



# COMMUNITY REPORT 2017-2018



*Valentine Theatre*



## Greetings from the Valentine Theatre!

The Valentine Theatre's 19th Anniversary Season was truly outstanding! Thanks to the hard work and dedication of Executive Director Jori Jex and her team, our community enjoyed a stellar season of phenomenal performances. From Cabaret to A Chorus Line, the Wizard of Oz and Jack Hanna to Buddy Holly and the Ten Tenors, there was something for everyone at the Valentine Theatre in 2017-2018.

Some of the remarkable successes achieved at the Valentine during 2017-2018 include:

- ◇ Total attendance at a Valentine performance, event or wedding was over 68,000, an increase of 7.5% over 2016-2017
- ◇ Total days usage of our Main Theatre and 5th Floor Rehearsal Hall increased 10%
- ◇ Number of performances on our Main Stage and Studio A increased 12%
- ◇ Premiered *Encore! The Valentine Theatre Story*, part of WGTE-TV 30's Toledo Stories
- ◇ Upgraded the audio in our Main Theatre with a new state-of-the-art sound array system
- ◇ Successfully raised \$465,000 in collaboration with the Toledo Symphony to improve the symphonic acoustics of the theatre

The Valentine Theatre also expanded its artistic partnership with the Toledo Symphony, working together on a successful capital funding request to the State of Ohio which resulted in a \$400,000 award to install a modular acoustic shell on our Main Theatre. This upgrade will enhance the concert experience for patrons and promises to solidify our burgeoning relationship.

On behalf of the Board of Trustees, I want to thank you for playing a role in the ongoing success of the historic Valentine Theatre. See you at the theatre!

### TOLEDO CULTURAL ARTS CENTER (aka VALENTINE THEATRE) BOARD OF TRUSTEES

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## W elcome to the Valentine Theatre Community Report for 2017-2018.

This report describes many of our accomplishments from the past season, provides an overview of our financial performance, and highlights some exciting activities that we have planned for the year ahead and beyond.

The Valentine Theatre had a strong season of programming. Our Broadway Series was a critical success and box office draw, as we kicked off the season with *The Full Monty*, the first time in more than a decade that a locally-produced show was part of our regular Broadway Series. We welcomed back crowd favorites Jack Hanna and The Ten Tenors, and danced the night away with The Temptations at our annual Gala Fundraiser. In our Black Box Studio A we featured female playwrights, proudly presenting the local premieres of *Silent Sky* and *Crumbs from the Table of Joy*. Glass City Improv made its debut at the Valentine with their widely popular *The Monthly*. They will return to Studio A in 2018-2019 with weeknight improv classes and monthly podcasts added to their lineup.

Our signature educational outreach program, Valentine School Days, brought to life classic and beloved children's literature to nearly 11,000 school children in grades PreK—12, including more than 5,900 economically disadvantaged students who received free tickets and transportation assistance.

The year was financially successful, too. We recorded a positive result for operations, and successfully completed two fundraising campaigns — one for a new sound array system made possible by a matching grant from The Andersons Fund Supporting Organization and another to produce *Encore! The Valentine Theatre Story* on WGTE-TV 30. Many thanks to the individual, corporate and foundation donors who gave to these campaigns and who support our theatre every year.

Finally, a special thank you to our community arts partner who bring such tremendous talent and diversity to our stage each season; to our dedicated team of volunteer ushers who donate 7,000 hours each year; and to our amazing patrons whose steadfast support keeps Toledo's cultural life vibrant and thriving.

Jori Jex, Executive Director



# *Coming Soon....*

The Valentine Theatre and the Toledo Symphony are looking forward to unveiling a brand-new acoustical shell on the Valentine Theatre's Main Stage in Fall 2019. The shell is part of a \$500,000 capital project to improve the symphonic acoustics of the Valentine Theatre and enhance the Symphony's concerts on our stage. This project is made possible through funding from the State of Ohio, Owens Corning, Inc., and The Andersons, Inc.





# Historic Legacy Fund



## Goal: \$1,000,000

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In December 2020, the Valentine Theatre will celebrate its 125th Anniversary. In anticipation of this momentous occasion, we are initiating a capital campaign in December 2018 to raise \$1,000,000 to establish the Valentine Theatre Historic Legacy Fund.

