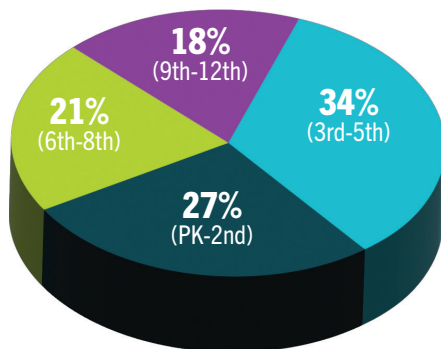
250

Participating Schools

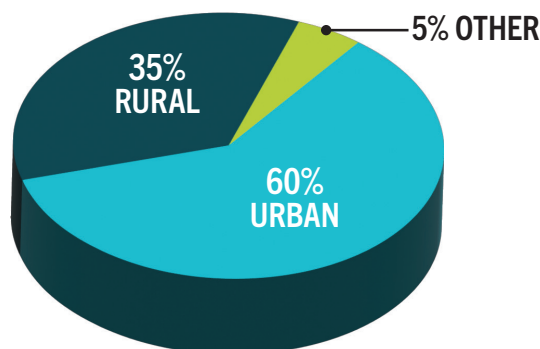
15,150

Performance Attendees

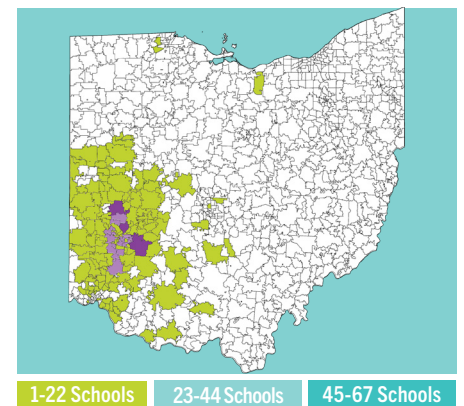
Participating schools come from various districts in Ohio and out of state.
One-third of those participating in the 2024-2025 Season were from Dayton Public Schools.



Students by Grade



Students by District Locale



HOW IT WORKS

- ▶ Tickets are offered at the highly discounted rate of \$5 per ticket to ensure all students are able to participate.
- ▶ 36.5% of students received additional support from Dayton Live to cover ticket costs because they qualify for free/reduced lunch programs.
- ▶ Under-resourced schools are able to purchase tickets for as low as \$1 each through Dayton Live's financial assistance program.

Our Resource Guide is provided for each production and is researched, developed, and made available to download for free.



EDUCATOR TESTIMONIALS

- “ This whole year has been the best one yet! Thanks for giving us the opportunity to see professional programs in an affordable way. Without the affordable ticket price we never would have the opportunity. ”
- “ The performance was so powerful and inspiring for my students and me! I had students say, ‘That’s going to be me when I grow up,’ and ‘I really didn’t think I was going to like this performance, but I realized I really like poetry.’ ”
- “ Our students had a wonderful time and loved the audience participation! ”

