



Valentine Theatre

ANNUAL REPORT
2023-2024



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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House Manager/Volunteer Corps Coord

Danielle Moseley

Manager Special Events & Support Services

Amy Spaulding-Heuring

Box Office Manager

Steven Boyd

Head Bartender

Kelby Sodeman

Development & VSD Coordinator

The Year in Review — The 2023-2024 Valentine Theatre Annual Report

The Valentine Theatre's 25th Season opened with the 50th anniversary tour of *Jesus Christ Superstar*. Our presenting season included a sold-out *Come From Away*, The Johnny Cash Experience, Little Women, and our Heart to Heart Gala featuring Late Night with David Letterman band leader and sidekick, Paul Shaffer. Our Pick 4 Variety Series showcased the amazing dance troupe Alvin Ailey, pianist Michael Cavanaugh, the provocative Storm Large, the multi-talented Barricade Boys from London, and the super popular Matt Veas and the Killer Veas and their tribute to Neil Diamond.



This past season we made some additions to our bar service, too. The Cannery in our Grand Lobby opened last Fall and shortly thereafter we completed renovations to make the bar in the Founder's Room at the end of the Grand Lobby more usable. Our patrons have enjoyed the efficiency and variety of the Cannery, and the cozy intimacy of the Founder's Room Bar. We look forward to using the Founder's Room in so many different ways for our patrons, corporate sponsors, and renters in the future.

In February, our Board of Trustees held a successful retreat / strategic planning session facilitated by Meg Ressler at the Toledo Club. During the 2-day event, Meg helped the board develop a comprehensive 3-year strategic plan with goals for resource development, marketing, and audience development. The board and staff are now even more committed to working together to ensure the continued success of the Valentine!

In late Spring, we received notice about two capital awards — one from the City of Toledo and the other from the State of Ohio. The Valentine was one of only a handful of downtown businesses to receive a Façade Improvement Grant from the city. The \$20,000+ matching grant was used to replace and repair the rotting sills under the windows along Adams and St. Clair Streets. Work was completed in early Summer by A.A. Boos, Inc. The Valentine was also awarded a \$150,000 capital grant from the State of Ohio. These funds will be used for much needed renovations, including purchasing and installing a new boiler and new curtains on our Main Stage. The total cost for both projects is nearly \$200,000, so we plan to launch a public campaign in December 2024 and seek additional grants to make up the difference. We're extremely excited to get started on these projects and anticipate both will be completed in 2025 — just in time to celebrate our 130th Anniversary. We'll host a special Sneak Peek reception on our Main Stage next Fall 2025 for donors to see the brand new curtains.



Finally, as a the Heart of the Arts, we continue to foster relationships with art groups, social service agencies, and small businesses to ensure the Valentine continues to meet the cultural needs of our community. All of us here at the Valentine are committed to making our theatre a welcoming space for everyone. In addition to our own presenting season, we are forging new rental partnerships with local artists and continuing partnerships with national groups like OAPN (Ohio Artists Professional Network). The Valentine has also renewed its certification as an Autism-friendly venue through IBCCES (International Board of Credentialing and Continuing Education Services). As we look to our upcoming 130th Anniversary in Fall 2025, I want to thank our donors, corporate sponsors, foundation supporters, and patrons for your continued commitment and support of the Valentine. We are the Heart of the Arts in downtown Toledo, but you are the heart of the Valentine. Thank you!

Abby Glanville

Executive Director

TOP 6 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, Sensory-Friendly Family 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 80-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 50,000 per year.
5. The Historic Valentine Theatre is also utilized as an event space. Its Grand Lobby, Historic Lobby, Founders Room, Studio A, and Main Theatre can host receptions, alumni reunions, and corporate events.
6. The Valentine Theatre is a Certified Autism Friendly Venue by the IBCCES. More than 80% of our staff and many of our volunteers have completed sensory-awareness training.



- ♥ The Valentine Theatre received a \$75,000 CARES grant from the City of Toledo and Lucas County via the Toledo Arts Commission. This is the second installment of a 3-year award. Funding will be used to offset operational costs and help ensure the theatre's longterm sustainability.
- ♥ The Valentine received a \$227,492 CARES grant from the Ohio Department of Development for general operations.
- ♥ The Rotary Foundation of Toledo awarded the Valentine Theatre a \$9,600 grant for new stage lights.
- ♥ The Valentine offered complimentary tickets to 3,457 low-income students from Toledo Public Schools and other Title I Schools to attend Valentine School Days.
- ♥ The Valentine offered more than 300 complimentary tickets to our social service partners and the families they serve to attend our Sensory-Friendly Family Series.
- ♥ We hosted 82 performances on our Main Stage and 19 lobby events.
- ♥ Glass City Improv presented more than 121 classes and performances in Studio A.

