

ANNUAL REPORT 2019-2020



Valentine Theatre

The mission of the Toledo Cultural Arts Center at the Valentine Theatre is to produce and provide cultural and performing arts experiences for diverse audiences of all ages, to enhance the quality of the cultural and economic life of the City of Toledo, Lucas County, Northwestern Ohio and Southeast Michigan.

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W elcome to the 2019-2020 Valentine Theatre Annual Report

We kicked off our 21st Anniversary Season in September with a Shellebration of our brand new acoustical shell. The Main Stage improvement, which had been part of the Valentine's original renovation plan, was made possible by a generous \$400,000 grant from the State of Ohio and additional funding from Owens Corning, The The Andersons Fund Supporting Organization of the Greater Toledo Community Foundation, and the Gorski Family Foundation. Friends of the Valentine Theatre and the Toledo Symphony were invited to a sneak preview where TSO Conductor Alain Trudel led the orchestra in their first rehearsal under the new shell.

This celebratory high continued through early March when our season was cut short due to the unexpected and deadly COVID-19 pandemic. Before closing, the Valentine had presented 7 national Broadway and Pick 4 tours. *Once, Jersey Boys, Black Violin, Mystery Science Theater 3000, and The Tap Pack*, all of which were Toledo premieres, and returning favorites, *Dance Theatre of Harlem* and *Choir of Man*. The remainder of our season — *Finding Neverland, An American in Paris, The Color Purple, Magic School Bus*, and our Gala featuring *The Broadway Tenors*, unfortunately had to be cancelled.

Our popular educational series, Valentine School Days, was also doing well pre-Pandemic, on track to serve more than 10,000 students from over 15 regional school districts. Despite the cancellation, we welcomed 4,137 PreK-12 students to the theatre, including 2,454 who received free tickets and transportation assistance.

The impact of the COVID-19 pandemic has been devastating to the arts, especially to non-profit presenting theatres. According to the Americans for the Arts, arts and cultural organizations throughout the US have lost an estimated \$4.5 billion. At the close of the 2019-2020 season, the Valentine estimated a loss of nearly \$400,000 in gross revenue. It is still unclear when theatres will be able to open to full capacity. While we are cautiously optimistic about reopening in the Fall, January 2022 may be a more realistic timeframe. Until we can be together again, we extend a heartfelt "thank you" to our creative community arts partners who have always brought such tremendous talent and diversity to our stage each season; to our dedicated team of volunteers who donate 7,000 hours annually; and to our amazing patrons who steadfastly support the cultural arts in downtown Toledo and have been extraordinarily generous and supportive during these unprecedented times. We miss you all and can't wait to welcome you back home to the Valentine Theatre!

Jori Jex

Executive Director

SHELLEBRATION 2019



Jori Jex and TSO Conductor Alain Trudel



Dan Cory, TSO CEO Zak Vassar, Elaine Canning



Pam Hershberger, Fran & Dick Anderson



Owens Corning's RL Berry & wife Karen



The Toledo Symphony Orchestra rehearsing for the first time under the new shell

© Girl in the Glass City

TOP 5 THINGS TO KNOW ABOUT THE VALENTINE



1. The Toledo Cultural Arts Center at the Valentine Theatre 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 Valentine School Days, Weekend Children's Series, and student performances by partner arts organizations, 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. Attendance is about 67,000 per year.
5. The Historic Valentine Theatre is utilized as an event/wedding space. Its Grand Lobby, Historic Lobby, Founders Room, Studio A, and Main Theatre can be utilized for receptions, weddings, and corporate events.

♥ The Valentine Theatre installed a brand new acoustical shell on its Main Stage. The modular shell significantly improves the acoustics and directly benefits the Toledo Symphony as well as other instrumental arts groups which utilize the Valentine Theatre. Friends of the Valentine and the Symphony were invited to a sneak preview of the Shell weeks before the shell's official debut at the Symphony's first Mozart in the Afternoon Concert in October, 2019.

♥ The Valentine Theatre received a generous bequest from the estate of Gretchen Zyndorf to establish the Gretchen A. Zyndorf Educational Fund in support of the Valentine's educational outreach, including Valentine School Days, Children's Series, and the brand-new StoryTime at the Valentine.

♥ Dance Theatre of Harlem presented a demonstration class to over 100 Owens Corning employees at their downtown Toledo Headquarters and offered a free master class to area students on the Valentine's 5th Floor.



Master Class on 5th Floor

♥ More than 4,100 students attended Valentine School Days, including 2,454 low-income students who received free tickets and transportation assistance.

♥ The Valentine Theatre won a \$5,000 Giving Tuesday NWO drawing held by the Greater Toledo Community Foundation.

♥ The Valentine received a 25,000 grant award from the Allen and Marty Foster Foundation.

What our patrons are saying about the Valentine....



Valentine School Days gives students an opportunity to develop knowledge academically and culturally....Middle School Teacher about Valentine School Days

Thank you for offering productions of classic stories like these that perfectly match our curriculum and allow our students to see the characters come to life!

