



Overture
CENTER FOR THE ARTS

2014/15
REPORT TO THE
COMMUNITY



Rising Stars 2014 Finalists
X-CLUSIVE Movement
Martin Jenich Photography



Overture Center for the Arts ENRICHES THE LIVES of individuals and the community by creating, encouraging and catalyzing extraordinary experiences.



TED DEDEE
President and CEO,
Overture Center for the Arts

I am pleased to offer this report recapping another successful year for Overture Center for the Arts. You will see in the pages ahead that this past year, we put on a simply magnificent 10th Anniversary celebration. We added several new programs to entertain, engage and educate members of our community; sold out *The Book of Mormon* in less than a day; and ended the year in the black. We increased access to the arts for people of every economic status; we brought more arts into the classrooms and gave more students the opportunity to have their first theater experience. None of this would have been remotely possible without the generosity of people like you — people passionate about the arts, their community, and the arts in their community. As you peruse this report and reflect on your own Overture experiences, I hope you understand that Overture is your center for the arts — your home for extraordinary experiences. I remain grateful to lead the talented and hardworking staff who take such good care of your arts center, and who make so many extraordinary experiences possible. Thank you!



DIANNE CHRISTENSEN
Chair, Overture Center
Foundation Board of Directors

I am always astounded at the reach and impact of this organization. As Chair of the Board of Directors, I am continually reminded that Overture is a building, with all the needs of a building — new carpet, mechanical repairs, constant cleaning and upkeep from a heroic team of custodians, technicians and mechanics. I also see what Overture does as a nonprofit arts organization, engaging the community at a level many never thought possible. It is simply a thrill to see in this report that this beautiful building hosted, and its incredible staff created, more than half a million extraordinary experiences in one year alone. Amazing! I hope you will take this report and share it — and help us spread the word — that after its first ten years, Overture Center has become a cornerstone of downtown and a bustling hub of artistic activity. Overture's impact will continue to grow — but only if we continue to receive the generous support of the entire community. Thank you for taking the time to have a look at this Report to the Community, and please don't hesitate to be in touch.



Local acrobatic troupe,
Cycropia at 10Fest
Martin Jenich Photography

HOME IS WHERE THE ART IS

Nearly 20 years ago, people in the local arts community started to talk. Informally at first, just chatting over coffee here and there, but it didn't take long for the conversations to become audible. Madison was becoming — and honestly, had always been — a hotbed of arts, artists and extraordinary audiences. Local, professional, nonprofit arts companies were growing. They needed — and deserved — new, state-of-the-art venues in which to perform their world-class work.

With these conversations as the backdrop, Jerry Frautschi and Pleasant Rowland made a stunning and unprecedented investment in those local arts groups, building a home for the arts and creating an endowment to support their work.

We celebrated our 10th Anniversary this past year, and we recalled some incredible Broadway engagements and some unforgettable performances by touring celebrities and many community engagement programs. But we will always remember that Overture Center exists in this city, and has become a part of the fabric of this community, because this community produces and attracts artists of an unusually high caliber.

We celebrate and salute these, our resident companies and all local artists.



RESIDENT ORGANIZATIONS



KANOPY DANCE

LI CHIAO PING DANCE



Urban Bush Women
Rick McCullough





TEN YEARS ON

Last fall we celebrated our 10th Anniversary. With it, we celebrated the success of our community. We celebrated this anniversary with unprecedented, one-time events, including:

10Fest a community festival full of free performances inside and out, including circus wagons and other displays from Circus World Museum, and

American Kaleidoscope the first-ever combined performance of all ten of Overture's resident companies.

We also launched two new ongoing programs to carry into our next ten years, including:

Club10 (See page 10) for people of modest means to buy balcony tickets to many performances for \$10, allowing individuals and families more access to the arts, and

Overture's Rising Stars a local talent search that discovered many talented performers in our own neighborhoods and communities, and gave 24 individuals and groups the opportunity to perform on the Capitol Theater stage.

Photos by Martin Jenich Photography.



