

ROOM TAX COMMISSION UPDATE

Emily Gruenewald, Co-CEO and CDO



Overture
CENTER FOR THE ARTS

August 24, 2026

OVERTURE'S MISSION

Overture Center's mission is to support and elevate our community's creative culture, economy, and quality of life through the arts.

Signature Series and Programs

Broadway at Overture

Overture Presents

National Geographic Live

Cabaret and Up Close

Kids in the Rotunda

International Festival

OnStage Student Field Trips

Disney Musicals in Schools

The Middle School Musical Theater Program

The Jerry Awards

The Lullaby Project and My Melody



OVERTURE'S RESIDENT COMPANIES

Children's Theater of Madison
Forward Theater Company
Kanopy Dance Company
Li Chiao-Ping Dance
Madison Ballet
Madison Opera
Madison Symphony Orchestra
James Watrous Gallery
Wisconsin Chamber Orchestra



2025/26 COMMUNITY IMPACT

813

Events

(16% increase YOY)

721,214

Artistic Experiences

(new record, 40% increase YOY)

48%

**Free/low cost
performances**

50% 50%

Local Artists

Touring Artists

356,324

Tickets sold
(steady)

74%

Dane County

26%

**Beyond
Dane County**

Promoting Madison Tourism

91,218 tickets sold to households outside of Dane County

Expanded shared marketing efforts with resident companies

Expansion of the Fringe Festival into a Winter Destination

- 9,275 attendees, free & paid programming
- Partners: DMI, Destination Madison, BID, MAC

Increasing Event Rentals (weddings, conferences)

- 5% event increase, 7% attendance increase YOY

Two performances of The Jerry Awards Show

- 1,000 student perform in awards shows
- 10,800 students involved across the state

Touring Artist Lodging

- 555 artist room nights in 2025/26
- Madison tourist info distributed to cast & crew

2026 Kennedy Center LEAD Community Asset Award Recipient

- Recognizes excellence in arts accessibility for those with disabilities



2025/26 Financial Position

- 12 weeks of Broadway
- \$1.15M in rental subsidies for over 200 resident company and local arts events
- Non-production costs controlled well, production margins, labor and benefits are challenging
- \$30M Overture Forever Campaign achieved, \$9M in deferred planned gifts
- Revenue growth in events, concessions and individual contributions
- \$1.7M capital project investment

\$1.6M operating deficit, including \$1.3M depreciation



2025/26 Economic Impact Study

2021–22

Total Economic Impact

\$34.48M

Annual Visitors

223,475

Jobs Supported

270

State & Local Tax Revenue

\$2.3M

2025–26

Total Economic Impact

\$66.9M

▲ 94% increase

Annual Visitors

500,000+

▲ 124% increase

Jobs Supported

400+

▲ 48% increase

State & Local Tax Revenue

\$3.59M

▲ 56% increase

Study conducted by UW-Whitewater Fiscal Economic Research Center

OVERTURE AUDIENCES DRIVE DOWNTOWN BUSINESS

\$18.9M

spent annually at local restaurants,
retail shops, and hospitality businesses

Arts activity fuels foot traffic across the entire downtown district. When audiences attend Overture performances, they:

Dine downtown

Shop locally

Stay overnight

Park nearby

Explore neighborhoods



2026/27 OUTLOOK

- A year of austerity across the organization
- 5 fewer weeks of Broadway, 40% decrease in revenue expected
- 9,209 Broadway subscribers, 83% renewed
- 34.9% audience retention, up from 31.5%
- Expanding resident company seasons reduce programming opportunity & increase rental subsidies
- Fewer capital projects
- Removed institutional/brand marketing budget

A 2% Room Tax Commission grant deduction will reduce our marketing efforts further.



2027 ROOM TAX REQUEST: \$2,365,000

- Grow the Fringe Festival
- Education & engagement programs serving over 500 schools
- Marketing & promotion for lead generation and build patron loyalty
- Capital investments to support function and artistic quality
- Maintain appropriate staffing levels





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THANK YOU

Questions?