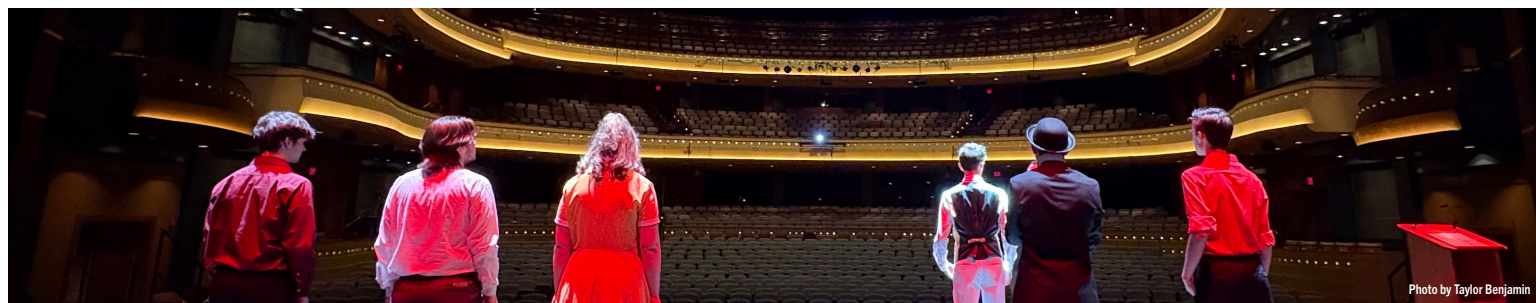


Photo by Taylor Benjamin

The Miami Valley High School Theatre Awards (MVHSTAs) is a local adjudication and awards program that celebrates, supports, and advocates for high school theatre education throughout the Miami Valley. Since 2017, the MVHSTAs have been formally recognizing the extraordinary achievements of the region's high school theatre productions, providing educational workshops and advancement in dance, voice, acting, and stagecraft, as well as providing professional development and networking opportunities for students, directors, and school programs.

The success of this program has gained national attention, and Dayton Live's MVHSTAs became a Regional Awards Program for the "Jimmy Awards®" (National High School Musical Theatre Awards®) during the 2021-2022 Season.

MVHSTA IMPACT

71

**Productions
Adjudicated**

2,262

**Students
Participated**

450

**Students Performed in
Schuster Center Showcase**

600

**Awards
Presented**

PARTICIPATING SCHOOLS

2018-2019 22

2019-2020 24

2020-2021 COVID No schools participating

2021-2022 21

2022-2023 26

2023-2024 30

2024-2025 39

BUTLER COUNTY

Madison High School
Monroe High School

CHAMPAIGN COUNTY

Mechanicsburg High School

CLARK COUNTY

Emmanuel Christian Academy
Global Impact STEM Academy
Kenton Ridge High School
Northeastern High School
Springfield High School
Tecumseh High School

CLINTON COUNTY

Wilmington High School

GREENE COUNTY

Cedarville High School
Fairborn High School
Xenia High School
Yellow Springs High School

MIAMI COUNTY

Bethel High School
Miami East High School
Tipppecanoe High School
Troy High School
Troy Christian High School

MONTGOMERY COUNTY

Archbishop Alter High School
Archbishop Carroll High School
Brookville High School
Butler High School
Centerville High School
Chaminade Julianne High School
Dayton Christian High School
Dominion Academy
Kettering Fairmont High School
Miami Valley School
Miamisburg High School
Northmont High School
Oakwood High School

Stivers School for the Arts
Wayne High School
West Carrollton High School

WARREN COUNTY

Carlisle High School
Franklin High School
Little Miami High School
Springboro High School

NATIONAL STATURE

Each year, through a competitive process, Dayton Live selects two students to compete in the National High School Musical Theatre Awards® in New York City. Students work with Broadway professionals throughout the 12-day process and make their Broadway debut on the Minskoff Theatre stage—home to Disney's *The Lion King*.



Photo by Taylor Benjamin

“Going to the Jimmys was one of the greatest experiences in my life. We got to work super closely with professionals and make connections that are going to last the rest of my life. I also learned a lot about myself and how much I love theatre. It really is a memory that will stay with me forever.” —Griffin

“The Jimmys were an absolutely incredible experience. Not only was it my first time in this type of setting, but also my first time in New York. I was overwhelmed with excitement and a hunger for education. I was able to fulfill a dream of mine that I've had since I was a little girl, and I am beyond grateful for the opportunity!” —Lynn



Photo by Chris & Scott Morris

Since 1986, Dayton Live has invited families with young children (ages 3-11) to professionally produced live performances at the Victoria Theatre. These economical, 60-minute shows introduce the thrill of live entertainment to young audiences through traditional and sensory inclusive performances.