Local acrobatic troupe, Cycrophia at 10Fest



Wagons from Circus World Museum lining the streets for 10Fest



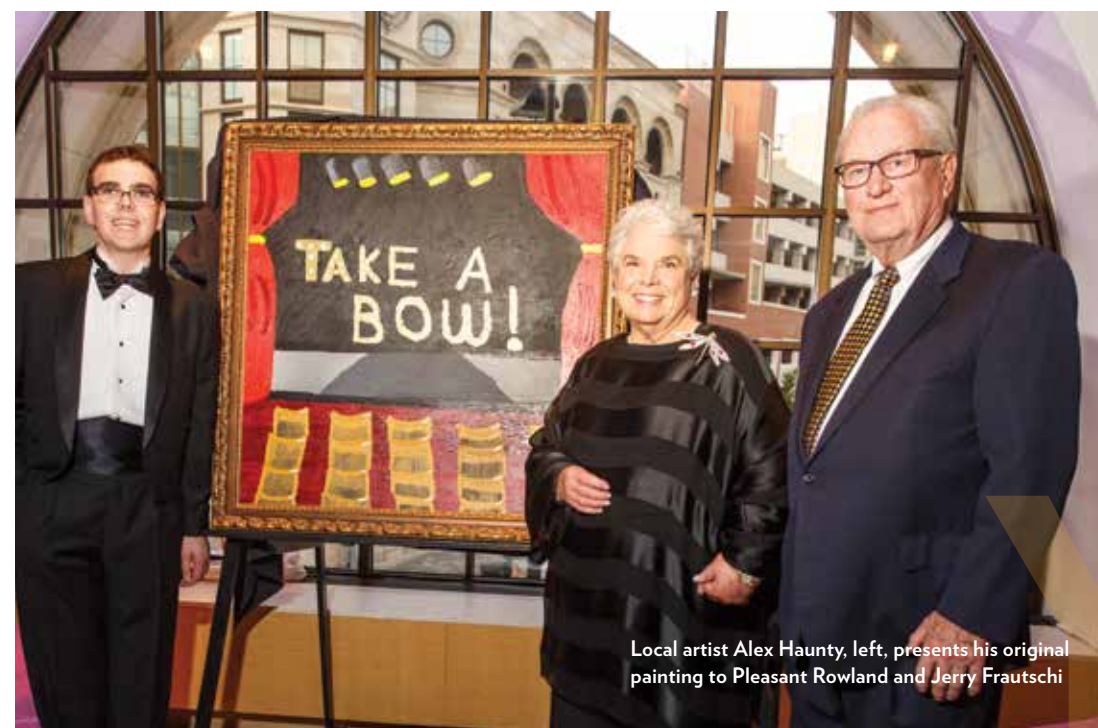
Rising Stars 2014 Finalists Black Star Drum Line



Thousands flock to 10Fest



Rising Stars 2014 Semifinalist Marissa Bode



Local artist Alex Haunty, left, presents his original painting to Pleasant Rowland and Jerry Frautschi

10 YEARS



MORE THAN A SHOW

Source: 2014/15 ticketbuyer surveys by Wolf Brown

40% of ticket buyers attend shows specifically to spend quality time with family or friends.

78% discussed the performance over food or drinks.

Each party of friends and family spent, on average, \$107.20 doing so, in addition to the price of their tickets.

9 Number of hours it took to sell out eight performances of *The Book of Mormon*, an Overture record

5,744 Number of Broadway subscriptions sold in 2012/13, the previous record

6,370 (and counting) Number of Broadway subscriptions sold for 2015/16, a new record!

IT'S THE LITTLE THINGS

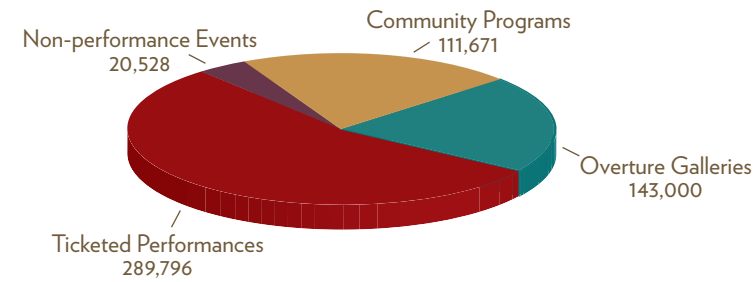
Actual patron comments remind us that attention to detail matters!

"The ushers are always so nice."

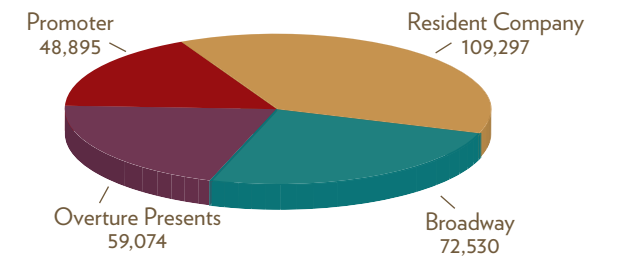
"Sparkling restrooms!"

