



2021/22 Education and Engagement Program Report

General Education and Engagement Virtual Programs

In the 2021/22 season, we focused on rebuilding foundational programs, providing clear impact and consistency in our programming and developing a new team. We continued to offer artistic experiences to our community in person, virtually and hybrid. Along the way, our programming adapted to be most relevant and critical for our community. Programming work included:

- Maintaining accessible and often free arts programs online that supported justice, diversity, equity and mental health
- Rebuilding relationships in the community through collaborative partnerships
- Continued both synchronous and asynchronous virtual programming offerings, such as virtual field trips for schools and our online Kids in the Rotunda
- Relunched key foundational programs, including Kids in the Rotunda (in person and hybrid), OnStage Student Field Trips and in-person Galleries
- Expanded access by creating new in-person, virtual and hybrid programming for existing programs like Cocktails with Tim & Karra and International Festival

Total Season Attendance: 98,403 over 342 events

How attendance is measured: Ticket sales (for ticketed events), registration (required for some events) and views (free, online events)

Able to identify number of Madison residents attending: No

Number of Madison artists: 611

Contract fees paid to Madison artists: \$1,000

Community Tickets

Community Tickets help ensure that all people, regardless of economic ability, have access to the performing arts. In 2021/22, we relaunched the program for in-person performances and focused on rebuilding partnerships and getting feedback from the diverse local social services organizations our program reaches. The program provides significantly subsidized tickets for only the cost of the facility fee. We consistently aim to invite organizations that work with populations that we currently underserve.

Attendance: 2,835

How attendance is measured: Tickets requested and 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

International Festival

On Saturday, March 19, International Festival returned live throughout Overture Center, featuring 30 free performances by 523 local artists who call Dane County home, plus food vendors, local artisans and other community organizations. Select performances were livestreamed on our Facebook page. For the second year, schools were invited to participate virtually, and Overture provided a new resource guide filled with lesson ideas from artists and

curricular connections. More than 150 school groups participated, including language teachers in Madison Metropolitan School District collaborating on a shared lesson based on the festival. In all, the event provided 12,801 in-person and digital international arts experiences.

Attendance: 12,801

How attendance is measured: In person house counts, video views

Able to identify number of Madison residents attending: No

Number of Madison artists: 68

Contract fees paid to Madison artists: \$6,600

Overture Galleries

On Thursday, Sept. 9, after more than a year of empty walls, Overture Galleries introduced four exhibitions, featuring colorful, engaging artwork by 90 local artists, including a powerful “Everything COVID” exhibit in Playhouse Gallery.

In the fall, Overture Galleries joined forces with University of Wisconsin-Madison’s School of Human Ecology to present the Día de los Muertos Community Altar Project, a participatory project drawing on the Day of the Dead altar-making traditions of Mexico and remembrance traditions worldwide. The project featured altars by 80 community members. The Day of the Dead Community Altar Sharing Story & Celebration on Monday, Nov. 8 drew 120 attendees. International partners included El Centro Cultural Costarricense Norteamericano and members of the community of Teotitlan del Valle and San Antonino Castillo Velasco, Oaxaca, Mexico.

The winter/spring cycle partnered with the Southern Graphic Council International’s “Our Shared Future” printmaking conference in Madison.

In Spring/Summer, the Latino Art Fair returned and celebrated Latino art and artists on Saturday, May 7. The event featured 15 local visual artists and various arts activities, including the Latino Arts Strings Program, a youth mariachi group from Milwaukee. Partners included Latinos Organized for Understanding and Development (LOUD) and the Wisconsin Latino Chamber of Commerce.

During the season, 14 pieces of exhibited artist’s artwork were sold for \$4,178 total.

Attendance: 75,190

How attendance is measured: at specific events, as percentage of annual building attendance

Able to identify number of Madison residents attending: No

Number of Madison artists: 125

Contract fees paid to Madison artists: \$7,651

The Lullaby Project

In November, we relaunched the Lullaby Project, which uses the creative process of songwriting to help new and expectant parents express their hopes and dreams for the future through music. The project paired local singer-songwriters, new and expectant parents and caregivers to create personal lullabies for their children, supporting maternal health, aiding child development and strengthening the bond between parent and child. Teaching artists worked with pregnant teens and new moms in Madison Metropolitan School District’s Capital High Parenting Program throughout the school year. We also grew the program to include UnityPoint Health-Meriter’s family and parent support groups, providing one-on-one writing and recording sessions virtually and in person. A special “Kids in the Rotunda” day featured the local teaching artists and program participants performing songs written through the project. Over the year, the project featured eight local artists working with parents and caregivers at 57 events.