The Historic Legacy Fund will be used to address the future ongoing maintenance and capital needs of the Valentine Theatre building. The age of our building coupled with the routine wear-and-tear of hosting more than a million visitors since reopening in 1999 has prompted us ***to set up a fund that will give us the flexibility to address future capital needs in a timely fashion while preserving the Valentine's historic elegance, functionality, and beauty.***

As our campaign gets underway in 2019, we hope you will consider joining us to preserve the historic beauty of The Valentine Theatre!

# TOP 5 THINGS TO KNOW ABOUT THE VALENTINE



1. The Valentine Theatre (aka Toledo Cultural Arts Center, Inc.) is a 501(c)(3) not-for-profit, arts organization whose mission is to produce and provide cultural and performing arts experiences for diverse audiences of all ages, and to enhance the quality of the cultural and economic life of the City of Toledo, Lucas County, Northwestern Ohio, and Southeastern Michigan. All donations to the Valentine are tax-deductible.
2. Through its Valentine School Days, Children's Series, and other student outreach efforts, the Valentine enriches the lives of more than 15,000 children every year.
3. The Valentine Theatre opened Christmas Day 1895. Today it presents national touring productions of Broadway shows, award-winning musical artists, up-and-coming productions, and \$5 classic movies in its 900-seat Main Stage as well as locally produced plays, dramatic readings, and monthly improv shows in its 100-seat intimate Black Box Studio A.
4. The Valentine Theatre is the cultural hub of downtown Toledo, serving as the home stage for the Toledo Opera, Toledo Jazz Orchestra, Ballet Theatre of Toledo, and the venue of choice for the Toledo Symphony, Toledo Ballet, as well as area high schools and dozens of arts groups from throughout the region.
5. The Valentine's Grand Lobby is used as a reception hall for weddings and a performance venue, seating up to 200 people, and our fifth-floor rehearsal hall can accommodate up to 150 people.

- ♥ Broadway Series *The Wizard of Oz* and *The Buddy Holly Story* sold out, and Children's Series *Junie B.* was sold weeks in advance allowing us to add a Saturday morning performance.
- ♥ *Encore! The Valentine Theatre Story* premiered October 21, 2017, on the Main Stage. The hour-long documentary produced by WGTE-TV 30 traces the Valentine's history from its hey-day in Vaudeville to a 1950's movie palace to its grand reopening in 1999. *Encore!* will be re-broadcast on WGTE over the next ten years.
- ♥ More than 10,600 students from 11 counties attended Valentine School Days, including 5,981 low-income students who received free tickets. Educators and students value the cultural enrichment provided by VSD: "Many of [our students] have never seen a live theatre production, and we hope this experience will initiate further initiate interest and cultural literacy."
- ♥ The Valentine Theatre installed a brand new, state-of-the-art sound array system thanks to a \$20,000 matching grant from the Andersons Fund Supporting Organization and additional \$20,000+ in contributions from individual donors.
- ♥ The Valentine Theatre hosted the world premiere of Douglas Tappin's *I Dream* by the Toledo Opera.
- ♥ The Valentine opened its Broadway Series with *The Full Monty*, the first locally produced show on its Main Stage in more than a decade.
- ♥ The Valentine hosted its first-ever Celebrity Wait Night at the Chop House in downtown Toledo in February 2018. The event, co-chaired by Gretchen Zyndorf and Susan Conda, sold out weeks in advance and raised over \$10,000 in support of ongoing operations.
- ♥ Glass City Improv debuted *The Monthly* in Studio A. The wildly popular series will continue in 2018-2019 with weekly improv classes and monthly podcasts as well.
- ♥ The Valentine's Studio A celebrated female playwrights with the local premieres of *The Silent Sky* and *Crumbs from the Table of Joy*.

# HIGHLIGHTS 2017-2018





# PROGRAMMING 2017-2018



Valentine Gala 2018 featuring The Temptations



## BROADWAY SERIES

Bringing classic and up-and-coming touring Broadway shows to Toledo



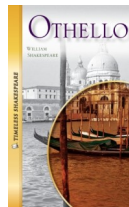
## PICK 4 SERIES

The best in national dance companies, family shows, and musical acts



## CHILDREN'S SERIES

Weekend matinees for families with children ages 4-14



## VALENTINE SCHOOL DAYS

Offering area students the chance to experience professional touring theatre productions of award-winning and popular children's literature tied to Ohio Common Core Standards.



