

Overture Center for the
Arts
Room Tax Commission
Presentation

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August 14, 2017



OVERTURE'S 2018 GRANT REQUEST

Requesting the funding limit set by the Structural Agreement of \$2.193MM.

What is the derivation of the request?

Large civic performing arts centers are not able to earn enough revenue to meet their expenses much like large convention centers.

Overture like most performing arts centers is an economic catalyst that drives positive economic conditions in downtown area, but the revenue we derive is indirect.



Overture
CENTER

OVERTURE'S ECONOMIC IMPACT

What is the indirect revenue?

- Hotel room stays
 - Increased property valuations
 - Stabilizing the downtown business district
 - Restaurant and bar business on over 200 show nights a year
 - Real estate developments including retail, restaurants, apartments & commercial office space
 - Parking fees
 - A source of recruitment by employers
 - A center for cultural tourism
 - Jobs → jobs → jobs
- The City of Madison has been a long-time supporter of the arts knowing that it benefits its residents economically and culturally.



OVERTURE'S ECONOMIC IMPACT

"Overture is a world-class facility, one of the best performing arts venues in the country, and truly makes a major impact on our community. But it can't survive without the community's support. Madison continues to become a more dynamic community economically, entrepreneurially, and culturally. As a cornerstone of our region, Overture helps make Madison one of the best cities in America to live, work, and start a business."

- Kevin Conroy, Chairman and CEO at



2016 OVERTURE BY THE NUMBERS

Ticketed Performance Attendance (2016)

Ticket buyers living within 50 miles of Overture	315,925
Ticket buyers living outside of Overture's 50 mile radius	57,442
Total Tickets Sold	373,367

Non-Performance Event Attendance (2016-17)

Wedding Receptions	
Corporate/Business/Non-Profit/School Events	5,100
	37,736
Total Room Rental Event Attendance	42,836

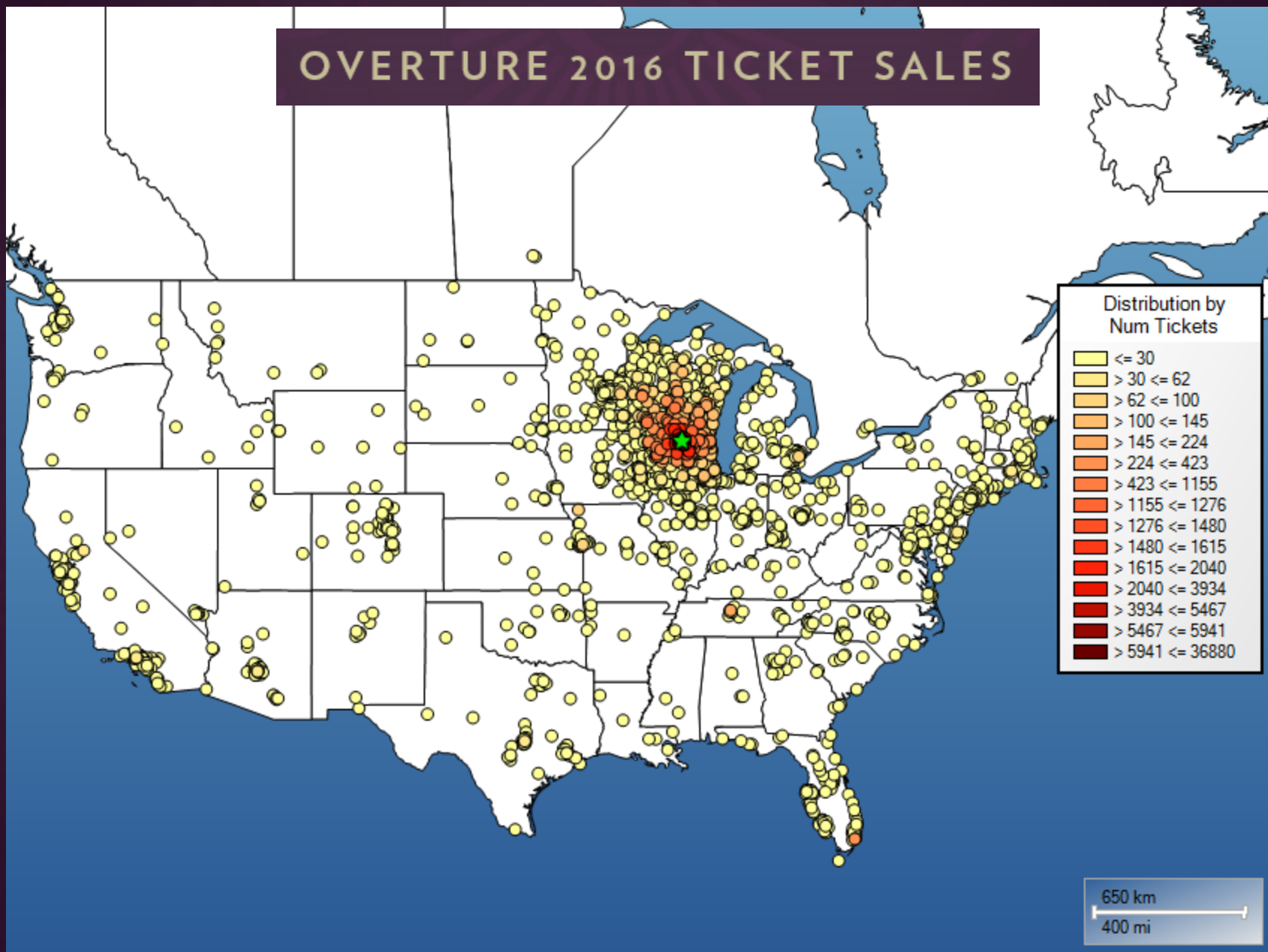
Free or Low Cost Performance Attendance (2016-17)