ACTIVATE WITH 123 ANDRÉS • THE GRUFFALO'S CHILD • GOODNIGHT MOON & THE RUNAWAY BUNNY • A YEAR WITH FROG AND TOAD

CHILDREN'S THEATRE IMPACT

2,680

**Traditional Performance
Attendees**

438

**Sensory Inclusive Performance
Attendees**

1,127

**Children's Theatre Plus
Participants**

SENSORY INCLUSIVE PERFORMANCES

Dayton Live is a national leader in sensory inclusive programming with carefully curated experiences to ensure people with developmental disabilities or sensory sensitivities, and their families, can enjoy live theatre in a judgment free environment.

- ▶ On-hand support from autism and developmental disability experts
- ▶ Reduction of jarring sound effects or strobe lights
- ▶ Quiet zones and activity areas for those who need to leave their seats during the performance
- ▶ Preshow resources such as social narratives, illustrated and written checklists, and meet your seat videos



CHILDREN'S THEATRE PLUS

Each performance featured preshow arts and crafts activities that created more opportunities for families to bond, explore the themes of each story, and unleash their creativity.



Photo by Taylor Benjamin

PATRON TESTIMONIALS

“ I spent the whole time watching my son! Seeing his joy was so wonderful. Thank you to all the staff who made us feel welcome and to the performers who perfectly embodied his favorite duo. ”

“ Recently, I decided to introduce theater to both of my sons (5 and 11), and to my husband (he has never seen a musical or play prior to this). The arts have always been a happy place for me, so I am happy to pass my love on to my family. ”

“ This was WONDERFUL! Please keep doing events like this. As a parent of two children with disabilities, I find it challenging to find events that engage my children and meet them at their ability level. This was great for us. The kids were actually better behaved and in control with the loosening of the usual theatre ‘rules.’ We truly loved it all. ”



We're dedicated to ensuring our community has access to high-quality arts education. The Dayton Live Creative Academy (DLCA) presents a variety of professionally curated year-round performing arts experiences for everyone in the family.

CREATIVE ACADEMY IMPACT

167

**DLCA Camps,
Classes & Workshops**

2,175

**DLCA
Students**

21

**DLCA
Performances**

2,661

**DLCA Performance
Attendees**

HIGHLIGHTS

DLCA camps, classes, and workshops cultivate a welcoming space where everyone feels comfortable growing in confidence and nurturing a love for the arts. Each camp, class, or workshop is carefully planned and taught by professional teaching artists to meet learning and personal development objectives.

Broadway Studio

Students ages 12-18 immerse themselves in evening or weeklong classes and workshops connected to a specific Broadway show.

Family Broadway Studio

The whole family is invited to participate in an evening workshop before seeing a Broadway show.

Homeschool Studio

Homeschool students grow artistically, socially, and emotionally by exploring different elements of theatre.

Informance

Many camps, weeklong classes, or six-week sessions end in an informal performance (Informance) for family and friends.

Production Class

These six-week classes end in a fully produced performance for the public.



Saturday Class

Hourlong six-week sessions ranging from improv, to movement, to acting, to singing every Saturday for ages 4-18.

Second Act

Performing arts classes and workshops for adults ages 55 and up.

Stage & Sip

The traditional theatre experience redefined for adults ages 21 and up with an exclusive workshop and cocktails before a Broadway performance.

Summer Camp

Production camp, comedy camp, dance camp ... Every week during the summer, DLCA has several weeklong performing arts camps available for ages 4-18.

PARTICIPANT TESTIMONIALS

“ Our daughter has been passionate about theatre since age 11 or 12, and early on DLCA provided an outlet and a supportive learning environment for her ... She not only had a place to shine on stage, but she also had a place to belong. ”

“ I found challenges that were so unexpected and so fun and so confusing at the same time that it was like learning a new language, and it was so much fun. It was one of the most difficult things I've done in the last 20 years. ”



This initiative unites people together to support and champion the uniqueness of the Miami Valley's performing arts community while providing regional artists with the production and business skills necessary to become self-sufficient and succeed in the marketplace.