Elementary School Teacher about Valentine School Days

A beautiful theater with good seating and acoustics. A great place for the Symphony.

Valentine Theatre patron 5-star Google review

Such a beautiful venue. Every seat is very good and the acoustics are fantastic. It's a jewel in the heart of Toledo....Valentine Theatre patron, 5-star Google review

HIGHLIGHTS 2019-2020



Our volunteers...the heart of the Valentine!

PROGRAMMING 2018-2019



Students attending a Valentine School Days performance

BROADWAY SERIES

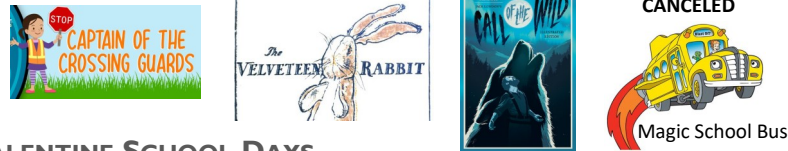
Bringing classic and up-and-coming touring Broadway shows to Toledo



PICK 4 SERIES —The best in national dance companies, family shows, and musical acts



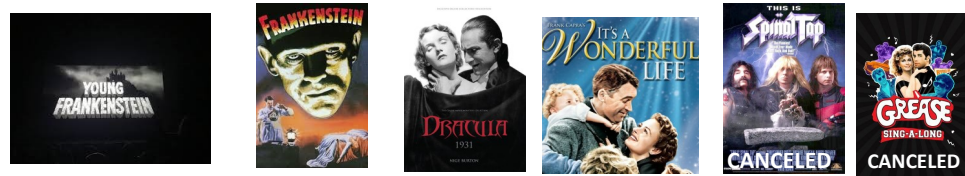
CHILDREN'S SERIES — Weekend matinees for families with children ages 4-14



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: *Captain of the Crossing Guards*; *The True Story of Pocahontas*; *Diary of Anne Frank*; *Dog Loves Books*. **The following VSD productions were canceled** — *I Have a Dream*; *Treasure Island*; *Judy Moody & Stink*; *Town Mouse and Country Mouse*.

SILVER SCREEN SERIES—Toledo's old-fashioned night out featuring \$5 movies & \$2 popcorn



STUDIO A THEATRE

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





Dance Theatre of Harlem



Tap Pack



Mystery Science Theater 3000 Live

21st Anniversary Season



Choir of Man



Once



Black Violin



Jersey Boys

Valentine School Days



About 10,000 students annually attend Valentine School Days

History

Valentine School Days (VSD) continues the rich tradition of presenting educational theatre productions by professional touring companies. 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

This was an outstanding experience for my 8th grade class

Students were able to experience theater...which was new and exciting for many of our students. They loved the experience!

My students always look forward to attending productions at the Valentine Theatre.

It was an opportunity for students to see the abstract concept of history come alive.



4,137

Students and educators attended VSD in 2019-2020



+ 70%

Of students are from Title I school districts



2,454

Free tickets provided to area students



100%

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

BY THE NUMBERS

35,291

Total attendance at ALL performances,
events and weddings in 2019-2020



4,137

Total attendance at Valentine School Days
in 2019-2020

75

Number of performances on the Main
Stage and Studio A during 2019-2020

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

3,500

Number of hours donated by Valentine
Volunteer Ushers in 2019-2020

COMMUNITY PARTNERS

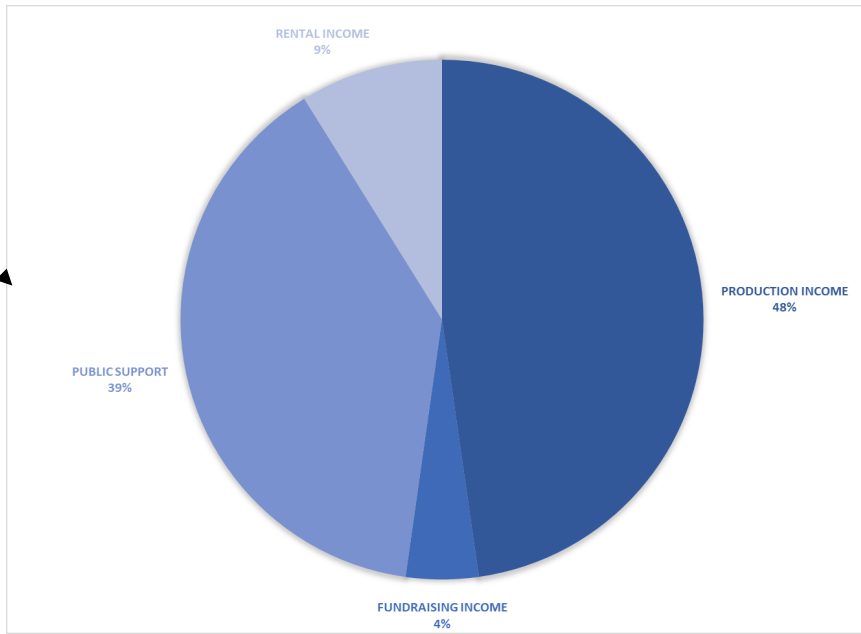
The Valentine Theatre is honored to partner with numerous nonprofit arts, education, social service, and charitable organizations in Lucas County and Northwest Ohio, as well as a host of other businesses.