Kids in the Rotunda	33,809
Tommy Awards	10,800
Overture Galleries	174,642
Overture OnStage	27,346
Community Ticket Vouchers	3,172
International Festival	12,482
Other Programs & Community Engagement Events	23,768

Total Free Or Low Cost Performance



OVERTURE 2016 TICKET SALES



Overture has become
an arts
DESTINATION for
Wisconsin, right here
in Madison.



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FRIDAY & SATURDAY NIGHT AT OVERTURE



Overture's One Mile Radius

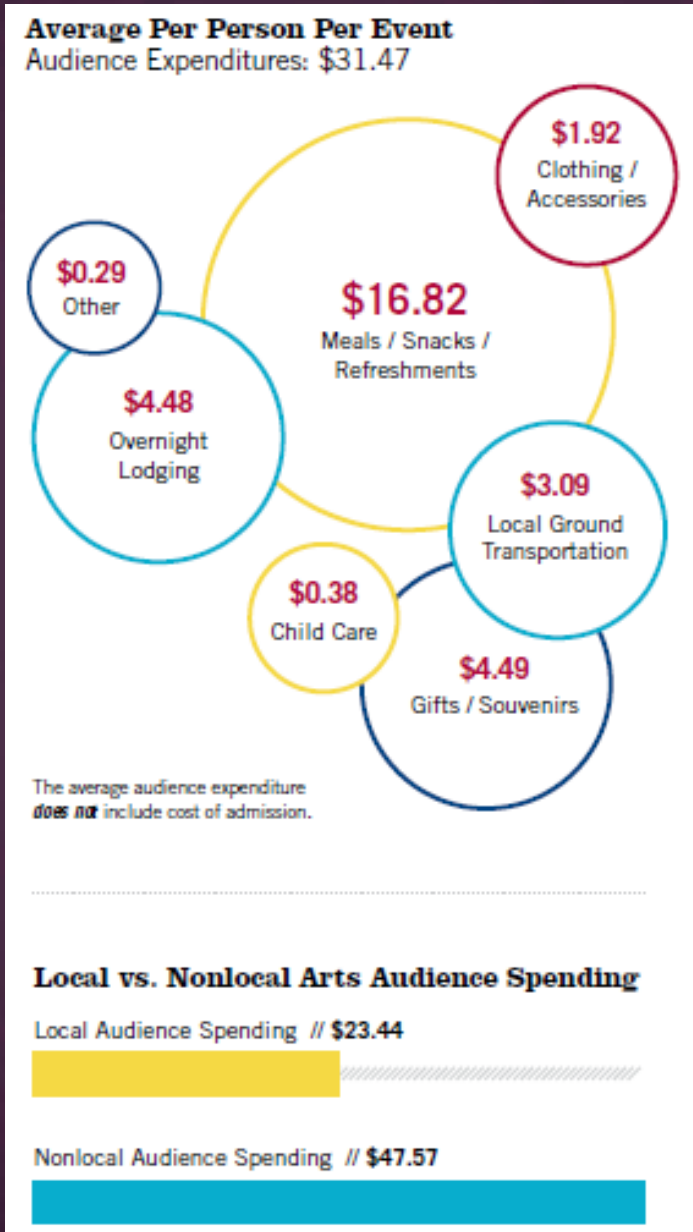
Restaurants	151
Hotels	12

Friday Saturday Night at Overture

Overture Hall at 80% Capacity	3,608
Capitol Theater at 70% Capacity	1,524

THE IMPACT OF ARTS ON OUR COMMUNITY

ARTS IMPROVE ACADEMIC PERFORMANCE
 Students with an education rich in the arts have higher GPAs and standardized test scores and lower drop-out rates—benefits reaped by students regardless of socio-economic status. Students with four years of arts or music in high school average **100 POINTS HIGHER ON THE SAT** than students with just one-half year of arts or music.



Arts and Culture Tourists Spend More and Stay Longer

- Arts and culture travelers...
- > spend more than other travelers.
 - > are more likely to stay in a hotel or bed & breakfast.
 - > are more likely to spend \$1,000 or more during their stay.
