2013

THE YEAR IN REVIEW

It was another year of change and growth here at your Dayton Art Institute, as the momentum generated in 2012 continued in 2013, with many exciting things taking place at the museum.

The museum saw nearly 130,000 people visit in 2013, viewing our magnificent permanent collection and diverse special exhibitions, as well as attending a wide variety of education programs, workshops and special events. Museum membership reached 6,296 in 2013, with 700 new memberships, 514 rejoining and 5,082 renewals.

The renovated Museum Store opened just before the start of 2013, and our new Leo Bistro opened to the public in February. Our biggest fundraisers, Art Ball and Oktoberfest, continued receiving fantastic support, with Oktoberfest setting a new revenue record. Museum rentals – especially the lucrative wedding business – continue to grow, with 31 weddings and receptions held at The DAI in 2013 and 46 already booked for the new year. Since 2012, The DAI’s wedding rental business has doubled! Thanks to several generous bequests of art, The DAI added significant new works to its collection.

We are pleased to present this Community Report as an overview of 2013. We thank everyone for their tremendous support during the past year, and we look forward to sharing the new year with all of you at your museum.

Best Regards,

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*D denotes Ex-officio
More than 129,800 people visited The Dayton Art Institute in 2013!

The museum expanded its hours in February 2013, re-opening on Tuesdays, and extending weekday hours to 8:00 p.m.

Great results for The DAI’s two biggest fundraisers, Art Ball and Oktoberfest:
- **Art Ball** saw attendance of nearly 800 people and revenue of more than $271,000.
- **Oktoberfest** brought 23,725 guests to the museum grounds and generated record-breaking revenue of more than $630,000.
- Two new events were launched at Oktoberfest: the **Young Professionals Happy Hour** on Thursday evening and the **Business Lunch** on Friday afternoon.

The **What Is a Masterpiece?** interactive tour of the permanent collection debuted in January. It received more than 1,700 unique visitors and 44,000 pageviews over the past year.

A generous gift from Steve and Kate Hone will help fund further development of **What Is a Masterpiece?** over the next several years.

A generous gift from longtime DAI volunteer Rosie Kidd and her husband Marvin helped support the **Museum Kidd’s Club**.

The Experiencenter family gallery opened the music-themed exhibition **I See the Rhythm**.

Local artist and arts educator James Pate was awarded the 2013 Houk Award.

The Passport to Kindergarten family day, held in partnership with **ReadySetSoar**, brought more than 500 children and their caregivers to the museum on December 1.

Art collector Richard Weisman loaned the **Athletes Series** he commissioned Andy Warhol to paint, which was displayed at The DAI during the summer of 2013.

Noted contemporary artists April Gornik and Elizabeth Turk were exhibited and spoke at the museum.

The DAI was the first museum to exhibit previously unknown watercolors by Cleveland artist Frank Wilcox.

The Education Department introduced a new educational program, **Art and Belief: A Look at Mary in Art**, centered on a newly reinstalled gallery which highlights religious works of art with Mary as a central theme.

The museum continued the **Stair Campaign** to raise funds for the restoration of the historic grand staircase at original front of the museum.

The newly renovated **Museum Store** opened at the end of 2012 and the new **Leo Bistro** restaurant opened to the public in February 2013.

Several film screenings were held in the NCR Renaissance Auditorium, including:
- Seventh-Gay Adventists
- Restless Heart: The Confessions of Augustine
- The Rubi Girls’ Decade of Decadence documentary

**Arts Night Out** received generous support from new title sponsor Fifth Third Bank to continue this unique visual arts theatre experience.

In 2013, 31 weddings and receptions were held at The DAI! As of January, 46 weddings and receptions have been booked for 2014 – more than double the number of weddings & receptions held at The DAI in 2012!

The museum hosted more than 270 people at youth birthday parties in 2013.

Several bequests brought exciting new works to the permanent collection: 18th- and 19th-century British and French paintings from William & Elizabeth Siebenthaler; William Hogarth prints from M. Edward and Marjorie A. Kuhs; three sculptures and a Wolf Kahn painting from the collection of Benjamin and Marian Schuster; and two paintings by Yellow Springs artist & DAI art school alum Elizabeth Hertz.
Community partnerships continued to play an important role at The Dayton Art Institute. During the past year, The DAI partnered with these area organizations:

The museum partnered with the Miami Conservancy District, photographer Andy Snow, and other community organizations to commemorate the 100th anniversary of the 1913 Flood.

Through a partnership with the Rivers Institute at the University of Dayton, the Institute’s RiverMobile was at The DAI during the 1913 Flood exhibition.

In November, the museum partnered with WYSO to present the sold-out benefit concert, *Such a Night: The Last Waltz Live.*

The museum hosted *ReadySetSoar’s* launch event for its new Third Grade Reading Challenge program, a county-wide campaign to improve students’ reading test scores.