COMMUNITY SPOTLIGHT IMPACT

5

Community Arts Groups

17

Performances

1,307

Performance Attendees

HIGHLIGHTS

Baritone Hue

This captivating spoken word performance delved into themes of faith, self-worth, and the beauty of Black culture while exploring Dayton poet Leroy D. Bean's journey to Paris following in the footsteps of James Baldwin.

Dayton Dance Initiative

Dayton Dance Initiative provides professional dancers a platform to collaborate and create with artists outside their own company or genre while deepening the Dayton community's interaction with the art of dance. *CoLab II* was a fusion of Dayton's vibrant multidisciplinary artists that ignited the stage with six brand-new, original dance works.

Magnolia Theatre Company

Committed to bringing strong female characters to the stage in performances that entertain, inspire, and provoke, Magnolia Theatre Company produced and presented three shows during the 2024-2025 Season, including the all-female production of *Julius Caesar*.

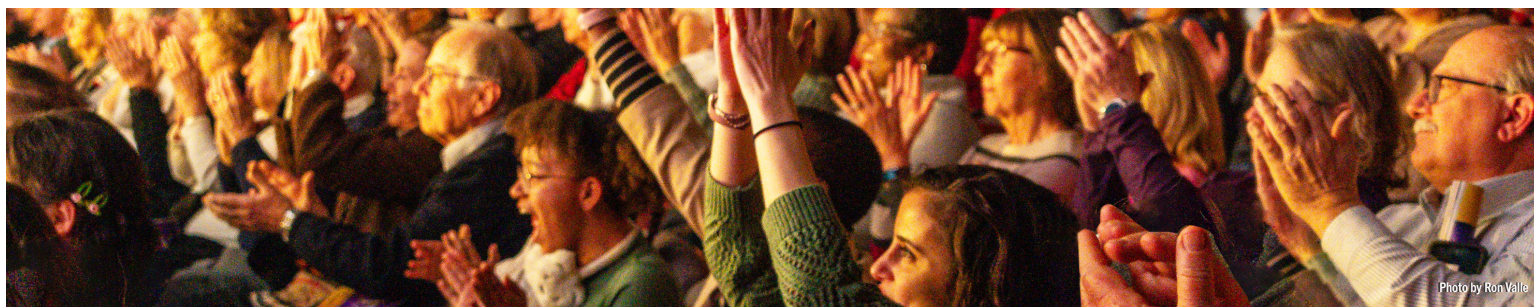


BENEFITS

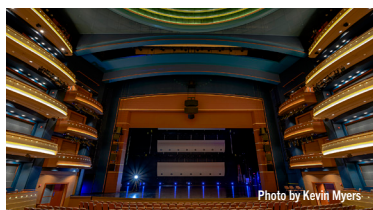
- ▶ Reduced or free rental rates in the PNC Arts Annex
- ▶ Training for and use of in-house theatrical equipment
- ▶ Subsidized ticketing services
- ▶ Subsidized house management for performances
- ▶ Presence on the daytonlive.org website
- ▶ Access to Dayton Live marketing services
- ▶ Staff support and consultation

PARTICIPANT SPOTLIGHT

“ I had the script, vision, and team for my spoken word special, *Baritone Hue*, but I didn't have a certain level of resources and guidance to bring it to life. With the Community Spotlight Program, I was able to turn a live reading into a nearly sold-out, final-draft premiere of a full production. ” – [Leroy D. Bean](#)



Our venues are the vibrant home for the performing arts in downtown Dayton. Dayton Live offers a broad range of programming from touring Broadway and musical acts to comedy, children's shows, and unique experiences. We also proudly support our resident organizations: Dayton Contemporary Dance Company, Dayton Dance Initiative, Dayton Performing Arts Alliance (Dayton Opera, Dayton Philharmonic, and Dayton Ballet), The Human Race Theatre Company, and Muse Machine.



