



Overture's Commitment to Arts, Educational and Community Programming July 1, 2016 - June 30, 2017

	Attendance			Expenses		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
<i>Educational and Community Programming</i>						
Rising Stars	919	860	59	18,056	23,890	(5,834)
Duck Soup	4,796	3,980	816	50,122	55,620	(5,498)
International Festival	12,282	14,000	(1,718)	19,944	22,650	(2,706)
Kids in the Rotunda	33,809	32,000	1,809	43,949	42,880	1,069
Tommy Awards and Tommy Ensemble	10,800	8,000	2,800	103,129	102,855	274
MadCity Sessions	1,100	1,000	100	17,999	20,160	(2,161)
OnStage	27,346	26,957	389	221,335	213,725	7,610
Overture Galleries	174,642	172,000	2,642	9,730	19,780	(10,050)
Club 10- run by marketing and ticketing	1,198	1,300	(102)	36,406	40,000	(3,594)
Ticket Voucher Program	3,172	3,500	(328)	126,880	140,000	(13,120)
Meet the Artist	3,090	2,000	1,090	637	600	37
Prelude (no longer have Comm Arts Access)	100	400	(300)	6,019	24,000	(17,981)
Misc Community Engagement Events	9,560	8,800	760	43,150	57,500	(14,350)
Any Given Child/Kennedy Center Partners in Education	500	500	-	4,463	8,400	(3,937)
	283,314	275,297	8,017	701,819	772,060	(70,241)
<i>Arts Organizations</i>						
Local Arts	12,514	15,928	(3,414)	133,814	137,548	(3,734)
Residents	109,212	106,597	2,615	841,518	528,524	312,994
	121,726	122,525	(799)	975,332	666,072	309,260
<i>Additional Programming Expenses</i>						
Salaries and Wages				311,320	314,081	(2,761)
Totals	405,040	397,822	7,218	1,988,471	1,752,213	236,258

2016/17 Overture Arts, Education, and Community Programs

Rising Stars

Overture's Rising Stars is a local talent search aimed at highlighting and celebrating amazing members of our local communities. Anyone and everyone with a talent, whether 6 or 60, amateur or pro, is invited to audition for a chance to be named one of this season's Rising Stars. Finalists come together on the historic Capitol Theater stage to perform for the community.

How attendance is measured: Ticket sales (finals show attendance) and registration surveys (audition attendance)

Able to identify number of Madison residents attending: No

Number of Madison artists: 2

Contract fees paid to Madison artists: \$500

Duck Soup Cinema

Several times a year, local vaudeville-style acts open for a silent film screening that features a live, skilled organist on the magnificent Grand Barton Organ, just as it was done in 1928. Tickets for the series are low-cost, intended to reach many different audiences.

How attendance is measured: Tickets sales

Able to identify number of Madison residents attending: Yes- 3,307 people

Number of Madison artists: 17

Contract fees paid to Madison artists: \$5,250

International Festival

Overture's International Festival celebrates the rich cultural heritage within the Madison community. Enjoy more than 30 FREE performances throughout Overture by artists who call Dane County home. Indulge in cuisines from around the world, browse stunning arts and crafts available for purchase and learn about the many local businesses with global connections.

How attendance is measured: Estimation at each performance (30+ performances)

Able to identify number of Madison residents attending: No

Number of Madison artists: 30

Contract fees paid to Madison artists: \$9,095

Kids in the Rotunda

FREE performances designed especially for children and families most Saturdays October-April that features a diverse lineup of local and regional musicians, storytellers, jugglers, theater troupes, magicians and dancers. Every weekend features three performances (9:30 a.m., 11 a.m. and 1 p.m. - 1 pm is American Sign Language interpreted).

How attendance is measured: Clickers at entrances

Able to identify number of Madison residents attending: No

Number of Madison artists: 115

Contract fees paid to Madison artists: \$10,350

Tommy Awards and Tommy Ensemble

The Tommy Awards are an educational initiative that began at Overture Center to encourage, recognize, and honor excellence in high school musical theater in Dane County and South Central Wisconsin. Over the past several years, the program has grown to include more than 450 students. Educators, industry professionals, and theater experts review productions to provide valuable feedback and advice. Schools' and individuals' achievements are honored by category-based awards received at a ceremony in Overture Hall that features performances by participating schools and filmed and broadcast by Wisconsin Public Television as part of its Young Performers Initiative. Two outstanding performers advance to the national competition in New York.

Many of Madison's students have won awards including Madison resident Sheridan Hearn who participated in the national competition in 2012.

The Tommy Ensemble features select vocal performers from Tommy Award participating schools. They are selected by a series of auditions, and they build their technical skills in singing, acting and dancing through a series of pre-professional trainings and performances.

How attendance is measured: Ticket sales (finals show attendance) and high school production participation (program attendance)

Able to identify number of Madison residents attending: Yes- 404 people

Number of Madison artists: 5 Madison high schools participate

Contract fees paid to Madison artists: \$23,410

MadCity Sessions

Overture's popular series of free concerts featuring local and regional bands continues in the historic Capitol Theater with two bands per concert. Admission is always free. A diverse variety of local artists are booked for the season in terms of artist demographics and music genre.

How attendance is measured: Head counts

Able to identify number of Madison residents attending: No

Number of Madison artists: 20

Contract fees paid to Madison artists: \$2,300

OnStage

Overture invites nearly 30,000 students and teachers to our theaters each year to enjoy special engagement performances by touring artists. Ticket prices are less than \$8 for most students, with additional ticket and bussing subsidies available for qualifying students and schools. Nearly all the subsidies benefit students in the City of Madison. Sensory kits and ASL interpreters are provided to schools who request them.

