

**SUMMARY OF PERFORMANCE TERMS FOR ARTS
PROGRAMMING
IN THE ANNUAL PERFORMANCE CONTRACT BY AND BETWEEN THE
CITY OF MADISON AND OVERTURE CENTER FOUNDATION
(Final 11/20/14)**

Summary for Madison Arts Commission of its recommended changes incorporated in the 2015 Annual Performance Contract follows. The Annual Performance Contract by and between the City of Madison and Overture Center Foundation was entered into on December 29, 2014 for the 2015 calendar year.

The major changes recommended by the Madison Arts Commission for the 2015 contract were meant to increase the transparency and the accountability of the above-titled contract are included in Article I Sections 2 (g) and 3 in keeping with requirements for other grantees of City money for the arts. Specifically, from the contract, the changes in language made are in red:

2. Performance Terms OCF agrees to abide by the following terms and conditions and provide the following documentation to the City:

(g) OCF's commitment to arts, educational and community programming, including free or reduced cost programs and outreach will be measured as follows (recognizing that in some cases it may not be feasible to obtain such information, and some data cannot be generated at all, e.g. for attendees at non-ticketed events, group ticketing or all resident company programs):

- (i) The parties will work cooperatively to establish language for future Annual Performance Contracts under which OCF would establish goals and objectives for the portion of the grant from the City used for arts, educational, and community programming, and OCF will provide to the City as part of the 2014-2015 report the amounts used for arts, educational, and community programming.
- (ii) The annual report for fiscal year 2014-2015 will identify the number of programs delivered and the number of people reached through events presented or co-presented by OCF and its resident companies, identifying, where feasible, the number of citizens of Madison attending the programs. The data from this initial annual report will be used to create a baseline for establishing goals and measuring performance in subsequent years.
- (iii) The annual report for fiscal year 2014-2015 will identify the number of free or reduced cost programs delivered and the costs of providing such programs, where feasible, the number of citizens of Madison reach through such programs, where feasible, and the number of ticket subsidies provided to Madison citizens and the dollar value of such subsidies. The data from this

annual report will be used to create a baseline for establishing goals and measuring performance in subsequent years.

- (iv) The annual report for fiscal year 2014-2015 will identify the number of persons living within the City served for ticketed events and the amount spent for these events. Such data cannot be generated for attendees at non-ticketed events, group ticketing or all resident company programs. The data from this initial annual report will be used to create a baseline for establishing goals and measuring performance in subsequent years.
- (v) The annual report for 2014-2015 will identify the total value of rent subsidy provided to local arts organizations (including resident companies) or artists for the use of Overture Center.
- (vi) The annual report for 2014-2015 will identify the number of Madison-based artists contracted for services and the amount spent.

3. Annual Review: On at least an annual basis, the Madison Arts Commission, City staff and OCF staff will review progress toward the goals, objectives and standards set out in this Annual Performance Contract and subject to the terms of the Structural Agreement, and may modify the Annual Performance Contract on an annual basis as needed. The Annual Performance Contract shall be presented to the Common Council for approval prior to consideration of the City's Operating Budget.

Summary prepared by:
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Madison Arts Commission

January 14, 2015