Benjamin & Marian Schuster
Performing Arts Center



Victoria Theatre

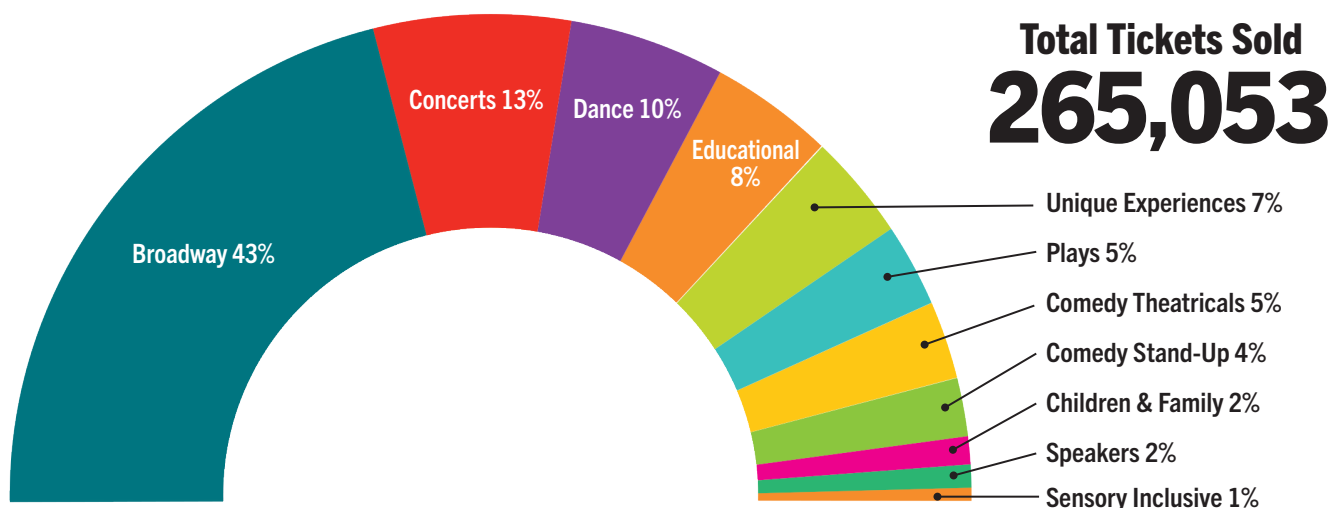


PNC Arts Annex



Metropolitan Arts Center
(The Loft Theatre)

ENTERTAINMENT IMPACT



The Entertainment Impact above encompasses all performances in Dayton Live venues, including resident companies and rental performances.

DAYTON LIVE PRESENTATIONS

- ▶ **139** touring Broadway, children's, speakers, comedians, concerts, one-of-a-kind experiences, and sensory inclusive performances
- ▶ **173,640** tickets sold to our presentations
- ▶ **14,707** new households welcomed

PATRON TESTIMONIALS

- “Great show and experience. The whole way home, we talked about how lucky we are to have such an amazing performance arts space and program in Dayton that allows us convenient access to such amazing performances! Keep up the amazing work, Dayton Live!!”
- “This was our first time coming out to Dayton Live, and we're already looking forward to other events in the future. Thank you for bringing so much joy.”



As a 501(c)(3) nonprofit organization, Dayton Live plays a vital role in the revitalization and preservation of our historic Midwest city, making Dayton an ideal location to live, work, and play. Our economic impact bolsters Dayton's legacy as a prosperous city and supports more than 500* performing arts jobs in the Miami Valley region.

* This includes Dayton Live full- and part-time employees, independent contractors, and trade labor.

