



# MADISON ARTS COMMISSION ANNUAL REPORT

2017/18 SEASON



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

	Attendance			Expenses		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
<b><i>Educational and Community Programming</i></b>						
Rising Stars	986	860	126	17,249	21,925	(4,676)
Duck Soup	3,725	5,193	(1,468)	48,982	49,305	(323)
International Festival	13,081	14,000	(919)	22,502	22,230	272
Kids in the Rotunda	31,627	32,000	(373)	44,090	41,870	2,220
Jerry Awards and Jerry Ensemble	11,700	10,000	1,700	103,305	105,205	(1,900)
MadCity Sessions	1,200	1,200	-	18,505	20,550	(2,045)
OnStage	25,177	25,450	(273)	254,048	226,456	27,592
Overture Galleries	155,088	174,000	(18,912)	32,726	26,500	6,226
Club 10- run by marketing and ticketing	1,071	1,000	71	28,455	30,390	(1,935)
Community Ticket Program	3,077	2,500	577	123,080	101,350	21,730
Meet the Artist	3,970	1,540	2,430	652	1,300	(648)
Misc Community Engagement Events	18,486	9,300	9,186	36,891	49,820	(12,929)
Any Given Child/Kennedy Center Partners in Education	533	500	-	16,873	19,850	(2,977)
	<b>269,721</b>	<b>277,543</b>	<b>(7,855)</b>	<b>747,358</b>	<b>716,751</b>	<b>30,607</b>
<b><i>Arts Organizations</i></b>						
Local Arts	14,094	14,070	24	91,658	128,021	(36,363)
Residents	103,493	111,229	(7,736)	915,642	782,219	133,423
	<b>117,587</b>	<b>125,299</b>	<b>(7,712)</b>	<b>1,007,300</b>	<b>910,240</b>	<b>97,060</b>
<b><i>Additional Programming Expenses</i></b>						
Salaries and Wages				312,139	328,745	(16,606)
<b>Totals</b>	<b>387,308</b>	<b>402,842</b>	<b>(15,534)</b>	<b>2,066,797</b>	<b>1,955,736</b>	<b>111,061</b>

# 2017/18 Overture Arts, Education, and Community Programs

## Rising Stars

Overture's Rising Stars is a local talent search aimed at highlighting, celebrating and elevating members of our local communities. Anyone and everyone with a talent, whether 6 or 90, amateur or pro, is invited to audition for a chance to be named one of this season's Rising Stars. Finalists attend a workshop, receive feedback from celebrity judges, and perform on the historic Capitol Theater stage for the community. Cash prizes and a performance opportunity are awarded.

**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:** 5

**Contract fees paid to Madison artists:** \$600

## 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 and feature local musicians, comedians, jugglers and more.

**How attendance is measured:** Tickets sales

**Able to identify number of Madison residents attending:** Yes- 2,586 people

**Number of Madison artists:** 19

**Contract fees paid to Madison artists:** \$6,700

## 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:** 314 (23 performance groups)

**Contract fees paid to Madison artists:** \$6,840

## Kids in the Rotunda

Each Saturday from October through April at 9:30 AM, 11 AM and 1 PM (ASL interpreted), OCA presents a series of FREE artistic programs designed for children and families. This popular performing arts series on the Rotunda Stage in Overture offers a relaxed, kid-friendly environment in which to enjoy the arts and bond as a family. Performers range in genres and include both local, regional and national artists for children. Wrap around activities such as yoga, art after Overture at the Library, MSCR's Fit2Go and more encourage a full experience of learning and fun as a family.

**How attendance is measured:** Clickers at entrances

**Able to identify number of Madison residents attending:** No

**Number of Madison artists:** 101

**Contract fees paid to Madison artists:** \$8,850

## Jerry Awards and Jerry Ensemble (previously Tommy Awards)

The Jerry Awards are an educational initiative that began at Overture Center to encourage, recognize, and honor excellence in high school musical theater in Dane County, Southern and Central Wisconsin. Over the past several years, the program has grown to include more than 90 schools. Educators, industry professionals, and theater experts attend and review participating school productions to provide valuable feedback and advice. Schools' and individuals' achievements are honored by category-based awards at an annual awards show in

Overture Hall that features performances by participating schools and is 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 and Corinna Smith who participated in 2018.

**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- 340 people

**Number of Madison artists:** 5 Madison high schools participate

**Contract fees paid to Madison artists:** \$12,450

### 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:** 21

**Contract fees paid to Madison artists:** \$2,400

### 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. Educator Resource Guides, provided for each performance, help teachers make connections between the performance and the classroom.

**How attendance is measured:** Ticket sales by school

**Able to identify number of Madison residents attending:** Yes- 11,787 people

**Number of Madison artists:** 132

**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:** 91

**Contract fees paid to Madison artists:** \$0; Overture acts as a third party selling agent for artwork, though \$6,000 was given out in honorarium to cover some artist expenses

### Club10

Club10 is an important program instituted during Overture's 10<sup>th</sup> 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

### Community Tickets

Community Tickets help ensure that all people, regardless of economic ability, have access to the performing arts. Through partnerships with nearly 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

### 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, 50<sup>th</sup> 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- 5,116 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- 61,774 people

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

**Contract fees paid to Madison artists:** n/a