"I had enough room to sit comfortably, and enough space to cross and uncross my legs during the show."

TOTAL ATTENDANCE



TICKETED PERFORMANCES



ENTERTAIN



CLUB10, our new \$10 ticket program, provided affordable access to 116 performances. Based on actual quotes from members, we know the program provides...

Affordability and Access. “I am a low-income woman who loves the arts. Club10 opens a whole new world of affordable possibilities. My quality of life seems to be dependent upon the arts. I admit it.”

Access for families. “It gives me an opportunity to bring my whole family to a show that I would otherwise go to individually with a friend.”

More options. “With a limited budget, I tend to only choose to see shows with which I am already familiar and know I will like. Having access to \$10 tickets lets me see shows I otherwise wouldn’t be able to and expand my access to the arts.”

More exposure. “I attend performances that I would not normally attend. I like the exposure to new artists and shows.”

More inclusion. “On a limited income with three kids, we wouldn’t be able to experience performing arts otherwise.”

391 Households who took advantage of \$10 tickets for Broadway, touring and local arts performances

1,843 Tickets sold for \$10 each

9 Local arts groups that made tickets available through Club10

OVERTURE GALLERIES

“Artwork can reach people who might otherwise not want to have those conversations about race and race relations. In Madison, we have a rosy picture of our city. We’re often rated one of the best places to live. We were wondering how art might be a way to challenge that viewpoint.”

Simone Doing, co-curator of Justified Art!, displayed in Overture Gallery I this spring and quoted in the *Capital Times*. The exhibit gathered visual work from Dane County and around the nation to respond to Rev. Alex Gee’s essay “Justified Anger,” itself a response to ongoing racial tensions and inequities in the community.



Just a KID
Jerry Jordan



Overture Galleries
John Maniaci



ENGAGE

KIDS IN THE ROTUNDA AUDIENCE MEMBERS

83% attended to spend quality time with family

46% left with an impulse to be more creative

61% attended to expose their children to new art forms

“The high quality of events with such easy access is very satisfying. I’m so glad that I do not need to drive to Milwaukee or Chicago for access to quality arts programs — for my daughter as well as for myself and husband!”

Kids in the Rotunda Parent



Tommy Award recipient and Tommy Ensemble member Kailey Boyle
Mark Frohna



Faton and Najme Ibrahim-Krasniqi in Overture Hall, just after being wed
Martin Jenich Photography



Singer/songwriter Tom Pease at Kids in the Rotunda



THEY TOOK A CHANCE ON US

Najme and Faton weren’t planning on a big wedding. They were going to exchange vows at the courthouse, then host a family reception in the summer. But we felt like they deserved more magic than that. So with the help of the Broadway tour of *Mamma Mia!* (a show about a wedding), and many generous local partners, on opening night we gave them An Overture Wedding! (And yes, “Take a Chance on Me” was the processional.)

PROGRAMS FOR THE COMMUNITY ATTENDANCE AND PARTICIPATION

10Fest	5,000
Arts Education Roundtable	156
Arts Education Fair	250
Cocktails With Tim	1,500
Community Arts Access	9,963
Community Ticket Vouchers.....	1,942
Duck Soup Cinema	4,184
International Festival.....	16,000
Kids in the Rotunda	31,154
MadCity Sessions	1,100
Meet the Artist.....	1,680
Overture Galleries.....	143,000
Gallery Receptions	2,200
Overture OnStage	26,920
Overture’s Rising Stars	2,317
Tommy Awards.....	7,700
Special Engagement Events	805

ENGAGE



Arts Education Fair
Emma Cassidy



Fabu
Beth Racette

EDUCATE



“The Teaching Artist Training program has given me a wonderful template for teaching. I hope you guys know how useful it is for those of us who want to become more effective teachers.”

Karen Olivo, Tony Award winning actress now living and working — and teaching — in Madison!

WE BRING THE ARTS — AND ARTISTS — TO THE SCHOOLS

Studies show that arts infused throughout the curriculum improve educational outcomes. This year Overture held 16 professional development workshops, helping hundreds of teachers bring the arts to their classrooms.