The words from one of the lullabies speak to the powerful messages shared through music: *“Mocha bean, my mini-me, You’re making me want to be, Better and better, stronger and stronger, So you can look up to me, For the rest of your life.”*

Attendance: 1,369

How attendance is measured: In person and virtual sessions, house count at Kids in the Rotunda

Able to identify number of Madison residents attending: No. 32 session participants were Madison residents.

Number of Madison artists: 8

Contract fees paid to Madison artists: None. The teaching artists are Overture employees.

OnStage Field Trips

After a hiatus, in-person OnStage Student Field Trips returned in the fourth quarter with six shows, reaching 4,189 students. To address some barriers for schools, we partnered with MMSD to implement their field trip guidelines around COVID-19 protocols. For each show, we created a standards-based resource guide and once again offered subsidies for seats and transportation for eligible schools. The highest attended shows were *Afrique en Cirque* and *Mariachi Herencia de México*. One teacher told us, “Many of our students very rarely leave our small town or see opportunities to participate in music outside of school. This performance was an exciting way for students to experience the world outside of their small bubble.”

Attendance: 4,189

How attendance is measured: Attendance

Able to identify number of Madison residents attending: Yes

Number of Madison artists: n/a

Contract fees paid to Madison artists: n/a

Jerry Awards and Jerry Ensemble

The Jerry Awards program encourages, recognizes and honors excellence in high school musical theater. This year, Jerry Awards reviewers reviewed 85 high school musical performances. On Sunday, June 12, the annual Jerry Awards show was held live in Overture Hall, welcoming nearly 700 participants on stage to a sold-out house. The livestreamed show received more than 12,000 views. Following the show, two Jerry Awards recipients (Catherine Gernetzke and Brendan Moore) represented Overture Center at the National High School Musical Theater Awards (The Jimmy Awards) in New York City.

Attendance: 700 participants, 12,000 views

How attendance is measured: Attendance and views of videos

Able to identify number of Madison residents attending: No

Number of Madison artists: 12

Contract fees paid to Madison artists: \$ 1,000; all others are now Overture employees.

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. Overture Center is proud to have been able to work collaboratively with our resident organizations to safely welcome back full-scale, in-person productions beginning in September. With a lot of teamwork, flexibility, creativity and continuous communication, Overture’s resident companies sold over 61,000 tickets to in-person and hybrid performances. In addition, Overture provided production equipment and logistical support to several of our resident organizations for new and additional performances in outdoor

and community spaces, engaging audiences who may have still been uncertain about returning to theaters.

Attendance: 64,675

How attendance is measured: ticket sales

Able to identify number of Madison residents attending: Not collectively

Number of Madison artists: Nine organizations; all with many artists

Contract fees paid to Madison artists: n/a

Kennedy Center Partners in Education/Any Given Child Madison

As a part of these programs, Overture staff worked collectively to help guide policies and collaborations to enable teaching artists to return in person into schools. In addition, we reconvened the Arts Education Roundtable to facilitate discussions and problem-solving with arts organizations throughout the city related to bringing back in-person arts field trips and performances.

Attendance: 46

How attendance is measured: Attendance at meetings.

Able to identify number of Madison residents attending: No

Number of Madison artists: 15

Contract fees paid to Madison artists: N/A

Local Arts

Overture Center was excited to welcome 11 new and returning local arts organizations for in-person performances during the 21/22 season. Representing everything from spoken word to Broadway classics and dance of every level to film screenings, Overture welcomed audiences to a wide variety of artistic genres presented by local arts groups. Local arts groups sold over 7,000 tickets to their performances, and hundreds more community members enjoyed free performances and events in Overture Center's theaters presented by these organizations.

Attendance: 8,511

How attendance is measured: ticket sales

Able to identify number of Madison residents attending: Not collectively

Number of Madison artists: Unknown

Contract fees paid to Madison artists: n/a