2019-2020 LIST OF COMMUNITY PARTNERS

20 Under 40	Edward Lamb Foundation	Medical Mutual of Ohio	TAPA—Toledo Alliance for the Performing Arts (<i>Toledo Symphony Orchestra & Toledo Ballet</i>)
ADDY Awards	Family House	Northwood Local Schools	Greater Toledo Community Foundation
Adopt America Network – A Home for You	Fifth Third Bank	Ohio Arts Council	Toledo History Museum
Aline-Underhill-Orten Foundation	Findley Davies	Ohio Council of Community Schools	Toledo Jazz Festival
Allen and Marty Foster Foundation	France Stone Foundation	Owens Corning, Inc.	Toledo Jazz Orchestra
The Andersons, Inc.	Friendly Center	Owens-Illinois Charities Foundation	Toledo Jr. Bar Association
Anspach-Friedman Foundation	Genoa Bank	The Padua Center	Toledo Public Schools
Ballet Theatre of Toledo	Georgio's Café International	Partners in Education	Toledo Repertoire Theatre
Elsie and Harry Baumker Charitable Foundation, Inc.	Glass City Improv	PNC Bank	Toledo Rotary Club Foundation
Black Diamond	Gorski Family Foundation	ProMedica	Toledo School for the Arts
The Blade and 13abc	Gretchen A. Zyndorf Educational Series	Renaissance Toledo Hotel	University of Toledo
Buckeye Broadband	Herbert and Carolyn Metzger Foundation	Rudolph Libbe, Inc.	Yark Automotive
Butler Capital	Huntington Bank	St. John's Jesuit High School	Waite Brand Foundation
CAD Graphics	iHeart Media	St. Ursula High School	Walter E. Terhune Fund
Camp Courageous and the Arc of NWO	Jewish Federation of Greater Toledo	Christine Senack	Waterford Bank
Catholic Diocese of Toledo	KeyBank	Shindler Neff, LLP	Washington Local Schools
Central Catholic High School	Lamar	Shumaker Loop & Kendrick	Jim White Family
The Chess Club at Jones Junior High	LaValley Foundation	Signature Bank	
Columbia Gas	Long on Design	SJS Investment Services	
Courtney's Dance	Lucas County Children's Services (CSB)	Spartan Chemical	
Dana Foundation	Lucas County Commissioners	Stranahan Foundation	
Dance Center of NW Ohio	MailWorks II	Theater League	
Darryl Jervis	Marathon Classic	Toledo Opera	
	Maumee Bay State Park	TACL — Toledo Area Cultural Leaders	

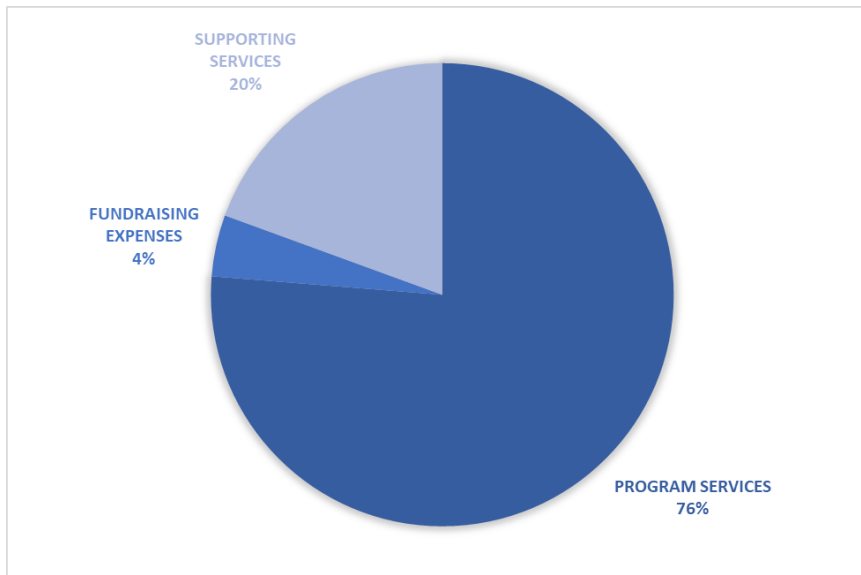
OPERATING REVENUE BY SOURCE—FY 2020

\$1.88
MILLION



OPERATING EXPENSES BY SOURCE—FY 2020

\$1.98
MILLION



ECONOMIC IMPACT

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

\$3.0 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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