

ROOM TAX COMMISSION

CHRIS VOGEL, CFO/COO BETTY HARRIS CUSTER, BOARD CHAIR MAY 29, 2020



OUR MISSION:

TO SUPPORT
AND ELEVATE
OUR COMMUNITY'S
CREATIVE CULTURE,
ECONOMY AND
QUALITY OF
LIFE THROUGH
THE ARTS





PREMIER DESTINATION FOR ARTS EXPERIENCES

- 350+ performances per year
- 10 resident organizations
- Room rentals
- Four galleries
- Free and low-cost programming
 - Accessibility to nearly 325,000 community arts experiences annually



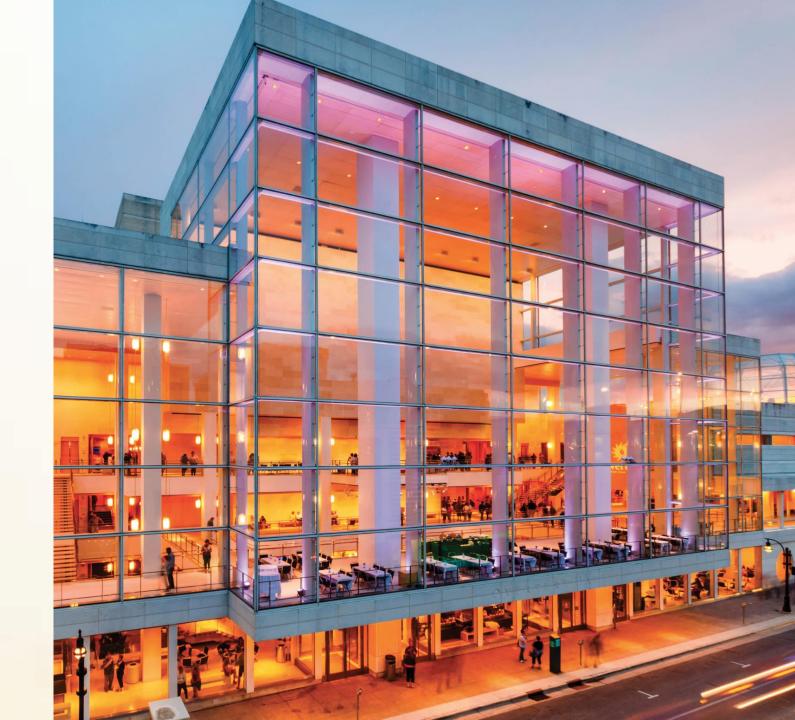
INTEGRAL DOWNTOWN ECONOMIC DRIVER

- Room nights for out-of-town ticket buyers
- Restaurant and bar business
- Shopping with local vendors
- Parking
- Increased property valuations
- Statewide center for cultural tourism
- Conference travel
- Education
- Employer recruitment and retention
- Real estate developments





OVERTURE CENTER'S FUTURE IS DOWNTOWN MADISON'S FUTURE.





IMPACT OF CURRENT CONDITIONS

EARNED REVENUE

CONTRIBUTED REVENUE



EARNED REVENUE

 Decline in ticket sales for Overture and Resident Organization performances

 Inability to host large groups (weddings, conferences, school field trips)

 Current fiscal year had forecasted a \$2M surplus, now expect a \$200,000 deficit

 Projections to our next fiscal year are severe not knowing when earned revenue will resume





CONTRIBUTED REVENUE

Individual giving is down

Corporate giving is down

 Donors/funders are shifting their focus and their giving to COVID-19-related needs



IMPACT OF CURRENT ECONOMIC CONDITIONS

- Forward Dane guidelines –
 LAST TO OPEN (phase 4)
- Social distancing is not a viable option
- Lack of touring shows
- Slow comeback for performing arts industry nationally
- Must be able to support resident organizations





CONSISTENT RESILIENCY

Overture provides 3X the number of arts experiences now than in 2004.





ROLE OF ROOM TAX ALLOCATIONS

- ANNUAL MAINTENANCE
 - UPGRADES AND REPLACEMENTS OF AGING SYSTEMS
- SHORTFALL IN FUNDING WILL LEAD TO DEFERRED BUILDING MAINTENANCE

A 2019 study showed we need to invest approximately \$3.7M annually to maintain or replace aging systems and equipment.



COMMUNITY SUPPORTED

"I highly recommend other companies sponsor Overture Center. If they understand what it's about and how it helps this community, they will conclude it makes a lot of sense. Not only that, their employees will be very proud of their efforts."

Steve Levy, CEO and President, Bell Laboratories





SHAPING THE FUTURE

"We know that supporting our community means investing in our young people and providing access to educational opportunities and programs that strengthen their chances of growth and success. Overture Center continues to be a partner in ensuring arts access for all."

David Stein, Executive VP, Associated Bank





ROOM TAX COMMISSION 2020

QUESTIONS?

