



## Report to the Madison Arts Commission 2014/2015 Season Results

### Overview - General Information

**Number of programs delivered:** 17 programs with 642 performances including Duck Soup Cinema; Mad City Sessions; OnStage; Kids in the Rotunda; Community Arts Access; Meet the Artist; International Festival; Overture's Rising Stars; Tommy Awards Ceremony; Community Ticket Vouchers; Special Events - Local Arts; Local Arts; Overture Galleries; Club10; Overture Presents; Broadway at Overture; Resident Companies (10)

**Number of people reached by OCF:** 505,593

**Number of Madison citizens attending programming (non-ticketed):** The grand total is 363,548. Attendance to non-ticketed programs it is assumed that a majority are Madison citizens.

**Number of Madison citizens attending ticketed events:** 142,045

**Amount spent on tickets:** \$9,502,494

**Number of Madison-based artists contracted for services:** 314 were paid a total of \$203,380

### Free/Reduced Program Information

**Number of free or reduced cost programs delivered:** 12 - Including Duck Soup Cinema; Mad City Sessions; OnStage; Kids in the Rotunda; Community Arts Access; Meet the Artist; International Festival; Overture's Rising Stars; Tommy Awards Ceremony; Community Ticket Vouchers; Overture Galleries; Club10

**Cost of free or reduced cost programs:** \$784,715

**Number of Madison citizens reached:** The total audience reached free/reduced programs is 363,548 of which it can be assumed that the majority are Madison citizens.

**Number of tickets subsidized for Madison citizens:** A total 20,595 tickets with a value of \$243,573. OnStage - 12,705 tickets with a value of \$43,298; Community ticket vouchers - 1,942 tickets with a value of \$77,680; Club10 - 1,843 tickets with a value of \$55,290; Special events - 1,788 tickets with a value of \$66,418; Overture's Rising Stars - 2,317 with a value of \$887.

**Total value of rent subsidy provided to local arts organizations including resident companies:** \$703,636