

# DAYTON LIVE

## Public Funding Case Study – Dayton Live

Dayton Live is a not-for-profit 501(c)(3) organization that stands as one of the region's foremost arts organizations. With a commitment to enhancing the downtown experience and serving as the primary host and presenter for performing arts in the region, Dayton Live plays a pivotal role in elevating community engagement in the arts. Through inspiring performances, educational opportunities, and world-class venues, Dayton Live strives to strengthen the cultural fabric of the community. The value Dayton Live brings to its community is immeasurable. With an impressive annual economic impact of \$33 million, Dayton Live contributes significantly to the local economy and plays a vital role in boosting the region's cultural and artistic vitality.

Annually, Dayton Live draws over 400,000 individuals from 83 of the 88 counties in Ohio and 49 states. They attend more than 300 performances and events catering to all ages and interests, including touring Broadway shows, comedians, concerts, films, family-friendly productions, school day performances, and educational classes and events. The organization has established itself as a hub for diverse programming and high-quality educational and engagement activities that unite the community through the arts.

Dayton Live owns, operates, and meticulously maintains several iconic venues for the benefit of the community including Benjamin & Marian Schuster Performing Arts Center, Victoria Theatre, PNC Arts Annex, Metropolitan Arts Center (home of the Loft Theatre), and Arts Garage.

Dayton Live takes its role as steward of these community assets very seriously. It goes beyond its mission by making these venues available to other nonprofit arts groups at subsidized rates, further promoting cultural growth in the community. LMK Advocacy has played a pivotal role in securing vital public funding for Dayton Live, ensuring the sustainability and growth of its cultural contributions.

The following public funding has been successfully secured through advocacy efforts:

- Schuster Center (2022): \$450,000 to support needed repairs of the Schuster Center.
- PNC Arts Annex Renovation (2020): \$350,000 to facilitate the renovation of the PNC Arts Annex, enhancing its capabilities as a creative space.
- Arts Relief Funding (2023, COVID Recovery): \$1,500,000 to aid in the organization's recovery efforts following the challenges posed by the COVID-19 pandemic.

Dayton Live stands as a shining example of an arts organization that not only enriches its community through cultural experiences but also plays a vital economic and community-building role. With a commitment to accessibility, diversity, and community engagement, Dayton Live continues to be a beacon of culture and artistry in the region, made possible through the support of public funding and dedicated advocacy efforts by LMK Advocacy.

## Policy Advocacy Case Study: Dayton Live

Dayton Live faced a significant financial burden due to annual local assessments that exceeded \$500,000. These assessments were not aligned with the practices observed by other major arts organizations across the state of Ohio. Recognizing the need for equitable treatment, LMK Advocacy embarked on a mission to advocate for changes that would alleviate this financial strain and promote fairness for Dayton Live.

LMK Advocacy took on the critical role of advocating for Dayton Live's financial well-being by engaging in lengthy conversations and negotiations with relevant stakeholders, including local organizations impacted by this change. Their dedicated advocacy work aimed to bring about a change in the assessment process that had been placing a substantial burden on Dayton Live's budget.

The pinnacle of LMK Advocacy's efforts was the successful inclusion of language within the Ohio Operating Budget that addressed Dayton Live's unique circumstances. This language specifically exempted Dayton Live from the burdensome local assessments that were adversely impacting the organization's financial stability.

LMK Advocacy's successful advocacy efforts are substantial. Dayton Live has been relieved of an annual financial burden exceeding \$500,000, allowing them to allocate these resources towards their core mission of enriching the community through the arts. The change in the assessment process promotes fairness and equity, aligning Dayton Live's treatment with that of other major arts organizations across the state. By securing this exemption, Dayton Live's financial sustainability is enhanced, ensuring that they can continue to provide inspiring performances, educational opportunities, and world-class venues to their community. LMK Advocacy's accomplishments serve as a prime example of how advocacy can bring about pivotal changes that positively impact nonprofit organizations and the communities they serve. This work also demonstrates the crucial role advocacy plays in ensuring the fairness and financial sustainability of nonprofit organizations. By advocating for equitable treatment in the assessment process, LMK Advocacy not only relieved Dayton Live of a substantial financial burden but also upheld principles of fairness and equity for arts organizations in the state of Ohio. This success story underscores the power of advocacy in making meaningful changes for the betterment of communities and their cultural institutions.