Additionally, Overture’s new Teaching Artist Training program prepares local working artists to develop six-week (or longer) residencies in schools. In its first year, the program prepared 14 artists — musicians, actors, writers and visual artists — to bring their skills, experience and unique viewpoints to students of all ages. Four area schools hosted residencies in the 2014/15 academic year, with many more expected next year. Overture Center will act as the agent to connect these artists with classrooms.

ENSURING THE ARTS FOR ANY GIVEN CHILD

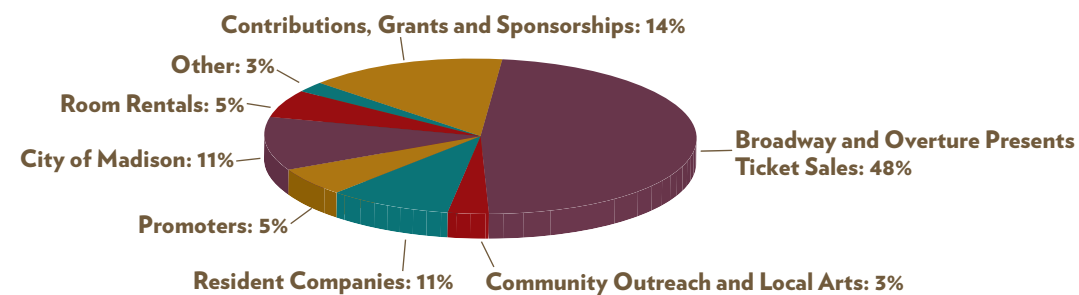
As part of our ongoing partnership with the Kennedy Center for the Performing Arts, Madison Metropolitan School District and the City of Madison, we hosted three Arts Education Roundtables and an Arts Education Fair, where 250 educators connected with 30 local vendors to bring more arts into classrooms in all subject areas.

STATEMENT OF FINANCIAL POSITION

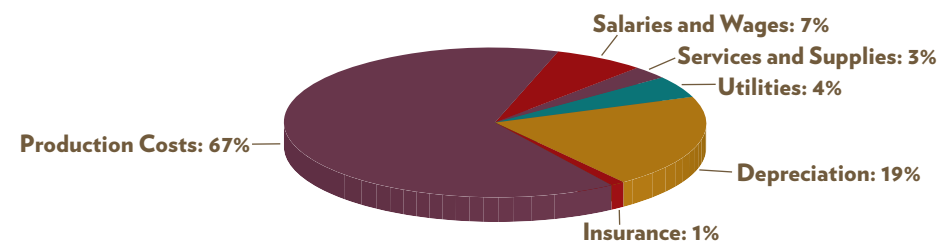
2014/15 SEASON
(June 30, 2015)

ASSETS	
Cash and Cash Equivalents	4,715,029
Accounts Receivable (net)	330,057
Unconditional Promises to Give (net)	1,046,589
Beneficial Interest in Assets Held by Madison Community Foundation	1,288,431
Prepaid Expenses	244,188
Property and Equipment (net)	150,903,973
TOTAL ASSETS	\$158,528,267
LIABILITIES	
Accounts Payable	333,708
Accrued Liabilities	346,614
Capital Lease Obligation	83,483
Unearned Revenue	5,009,264
Due to the City of Madison	259,096
TOTAL LIABILITIES	\$6,032,165
NET ASSETS	
Unrestricted	150,000,923
Temporarily Restricted	1,621,929
Permanently Restricted	873,250
TOTAL NET ASSETS	\$152,496,102
TOTAL LIABILITIES AND NET ASSETS	\$158,528,267

REVENUES BY SOURCE: JULY 1, 2014 – JUNE 30, 2015



EXPENSES BY SOURCE: JULY 1, 2014 – JUNE 30, 2015



STATEMENT OF ACTIVITIES

2014/15 SEASON
(FY ended June 30, 2015)

REVENUE AND SUPPORT	
Ticket Sales and Fees	8,530,316
Facility Rentals and Services	1,919,387
Other Revenue	909,121
Contributions, Grants and Sponsorships (net)	2,159,538
City of Madison Support Grant	1,675,000
TOTAL REVENUE AND SUPPORT	\$15,193,362
EXPENSES	
Salaries, Wages and Benefits	6,115,837
Artist and Performance Fees	4,741,830
Advertising	741,814
Purchased Services	1,269,290
Professional Services	187,733
Ticketing Fees	30,991
Supplies	485,294
Utilities	717,704
Information Technology	292,591
Insurance	168,023
Other Expenses	4,662
Depreciation and Amortization	3,457,685
Interest Expense	7,911
TOTAL EXPENSES	\$18,221,365
Revenues and Support Less Expenses	(3,028,003)
OTHER REVENUES AND EXPENSES	
Interest Income	4,296
Endowment Income (net of expenses)	7,985
TOTAL OTHER REVENUES AND EXPENSES	\$12,281
CHANGE IN NET ASSETS	(3,015,722)
NET ASSETS - BEGINNING OF YEAR	\$155,511,824
NET ASSETS - END OF YEAR	\$152,496,102

Audited Financial Statements are available at overturecenter.org or by contacting the Overture Center Administrative Office.