The Dayton Art Institute partnered with the Dayton Visual Arts Center and WYSO to present the exhibition *Reinvention Portraits: Photographs by Julia Reichert & Steven Bognar and the Reinvention Collaborative.*

Dayton’s Rubi Girls partnered with The DAI to hold the sold-out Decade of Decadence Party and Film Screening at the museum.

The museum partnered with Dayton History to cross-promote each other’s 1913 Flood exhibitions.

The museum partnered with ThinkTV to screen the 1913 Flood documentary, *Goodbye, The Levee Has Broken,* in the NCR Renaissance Auditorium.

The Federal Bar Association Dayton Chapter partnered with the museum to present the talk *Masterpieces & Mystery* by noted attorney Raymond J. Dowd.

The museum partnered with the Inside Out/1IM Project, a travelling art installation project.

The museum was involved with the inaugural TEDx Dayton event in November.

The Greater Cincinnati Orchid Society and the Miami Valley Orchid Society partnered with The DAI to present *Orchids ‘N Art,* the Fall 2013 Mid-America Orchid Congress, at the museum in October.

The DAI continued its collaboration with The Zoot Theatre Company.

RTA and The DAI partnered to offer *Ride to Art,* a new service for area schools, providing free service to visit the museum on select Tuesdays.

Partnerships with area artists Anthony Luensman and Michael Bashaw created unique interactive art installations in the Experiencenter.

Local companies, organizations and not-for-profits hosted several gala events at the beautiful DAI, including:

- Southwestern Ohio Council for Higher Education’s (SOCHE) 45th Anniversary Board of Trustee’s Dinner
- Central State University’s inaugural dinner for new president Dr. Cynthia Jackson Hammond.
- Dayton Broadcasters Hall of Fame 2013 induction ceremony.
- Heidelberg Distributing Company’s 75th anniversary gala.
- University of Dayton’s Christmas Gala.

The Miami Valley Restaurant Association partnered with The DAI to hold its Sneak Peek to Summer Restaurant Week event at the museum.

The Ohio Arts Council held its luncheon and board meeting at the museum in June.

The DAI’s Education Department continued *ReadySetSoar.*

The Education Department continued its partnership with the Muse Machine.

The Dayton Metro Library continued its partnership with the museum for the *Tiny Thursdays* preschool program in the Experiencenter.

The *Super Saturday Family Day* programs in the Experiencenter featured collaborations with numerous artists and organizations.

A collaboration with both the Dayton Visual Arts Center and Xavier College displayed the work of local artists in Leo Bistro.

The DAI continued to partner with Wright State University, the University of Dayton and Sinclair Community College on events and programs.

The Dayton Art Institute once again collaborated with the Boonshoft Museum of Discovery on the *Ignite Innovation: Dayton Regional Science Festival.* Other educational collaborations between the two museums are planned for 2014.

The DAI partnered with Mini University to hold a week-long set of art camps for Mini University’s summer campers.

The DAI continued partnerships with Congressman Michael Turner’s Office for the annual Congressional Art Exhibit, and the Dayton Holocaust Resource Center for the annual Max May Memorial Holocaust Art Exhibition.

The museum partnered with Dayton Opera to produce the Art and Arias programs.

The Dayton Performing Arts Alliance held several concerts in the NCR Renaissance Auditorium during 2013.

The DAI’s longstanding partnership of more than 50 years with Vanguard Concerts continued.

Numerous community volunteer groups assisted with Art Ball and Oktoberfest.

The DAI partnered with local coffee house Ghostlight Coffee, to offer “Ghostlight at Night” at Leo Bistro during the holidays.

The DAI partnered with UpDayton to host the annual UpDayton Summit.

The museum created a new “catering partners” program, with local caterers Bernstein’s Fine Catering, Elite Catering & Events, Kohler Catering and Vonae’s Catering & Event Planning. Elite Catering also partnered with the museum to operate Leo Bistro.

The Ohio Renaissance Festival partnered with the museum for the PrimeTime Party Rental Series Renaissance Ball.

The DAI partnered with The Zoot Theatre Company, with numerous artists and organizations.

The DAI partnered with The Greene to take part in the Taste of the Greene and Black Friday events.
Thank you to the individuals, companies and foundations that gave generous contributions of $5,000 or more to the museum in 2013. Major donors include:

ACCO Brands
Anonymous
Battelle & Battelle LLP
Beacon Audio Video Systems Inc
Mr. Charles D. Berry
The Berry Family Foundation
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Universal I Credit Union Inc.
University of Dayton
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Mr. and Mrs. Leon A. Whitney, II
Mr. Robert A. Yeck
Mr. William S. Yeck

Every effort was made to include all those who so generously supported the efforts of The Dayton Art Institute in 2013. Any omissions were unintentional. Thank you.
ATTENDANCE

Museum membership exceeded its goals during 2013, with 6,296 memberships (700 new, 514 rejoined & 5,082 renewals) sold last year.