What our patrons are saying about us

Valentine Theatre is one of the best venues in the area for arts and entertainment. 5-Star Google review

Beautiful venue, great staff, phenomenal musicians, and musical experience We drove from Lake Orion Michigan. 5-Star Google review

The lady in the box office was fantastic...From the moment of purchasing our tickets to the night of the show - all were wonderful in our encounter at every point of sale. 5-Star Google review

The Alvin Ailey dance performance was absolutely captivating! The choreography was dynamic, the dancers were mesmerizing, and the energy in the theater was electric. It was an unforgettable experience filled with beauty and emotion. 5-Star Google review

The Valentine is spectacular! This was my first time there and I was blown away with it's beauty and history. A special thanks to the employee who approached me as I was admiring the lobby and gave me a brief history on the place. Highly recommend going to see a show here and supporting some of our local talent. 5-Star Google review

Fun shows, nice people, cool architecture. Not to be missed. 5-Star Google review

Went to a great concert. Parking was close by and easy. Staff at the theatre is friendly and helpful. A wonderful experience. 5-Star Google review

HIGHLIGHTS 2023-2024



Paul Shaffer at the Valentine Gala
March 4, 2024

PROGRAMMING 2023-2024

JESUS CHRIST SUPERSTAR
50TH ANNIVERSARY TOUR
NOVEMBER 1, 2023

COME FROM AWAY
FEBRUARY 5, 2024

FEBRUARY 21, 2024 THE ESTATE OF JOHNNY CASH PRESENT
JOHNNY CASH
THE OFFICIAL CONCERT EXPERIENCE

MAY 13, 2024
LITTLE WOMEN
the Broadway musical

MARCH 2, 2024 An Evening with Paul Shaffer
featuring Special Guest Vocalist
Motown Legend Thelma Houston
HEART TO HEART GALA

The Valentine 25th season 2023-2024

BROADWAY SERIES



November 1, 2023



February 5, 2024

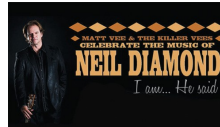


February 21, 2024



May 13, 2024

PICK 4 SERIES



November 17, 2023



December 16, 2023



February 22, 2024

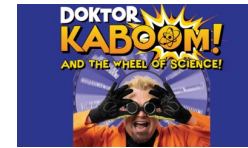


March 8, 2024



April 11, 2024

SENSORY-FRIENDLY FAMILY SERIES WEEKENDS @ 2PM



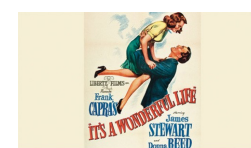
SILVER SCREEN SERIES



October 13, 2023

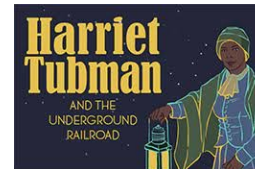
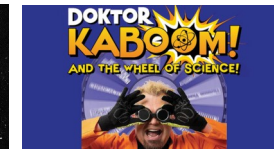


January 12, 2024



December 15 & 17, 2023

VALENTINE SCHOOL DAYS SCHOOL DAYS @ 10 AM & 12:15 PM



Valentine School Days



Up to 10,000 students attend VSD shows each year

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 performances align with Ohio Department of Education Common Core Standards.

What Teachers are Saying about Valentine School Days

I love what you are doing to expose students to rich literature, and theatrical experiences.

After the show, we went to the Underground Railroad home in Sylvania, Ohio. I could see wheels spinning as they connected the dots.

All of my students loved the play. Most had never experienced theatre, and were enthralled.

My students loved watching the show...thank you so much for this opportunity!



~7,500

Students and educators attended in-person VSD shows



50%

Of students are from Title I school districts



95%

Of responding educators rate the educational and artistic quality of VSD shows as good or excellent



100%

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

COMMUNITY PARTNERS

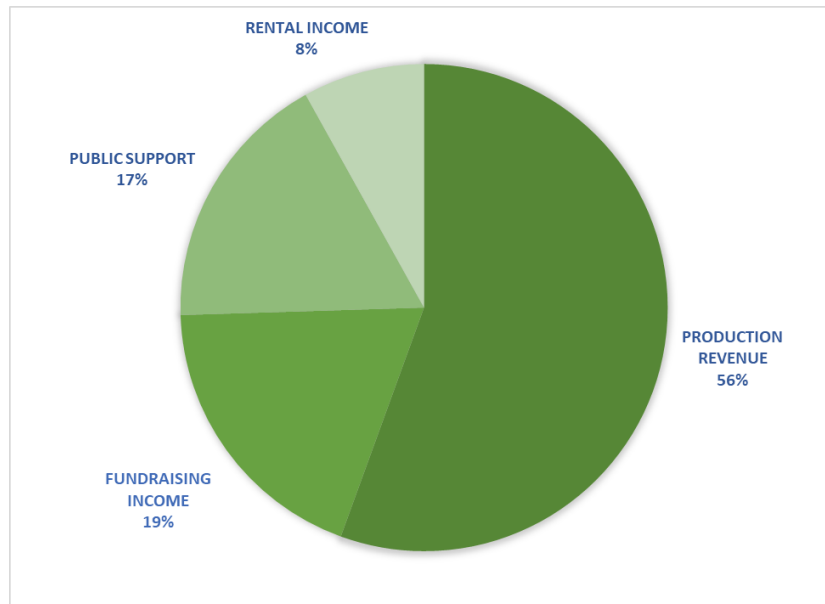
The Valentine Theatre is honored to partner with numerous nonprofit arts, education, social service, and charitable organizations in Lucas County and Northwest Ohio, as well as a host of other businesses.