3,730 donors gave \$2.1 million in 2014/15.

That's a 12% increase in donations from nearly twice as many donors, compared to 2013/14.

WE GRATEFULLY ACKNOWLEDGE THE FOLLOWING
CONTRIBUTORS TO OVERTURE CENTER FOR THE ARTS

PUBLIC SUPPORT

An annual commitment from the City of Madison helps support Overture Center and the 14 community engagement programs we provide. Mayor Paul Soglin, the Madison Common Council and City of Madison residents deserve our gratitude for their generous support.

LEGACY SPONSORS

BMO Harris Bank
Chase
US Bank

CHARTER PARTNERS

Alliant Energy
Fields Jaguar—Land Rover—
Volvo of Madison
First Choice Dental
Goodman's Jewelers
TDS Telecommunications
Wells Fargo Bank & Wells
Fargo Home Mortgage

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Historic Sponsor

American Girl's Fund
for Children

\$20,000- \$100,000

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Electronic Theatre Controls, Inc.
Exact Sciences
Goodman's Jewelers*

Kuehn Family Foundation
Madison Community Foundation
MG&E Foundation*
Promega Corporation*
ProVideo
UW Credit Union*
UW Health &
Unity Health Insurance*

\$15,000- \$19,999

A. Paul Jones Charitable Trust
Full Compass Systems, LTD
Noble Chef Hospitality Group**
Park Bank

\$10,000- \$14,999

American Family Insurance**
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County of Dane
CUNA Mutual Foundation
The Evjue Foundation, charitable
arm of *The Capital Times*
The Icon Restaurant & Tapas Bar
The Lex Company, LLC
Madison-Kipp Corporation
Webcrafters, Inc.
Wisconsin Arts Board

\$5,000- \$9,999

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Arts Midwest*
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BMO Harris Bank**
The Burish Group,
UBS Financial Services Inc.**
The Courtier Foundation
Custer Financial Services**
Driftless Studio:
Nature Gallery & Gifts

First Weber Group**
Ho-Chunk Gaming
Hovde Properties
Isthmus**
JH Findorff & Son, Inc.*
Johnson Bank
Madison Magazine**
National Guardian Life
Insurance Company
Oakbrook Corporation
Pepsi-Cola of Madison*
Plastic Ingenuity
Savant Capital Management
ScheduleSoft*
Stafford Rosenbaum LLP
SupraNet Communications, Inc.
Trek Bicycle Corporation*
University Research Park
Whyte Hirschboeck Dudek S.C.**
WIPFLI CPAs and Consultants**
WISC-TV*

\$1,000-\$4,999

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Cruise Shoppe**
Capitol Bank
Dane Arts
Entercom**
Estrellón**
First Business Financial Services**
First Merit Bank
Flora Designs by Jamae**
Hurley, Burish & Stanton
Ian's Pizza on State
John A. Johnson Arts Fund—
a component fund of Madison
Community Foundation
Kerkman Dunn Sweet Demarb
McGann Construction

Middleton Travel**
Nedrebo's Formalwear**
NBC-15**
Orange Tree Import
Red Elephant Chocolate
Shine United
Stark Company Realty
Steep & Brew**
The North Central Group
Think Ink & Design**
Urban Land Interests*
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Zendesk**

up to \$999

Anthology
Capital City Hues**
Cherry Blossom Events, LLC**
The Edgewater**
Espresso Royale
Event Essentials**
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Gail Ambrosius Chocolatier
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Madison Times**
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Purcell Communications**
Wegner CPAs*

* Indicates Multi-Year Pledge

** Indicates Frostiball Sponsor

INDIVIDUAL GIFTS

Local Legend (\$100,000+)

Anonymous in Honor of
Ted and Gail DeDee
Ron & Deborah Krantz

Benefactor (\$50,000+)

The DeAtley Family Foundation

Limelight (\$25,000-\$49,999)