**TOTAL ATTENDANCE OVER THE PAST FIVE YEARS***

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
</tr>
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<tbody>
<tr>
<td>2013</td>
<td>129,800</td>
</tr>
<tr>
<td>2012</td>
<td>143,921</td>
</tr>
<tr>
<td>2011</td>
<td>122,861</td>
</tr>
<tr>
<td>2010</td>
<td>130,500</td>
</tr>
<tr>
<td>2009</td>
<td>129,717</td>
</tr>
</tbody>
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*129,800 GUESTS ATTENDED THE MUSEUM IN 2013

*A 5% margin of error is added to attendance figures

ATTENDANCE HIGHLIGHTS

**Stephen Knapp: Lightpaintings**
(October 6, 2012 - January 6, 2013): **5,461**

**Storm, Watershed & Riverbank: Three Exhibitions Commemorating the 100th Anniversary of the 1913 Flood**
(February 23 – May 5): **7,594**

**Andy Warhol: Athletes & The Art of Sport: Highlights from the Collection of The Dayton Art Institute**
(June 22 – September 1): **3,570**

**Object of Devotion: Medieval English Alabaster Sculpture from the Victoria and Albert Museum & Elizabeth Turk: Wings**
(October 26 – January 5, 2014): **4,417**

Art Ball: **800**
Oktoberfest: **22,495**
Oktoberfest Preview Party: **1,230**
Vectren Jazz & Beyond: **2,321**
Summer Art Camp: **201**
The Art Connections program served **716 students**
Experiencenter family gallery: **12,455 visitors**

MORE THAN **15,600** ATTENDED SPECIAL ART EXHIBITIONS
ECONOMIC IMPACT & FINANCIAL RESULTS

The Dayton Art Institute has a far-reaching impact throughout the Dayton region. Using a calculator created by the organization Americans for the Arts (www.artsusa.org), The Dayton Art Institute had an estimated economic impact of more than $7,400,000 on the Dayton Metro Area during 2013.

Economic impact represents the total dollars spent by The DAI and its audiences. Event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.

OPERATING REVENUE BY SOURCE FY 2013 (UNAUDITED)

OPERATING FUND REVENUE (UNAUDITED): $4.5 MILLION

- Education - 5%
- Curatorial - 1%
- Special Exhibitions - 8%
- Guest Services - 1%
- Retail and Rentals - 10%
- Special Events - 22%
- Marketing - 1%
- Development Department - 14%
- Support from Invested Funds - 15%
- Administration - 3%
- Memberships - 20%

OPERATING EXPENSE BY SOURCE FY 2013 (UNAUDITED)

OPERATING FUND EXPENSES (UNAUDITED): $4.3 MILLION

- Education - 7%
- Curatorial - 8%
- Special Exhibitions - 3%
- Guest Services - 3%
- Retail and Rentals - 8%
- Special Events - 12%
- Marketing - 6%
- Development - 8%
- Administration - 17%
- Maintenance - 19%
- Security - 9%

Operating Fund revenue and expenses represent the day-to-day “cost of doing business” at the museum. They do not include debt service costs or facilities depreciation, which are reflected in the Property Fund of the museum.
THE DAYTON ART INSTITUTE
456 Belmonte Park North, Dayton, OH 45405

GALLERY HOURS
Tuesday-Friday, 11:00 a.m.-8:00 p.m.
Saturday, 10:00 a.m.-5:00 p.m.
Sunday, Noon-5:00 p.m.
Closed on Mondays and major holidays.

GALLERY ADMISSION: Suggested admission of $8 adults, $5 seniors, active military and groups; youth (17 and under), college students (18+ w/ID) and Members free. Special exhibitions, programs and events may carry an additional charge. Since 1994, admission support has been generously provided by the Chase Endowment Fund.

LEO BISTRO: daytonartinstitute.org/leobistro
Operational funding provided in part by

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COMING IN 2014:

UPCOMING EXHIBITIONS
Isabella Kirkland: Stilled Life
February 22 – May 18

Dayton Collects Studio Glass
July 12 – September 28

Deco Japan: Shaping Art and Culture, 1920-1945
November 15 – January 25, 2015

PRIME TIME PARTY RENTAL SERIES
Elvis: Aloha from Hawaii Party, March 7
Prime Time Prom, May 30
Around the World Party, November 21

UPCOMING EVENTS
Art Ball, June 14
Oktoberfest, September 26, 27 & 28