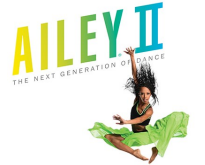
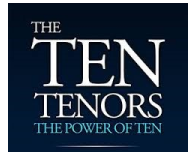
## SILVER SCREEN SERIES

Toledo's popular old-fashioned night out featuring \$5 classic movies and \$2 popcorn

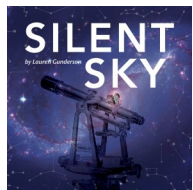
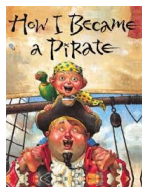


## STUDIO A BLACK BOX THEATRE

An intimate theatre setting perfect for presenting cutting-edge dramas, one-person plays, dramatic readings, and Glass City Improv's *The Monthly*



Huck and Tom  
March 24, 2018







Valentine Theatre Broadway Series 2017-2018 (clockwise from top left): *The Buddy Holly Story*; *Cabaret*; *Buddy Holly*; *The Wizard of Oz*

# Valentine School Days



About 10,000 school children attend VSD shows each year

## History

Valentine School Days (VSD) continues the rich tradition of presenting professional touring companies in educational theatre productions. VSD brings to life classic literature and beloved children's stories for students in grades Pre-K-12.

## Common Core Standards

VSD is the only local educational theatre outreach program which aligns with Ohio Department of Education Common Core Standards.

## What Teachers are Saying about Valentine School Days

*You've done more than just bring entertainment. You've touched lives.*

*Many have never seen a live theatre production, and ... this experience will initiate further interest and cultural literacy.*

*The [students] iterated that seeing the play after reading it made the themes and characters that much easier to understand.*

*This was a first-time theater experience for many.*



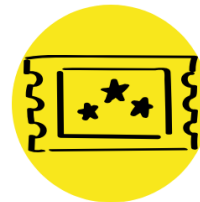
**10,673**

Students and educators attended VSD in 2017-18



**74%**

Of students are from Title I school districts



**5,981**

Free tickets provided to area students



**100%**

Of responding educators agree that live theatrical productions complement teaching of language arts



# BY THE NUMBERS

**68,037**

Total attendance at ALL performances, events and weddings in 2017-2018

**10,673**

Total attendance at Valentine School Days in 2017-2018

**109.8%**

% of available days used by Main Stage & 5th Floor Rehearsal Hall in 2017-18



**126**

Number of performances on the Main Stage and Studio A during 2017-2018

**1,000,000**

Since our grand re-opening in 1999, more than a million visitors have attended international, national, and local performances, events and weddings

**7,000**

Number of hours donated by Valentine Volunteer Ushers in 2017-2018

# COMMUNITY PARTNERS

**The Valentine Theatre is honored to partner with numerous nonprofit arts, education, social service, and charitable organizations in Lucas County and Northwest Ohio, as well as a host of other businesses.**

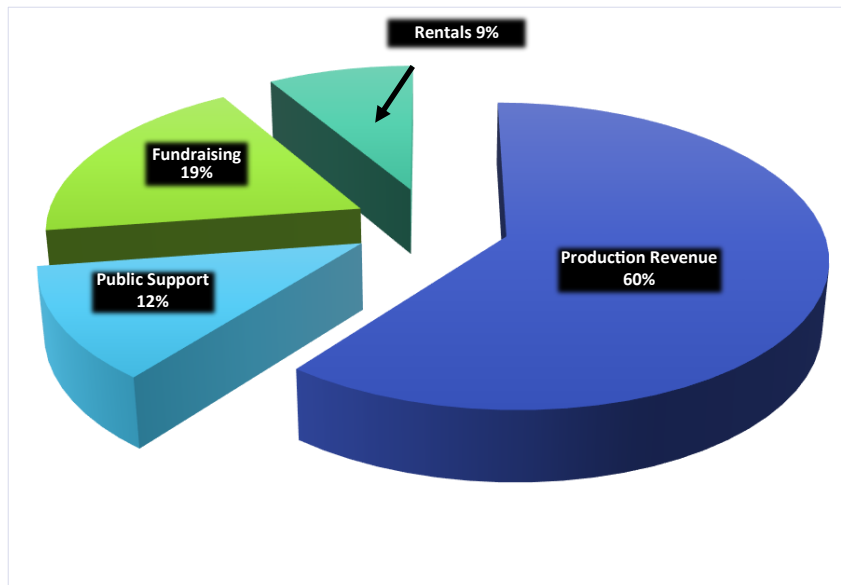
## **2017-2018 LIST OF COMMUNITY PARTNERS**