Cummings Christensen
Family Foundation

Lead (\$10,000-\$24,999)

Anonymous (3)
Diane Endres Ballweg
Nancy E. Barklage &
Teresa J. Welch
The Blake Family
Sara & Eliot Butler
Lau & Bea Christensen
Kevin & Sheila Conroy
Betty Harris Custer &
J. Corkey Custer
Marjorie Devereaux & David Hall
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Deirdre Wilson Garton
Kathleen J. Hempel
Jim Imhoff
Roma E. Lenehan
Thomas & Margaret Pyle
Sarah & Jack Salzwedel
John & Mary Schroeder
Joe & Mary Ellyn Sensenbrenner
Anne Stoelting

Cameo (\$5,000-\$9,999)

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Ellen L. Brothers
Anna & Andrew Burish
Steve & Shirley Crocker
Ted & Gail DeDee

Timothy & Mary Erdman
Larry & Sharon Hahn
Terry Haller
Steve & Elaine Hathaway
Donna Katen-Bahensky
Norma & Doug Madsen
Dale & Deborah Nickels
Gus & Mary Paras
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David & Brenda Scidmore
Jeanne & Joe Silverberg
Judith & Stuart Stair
Robert & Marsha Steffen***
Robert & Dorothy Troller
Robb Whinney
Jennifer & Bill Zorr

Artist (\$1,250-\$4,999)

Anonymous (7)
Raymond Allen
Carla & Fernando Alvarado
Kristine & Paul Ashe
Mark Aulik & Michael Beere
Linda Baldwin O'Hern &
Vince O'Hern
Tino Balio & Mary Pinkerton
Jeff & Angela Bartell
Dean & Nancy Baumgardner
Mary Ellen & Geoff Beach
Dianne Benson & Kristin Koeffler
John G. Bollinger
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Jim & Cathie Burgess
Carolyn Lazar Butler & Brian Butler
Michael Caliva & Marcy Seiler
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Richard Christofferson***
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Tony D'Alessandro &
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Beverly & Craig Davis
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Alison Dorner
Katie Dowling-Marcus &
Ben Marcus
Russ & Jean Endres
Sue & Rob Engelke
Shad Fanta & Nina Kinnunen
John & Coleen Flad
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Dennis Funk & Tom Sanew
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Curt & Dawn Hastings
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Ed & Jennifer Snow
Patty Spires-Merkel &
Robert Merkel
Jayne Squirrel & Gary Lyons
Tim & Lori Stadelman
Susan Stites & Jerry Simon
Jeff & Amy Supple
W. Stuart & Elizabeth Sykes
Richard & Marcia Taugher
Jane & Tom Taves

“We love it when we drive through the neighborhood and there are so many school buses that they don't have a place to park.”

Lau Christensen, Local Legend donor

“We give from the heart for the young people who can't afford to come. It makes us feel really good to be able to give.”

Bea Christensen, Local Legend donor



BETTY HARRIS CUSTER

Chair, Overture Center Foundation
Development Committee

This community continues to amaze me. Since we became a fully private nonprofit organization in 2012, our fundraising goals have gotten more ambitious every year, and the community has responded. Overture remains fully committed to providing access to the arts for all, and this community clearly joins us in that commitment. I am especially proud of our recent efforts to create long-term sustainability for Overture through our new planned giving program, allowing individuals like you to create a legacy for the arts, and Overture's Cornerstone Society, our new partnership with the business community. It is with a great sense of pride and accomplishment — and trust in our hardworking staff — that I step down as chair of the Overture Center Foundation Development Committee, and leave our fundraising efforts in the more-than-capable hands of my current co-chair Roberta Gassman and new co-chair Dan Kuehn. Our current and future donors will find that their commitment to the community and to the arts runs deep, and I'm certain they'll inspire even more success in the future. I will remain enthusiastically involved and can't wait to see what the coming years bring for the arts in my beloved Madison!

THANKS

Fran & Brad Taylor
LaRynda Thoen &
Neil Salyapongse
John W. Thompson
Kate J. Thompson
Denes Tobie
Sal & Judy Troia
Brian & Jennifer Van Wyk
Lisa & Craig Viscardi
Pamela Walgren & Dan Dooge
Ellis & Katie Waller
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Jim & Linda Welch
Shela Westrate
William F. White
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Jeffrey Wiesner
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Theodora Zehner
Jane (Ginger) Zimmerman

Chorus (\$500-\$1,249)

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