How attendance is measured: Ticket sales by school

Able to identify number of Madison residents attending: Yes- 12,022 people

Number of Madison artists: 135

Contract fees paid to Madison artists: \$3,750

Overture Galleries

These free and open to the public galleries foster the growth of local artists, curators and arts organizations offering a forum for diverse, community-wide artistic expression. A range of professional to emerging visual artists are featured, including art by youth and visual projects by community organizations.

How attendance is measured: Percentage of overall attendance at Overture performances and head counts at gallery events

Able to identify number of Madison residents attending: No

Number of Madison artists: 113

Contract fees paid to Madison artists: \$0; Overture acts as a third party selling agent for artwork

Club10

Club10 is an important program instituted during Overture's 10th Anniversary Season. This ticket distribution program attracts new people to Overture and provides opportunities for existing supporters to take a chance on a new type of program. A select number of seats are available for both Overture programs and performances of the resident organizations with a \$10 ticket price.

How attendance is measured: Ticket sales

Able to identify number of Madison residents attending: No

Number of Madison artists: n/a

Contract fees paid to Madison artists: n/a

Ticket Vouchers

Community Ticket Vouchers help ensure that all people, regardless of economic ability, have access to the performing arts. Through partnerships with more than 100 diverse local social services organizations, our program reaches families throughout Dane County, providing significantly subsidized tickets for as low as \$3. We consistently look to invite organizations who work with populations that we currently underserve.

How attendance is measured: Tickets redeemed

Able to identify number of Madison residents attending: No (some data collected, but not for all tickets)

Number of Madison artists: n/a

Contract fees paid to Madison artists: n/a

Meet the Artist

Nationally and internationally recognized artists share their process and inspiration, and host open Q & A sessions facilitated by local artists and experts immediately after the show. The Meet the Artist series features a diverse lineup of artists and art forms, and is free and open to all ticket holders.

How attendance is measured: Head count

Able to identify number of Madison residents attending: No

Number of Madison artists: n/a

Contract fees paid to Madison artists: n/a

Prelude Program (Replaces Community Arts Access)

By providing rental and equipment subsidies as well as guidance from professional staff, Overture supports area nonprofit organizations that present community performances and events. We aim to develop the quality of programming, increase audience engagement, and improve outreach and program offering to arts audiences throughout Madison.

How attendance is measured: Ticket sales and head counts

Able to identify number of Madison residents attending: No (only for events with ticket sales)

Number of Madison artists: Madison-based Theater LILA

Contract fees paid to Madison artists: n/a

Any Given Child

In July 2013, Madison, Wisconsin was named the 12th city in the John F. Kennedy Center for the Performing Arts' Ensuring the Arts for Any Given Child program to make that investment happen. Overture, in partnership with the City of Madison and Madison Metropolitan School District, assist communities in developing a plan to ensure there is equity and access to arts education for all K-8 students in their schools, which is the primary goal of the Kennedy Center's Any Given Child program. As we prepare the young people in our community for college, career and community, it is essential that we invest in providing a well-rounded education that includes the arts for every child.

How attendance is measured: n/a

Able to identify number of Madison residents attending: No

Number of Madison artists: n/a

Contract fees paid to Madison artists: n/a

Local Arts

Each year, 20-30 local arts groups use various Overture spaces, from the open and charming Rotunda Stage to our grand Overture Hall. Events range from small, free annual student performances to sophisticated, 50th Anniversary celebrations with hundreds of performers in Overture Hall, and everything in between. Local art groups are known for stretching each space to its creative limit, and bringing local arts and cultural experiences to the community. Groups meeting the Local Arts parameters enjoy the same subsidized rates as the resident organization.

How attendance is measured: Ticket sales

Able to identify number of Madison residents attending: Yes- 5,411 people

Number of Madison artists: n/a

Contract fees paid to Madison artists: n/a

Resident Organizations

The resident companies of Overture Center for the Arts are an important and crucial part of the vision and mission of the institution and its founder. For the 10 resident arts organizations that call Overture home, Overture offers a unique opportunity and highly subsidized rental rates for them to build a devoted fan base, yet curate an innovative offering year after year. Representing orchestral music, opera, ballet, chamber music, theater for youth and family, professional theater, modern dance, and contemporary art from Wisconsin artists, the residents have a tradition of providing a diverse array of high quality programming.

How attendance is measured: Ticket sales

Able to identify number of Madison residents attending: Yes- 69,553 people

Number of Madison artists: 10 organizations, all with many Madison artists

Contract fees paid to Madison artists: n/a



**Overture's Commitment to Arts, Educational and
Community Programming
July 1, 2017 - June 30, 2018 Budget**

	Attendance Budget	Expense Budget
<i>Educational and Community Programming</i>		
Rising Stars	860	21,925
Duck Soup	5,193	49,305
International Festival	14,000	22,230
Kids in the Rotunda	32,000	41,870
Tommy Awards and Tommy Ensemble	10,000	105,205
MadCity Sessions	1,200	20,550
OnStage	25,450	226,456
Overture Galleries	174,000	26,500
Club 10- run by marketing and ticketing	1,000	30,390
Ticket Voucher Program	2,500	101,350
Meet the Artist	1,540	1,300
Misc Education and Community Engagement Events	9,300	49,820
Any Given Child/Kennedy Center Partners in Education	500	19,850
	277,543	716,751
<i>Arts Organizations</i>		
Local Arts	14,070	128,021
Residents	111,229	782,219
	125,299	910,240
<i>Additional Programming Expenses</i>		
Salaries and Wages		328,745
Totals	402,842	1,955,736