

2017|18

REPORT TO THE  
COMMUNITY



Overture  
CENTER FOR THE ARTS



### SANDRA GAJIC

President and CEO, Overture Center for the Arts

I am delighted to join the Overture Center for the Arts family and want to share my gratitude for such a warm welcome from all that I've met so far. Many thanks to Foundation Chair Betty Harris Custer, the board search committee and the entire board for the opportunity to make Madison my home.

Before I talk about the year ahead, I must start by thanking retired President & CEO Ted DeDee for his work in transforming Overture in to the amazing art center that it is. I met Ted several years ago at an industry gathering in New York City and then became familiar

with the center itself during my visit to Madison three years ago when Ted hosted us, his peers from across the continent, and shared Overture's story with us. Under Ted's leadership, Overture became a recognized regional destination for the arts. So, thank you Ted.

The year ahead is so very exciting for the Madison community. For the calendar year 2017, Overture was ranked 45th in the world for sales by the industry magazine, *Pollstar*.<sup>®</sup> Our sales for the 2018/19 Season are already well ahead of last season and we have broken our all-time record for Broadway subscriptions. Those who subscribed to a full Broadway at Overture package this season will have first access to renew their full Broadway at Overture subscription, including the upcoming Broadway smash hit, *HAMILTON*, which will be included in our 2019/20 Season.

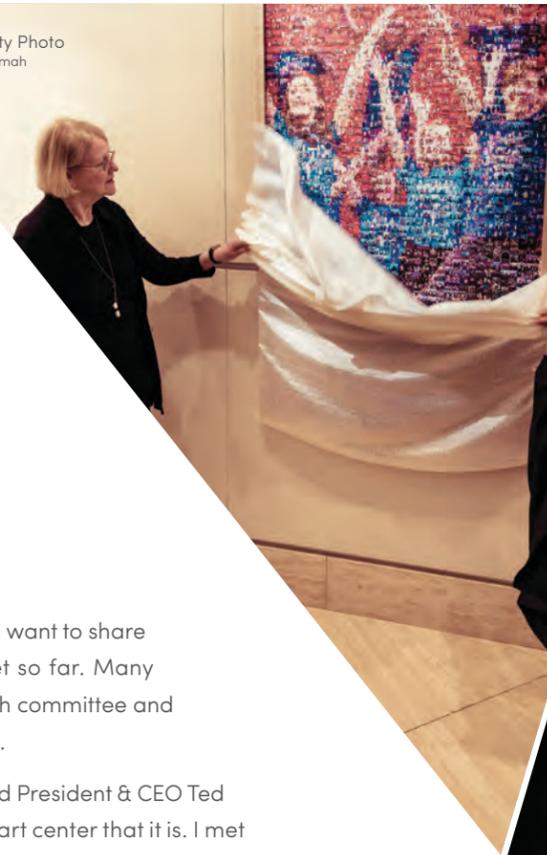
As we maintain focus on our diversity and inclusion initiatives, we look forward to many activities and programs planned for the upcoming season. One event, planned in partnership with Zendesk, is a symposium on diversity and inclusion held at Overture and live-streamed. Be sure to look for more details at [Overture.org](http://Overture.org).

As we look into the future and prepare for upcoming seasons, we've been researching the Madison market to see where and how we can better serve our audiences. Our conversations with our patrons have been positive but frank and we are listening. Stay tuned for more initiatives from this amazing team that I now have the privilege to lead.

For me, the truly inspirational part of my tenure with Overture will be getting to know you, meeting and thanking you for your continued generosity and support of Overture, your home for the arts.

*Sandra*

Community Photo  
Amadou Kromah



MadCity Sessions  
Amadou Kromah



#### COVER PHOTOS

Right photo: Wynnton Marsalis  
Joe Martinez Photography

Bottom photo: International Festival  
Martin Jenich Photography

Center Photo: Community Photo Mosaic  
Amadou Kromah Photography

On permanent display, Overture's Community Photo Mosaic represents the breadth of what Overture Center provides – from free and low-cost programming to local performing and visual artists to touring Broadway performances. The mural conveys a powerful message that Overture belongs to the entire community.