 - > stay longer than other travelers.



OVERTURE'S ANNUAL GRANT

City Fiscal Year	Contract Expectation*	Mayoral Recommendation	Council Approved	Shortfall
2004			\$1,534,422	
2005			\$1,569,713	
2006			\$1,621,514	
2007			\$1,681,510	
2008			\$1,720,185	
2009			\$1,795,872	
2010			\$1,795,872	
2011			\$1,795,872	
2012	\$2,000,000	\$1,850,000	\$1,850,000	(\$150,000)
2013	\$2,048,000	\$850,000	\$1,750,000	(\$298,000)
2014	\$2,081,587	\$1,450,000	\$1,600,000	(\$481,587)
2015	\$2,124,676	\$1,750,000	\$1,750,000	(\$374,676)
2016	\$2,155,696	\$1,750,000	\$1,750,000	(\$405,696)
2017	\$2,190,619	\$1,750,000	\$1,900,000	(\$290,619)
2018 request	\$2,193,247			
			Total	(\$2,000,578)

Overture Under
City Control



*Adjusted annually per change in CPI methodology in State's Expenditure Restraint Program (ERP)

OVERTURE'S MISSION

Present a broad spectrum of high-quality performing arts programming

Develop audiences for the arts through outreach and programming

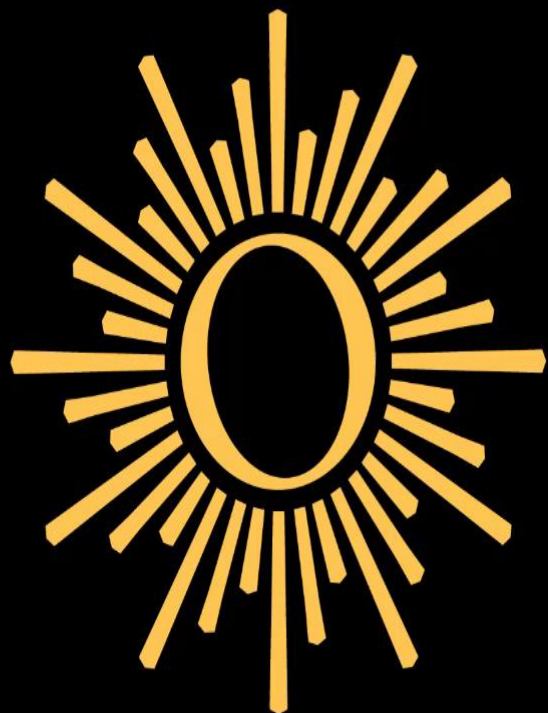
Advance the missions of resident arts organizations

Advocate for the development of arts in the community



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Provide a forum for diverse artistic expression



Overture

CENTER FOR THE ARTS

COMMUNITY PROGRAMS