LIST OF COMMUNITY PARTNERS

20 Under 40	East Toledo Family Center	Lamar	Signature Bank
AA Boos & Sons, Inc.	Edward Lamb Foundation	Long on Design	Spartan Chemical
The Andersons, Inc.	Escuela SMART School	Lucas County Children's Services (CSB)	Theater League
The Andersons Fund Supporting Organization	Family House	Lucas County Commissioners	TACL — Toledo Area Cultural Leaders
Anspach-Friedman Foundation	Fifth-Third Bank	MailWorks II	TAPA—Toledo Alliance for the Performing Arts (<i>Toledo Symphony Orchestra, Toledo Ballet, Toledo Jazz Orchestra</i>)
Carroll L. & Dorothy H. Ashley Foundation	ProMedica Finnegan Center on Autism	Mom's House	Toledo History Museum
The Arts Commission	France Stone Foundation	Muir Printi & Marketing	Toledo Jazz Festival
Ballet Theatre of Toledo	Focaccia's	Medical Mutual of Ohio	Toledo Opera
Elsie and Harry Baumker Charitable Foundation, Inc.	Georgio's Café International	The National Endowment for the Arts	Toledo Public Schools
Betco Corporation	Girl Scouts	Northwood Local Schools	Toledo Repertoire Theatre
Black Diamond	Glass City Improv	Off Contact Productions	Toledo Rotary Club Foundation
The Blade and 13abc	Gorski Family Foundation	Ohio Arts Council	Toledo School for the Arts
Boys and Girls Club	Golde Standard Catering	Ohio Arts Professionals Network	UBS Wealth Partners
Buckeye Broadband	Greater Toledo Community Foundation	Ohio Council of Community Schools	United Way
Butler Capital	Gretchen A. Zyndorf Educational Series	Ohio Development Services Agency	University of Toledo
CAD Graphics	Gryphon Financial Partners	Jonathan F. Orser Charitable Foundation	Waite Brand Foundation
Catholic Diocese of Toledo	Heidelberg Distributing Co.	Owens Corning, Inc.	Walter E. Terhune Fund
Central Catholic High School	Herbert and Carolyn Metzger Foundation	PNC Bank	Waterford Bank
The Chess Club at Jones Junior High	Hilton at Toledo Downtown	ProMedica	Washington Local Schools
City of Toledo	Huntington Bank	Renaissance Toledo Hotel	Wayman Palmer YMCA
CommunicA	IBCCES	Rudolph Libbe, Inc.	Jim White Family
Courtney's Dance	iHeart Media	St. John's Jesuit High School	YWCA
Dana Charitable Foundation	Jewish Federation of Greater Toledo	St. Ursula Academy	
Dance Center of NW Ohio	Jones Chess Club	Mr. & Mrs. Robert C. Savage Fund	
Destination Toledo	KeyBank	Christine Senack	
Dolly Parton Imagination Library	Laibe Electric	Shumaker Loop & Kendrick	

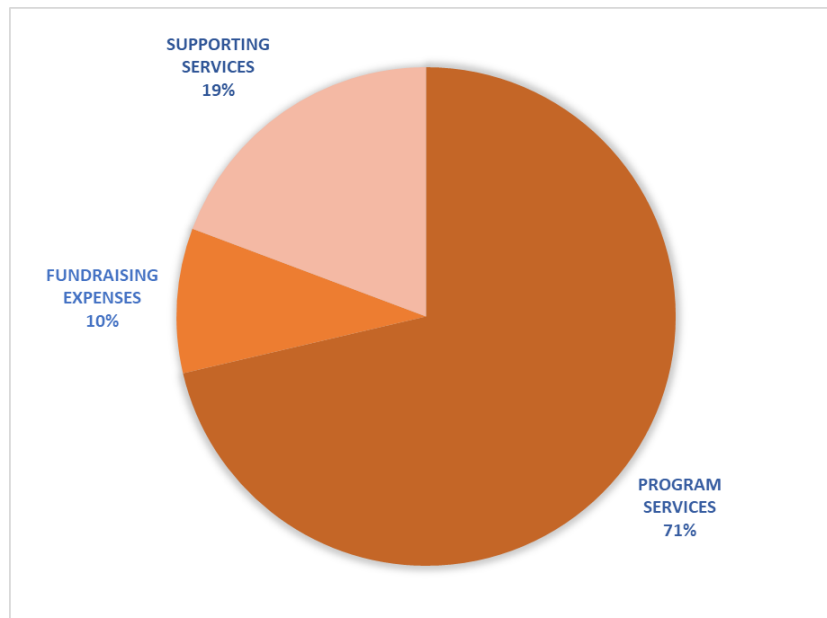
OPERATING REVENUE BY SOURCE—FY 2024

**\$2.1
MILLION**



OPERATING EXPENSES BY SOURCE—FY 2024

**\$2.4
MILLION**



ECONOMIC IMPACT

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

\$4.5 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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(419) 242-2787 ♦ ValentineTheatre.com