20 Under 40	Huntington Bank	Renaissance Toledo Hotel
ADDY Awards	iHeart Media	St. John's Jesuit High School
Adopt America Network – A Home for You	Jewish Federation of Greater Toledo	St. Ursula High School
The Andersons, Inc.	KeyBank	Christine Senack
Ballet Theatre of Toledo	Lamar	Shindler Neff, LLP
Black Diamond	LaValley Foundation	Shumaker Loop & Kendrick
The Blade and 13abc	Long on Design	Signature Bank
Elsie and Harry Baumker Charitable Foundation, Inc.	Lucas County Children's Services (CSB)	SJS Investment Services
Buckeye Broadband	Lucas County Commissioners	Spartan Chemical
Camp Courageous and the Arc of NOW	MailWorks II	Stranahan Foundation
Catholic Diocese of Toledo	Masterworks Chorale	Theater League
Central Catholic High School	Maumee Bay State Park	Toledo Opera
The Chess Club at Jones Junior High	Medical Mutual of Ohio	TAPA—Toledo Alliance for the Performing Arts ( <i>Toledo Symphony Orchestra &amp; Toledo Ballet</i> )
Courtney's Dance	Mercy Children's Hospital	Toledo Community Foundation
CW13	Northwest OH Scholarship Fund	Toledo History Museum
Dance Center of NW Ohio	Northwood Local Schools	Toledo Jazz Orchestra
Darryl Jervis	Off Contact Productions	Toledo Jr. Bar Association
Family House	Ohio Arts Council	Toledo Public Schools
Fifth Third Bank	Ohio Council of Community Schools	Toledo Repertoire Theatre
Findley Davies	Owens Corning, Inc.	Toledo Rotary Club Foundation
France Stone Foundation	Owens-Illinois Charities Foundation	Toledo School for the Arts
Friendly Center	The Padua Center	University of Toledo
Georgio's Café International	Park Inn Hotel	Yark Automotive
Girl Scouts of America	Partners in Education	Waite Brand Foundation
Glass City Improv	PNC Bank	Walter E. Terhune Fund
Gorski Family Foundation	Positive Force Christian School of Dance	Washington Local Schools
Earl and Geraldine Heuer Foundation	ProMedica	



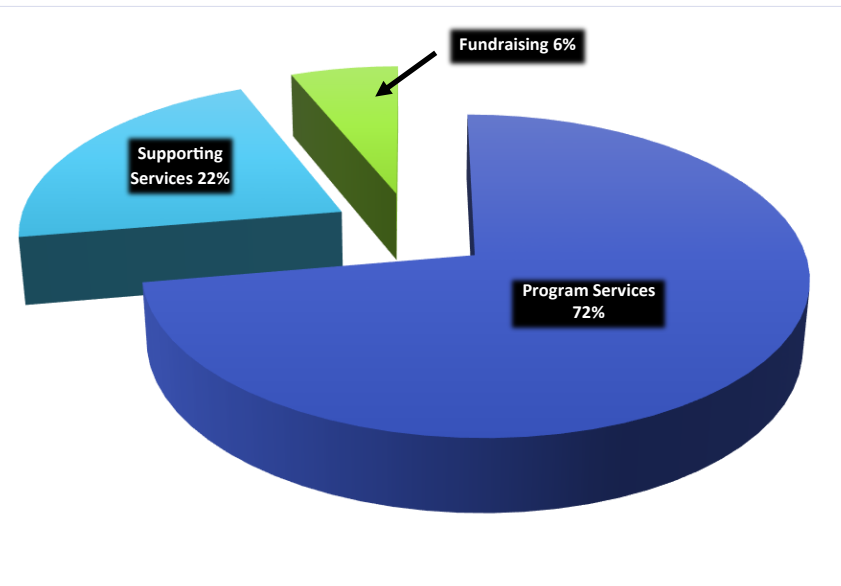
## OPERATING REVENUE BY SOURCE—FY 2018

**\$2.28**  
MILLION



## OPERATING EXPENSES BY SOURCE—FY 2018

**\$2.29**  
MILLION



# ECONOMIC IMPACT

Based on the calculator developed by the Americans for the Arts, the economic impact of the Valentine Theatre is significant.

# \$4.25 million

IS THE TOTAL IMPACT OF THE VALENTINE  
THEATRE ON THE TOLEDO METRO AREA.

This sum represents the total dollars spent by the Valentine Theatre 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.



*Valentine Theatre*

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