ECONOMIC IMPACT

433,154

People

83

Ohio Counties

49

States

32

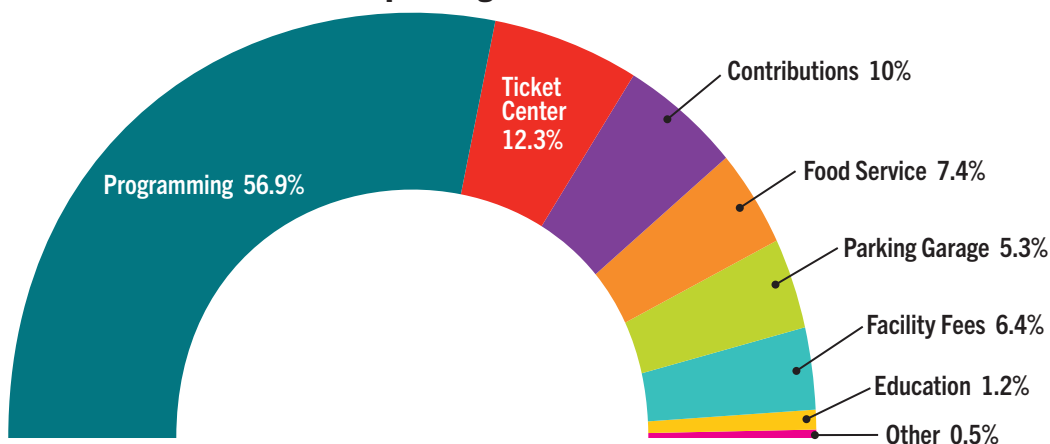
Countries

\$38 Million

Boost to the Greater Dayton Economy*

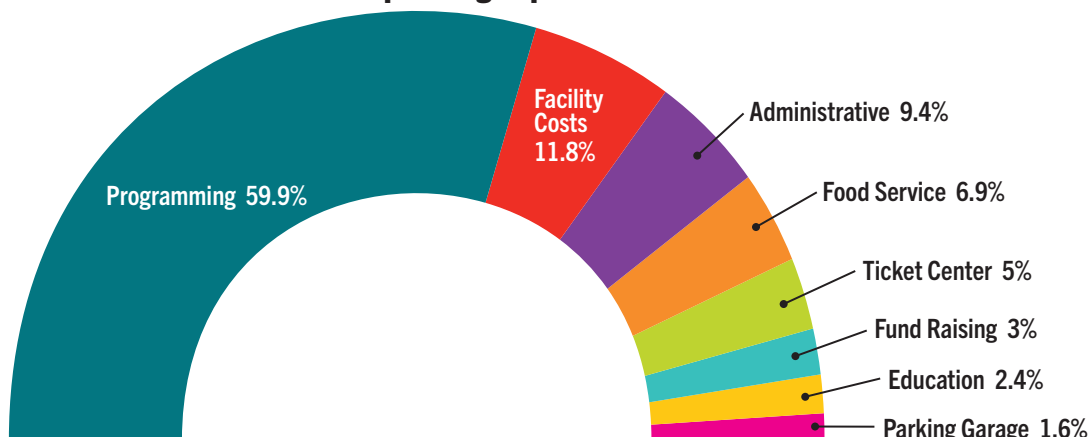
* Based on the calculator developed by Americans for the Arts, the economic impact of Dayton Live is considerable and far reaching. The sum represents the total dollars spent including Dayton Live's expenditures and the estimated event-related spending by its audiences.

2024-2025 Operating Revenue



Programming.....	\$13,491,499
Ticket Center.....	\$2,907,540
Contributions	\$2,383,391
Food Service.....	\$1,749,638
Facility Fees	\$1,530,390
Parking Garage.....	\$1,248,187
Education.....	\$294,732
Other.....	\$122,795
Total	\$23,728,172

2024-2025 Operating Expenses



Programming.....	\$13,721,914
Facility Costs.....	\$2,698,745
Administrative.....	\$2,153,169
Food Service.....	\$1,583,863
Ticket Center.....	\$1,145,713
Fund Raising.....	\$689,348
Education.....	\$558,645
Parking Garage.....	\$355,546
Total	\$22,906,943

Benjamin & Marian Schuster Performing Arts Center • Victoria Theatre • PNC Arts Annex • Metropolitan Arts Center • The Arts Garage