Thanks to Cummings Christensen Family Foundation; Overture's Community Outreach Coordinator, Beth Racette; photo booth volunteers; mosaic photo contributors and Overture's entire community.

## INTRODUCING OVERTURE'S NEW CEO

Like a swell of vibrant music, anticipation is growing in Madison for Sandra Gajic, the first woman named to lead Overture Center.

Under Ms. Gajic's creative leadership, Overture will foster innovation, engage our community and continue to grow into a cultural and educational center.

Ms. Gajic, 64, a Canadian national born in Yugoslavia, brings more than 20 years of performing arts management experience to her role as President and CEO of Overture. That includes senior roles at the Canadian Opera Company in Toronto, Arts Common Centre for the Performing Arts in Calgary, the Edmonton Opera and most recently Vancouver, Canada.

While at Vancouver Civic Theatres, she was responsible for a successful business and organizational turnaround of four city-owned theaters which served close to 1 million people in 2017.

Building community support has been at the heart of her prosperous and rewarding career. "I do believe the role of the performing arts center has to be outside its walls," she told the *Wisconsin State Journal* in an article announcing her Overture appointment.

Integral to that community engagement is diversity, inclusion and the attraction of new audiences, especially millennials. As Ms. Gajic told *The Cap Times*, that includes choosing programming that appeals to millennials, and reflects their wants and needs, such as show start times and digital media.

She also plans to become an active contributor, leader and volunteer in Madison. In the past, she has taught music to inner-city children and English to refugees and students. She speaks six languages.

Ms. Gajic's interests are varied and include travelling, painting, scuba diving and cross-country skiing, which Wisconsin's winter weather will willingly accommodate.

But ultimately, her passion is the performing arts and Overture patrons will see her at many performances.

“

*That's what I find the purpose of what I do, to really be there when stages are alive, wherever the stages are – the lobby, found spaces, in a warehouse,” she told The Cap Times. “That's what I love.”*

# ENGAGING OUR COMMUNITY THROUGH BROADWAY

There's nothing quite like the glitz and glamour of Broadway; and no better place to see it than Overture Center. We present touring Broadway shows in conjunction with our partner, Broadway Across America. Subscribers, groups and single-ticket buyers enjoy the productions in Overture Hall, but the engagement doesn't end there. Each Thursday performance features a post-show "Meet the Artist" to provide ticketholders an opportunity to hear from the cast, and Overture coordinates other community events as often as possible.



## THE GRINCH

The touring Broadway production of Dr. Seuss' *HOW THE GRINCH STOLE CHRISTMAS* hit Overture Center over Thanksgiving week in 2017. During its visit, the Grinch himself was seen reading his story to children at an event planned in collaboration with Madison Moms Blog and Hilldale Shopping Center. He also participated in Madison Central Business Improvement District's inaugural "Shine On Madison" event, helping the Mayor, Bucky Badger and Santa plug in the holiday lights around downtown Madison, including in the Overture Hall Lobby.

## TAKE THE STAGE

Broadway performers dazzled on Monday, June 4, 2018, at "Take the Stage," Overture's annual appreciation event for donors who give \$1,500 or more. Jerry Ensemble member Corinna Smith, one of Overture's representatives at the Jimmys in NYC, had an opportunity to perform for the event along with Lana Gordon, star of *CHICAGO*, and Arianna Duffus, young Tina Turner in *TINA*, with accompanist Brian Whitted.



Rosalie Manson



Addie Manthey

## WAITRESS

Two young local actresses made their acting debut with the touring Broadway production of *WAITRESS*, which premiered in Madison at Overture in July 2018. Overture held open casting for the role of "Lulu," the daughter of the production's main character, Jenna. Over forty girls auditioned, and Rosalie Manson, 5, of La Crosse, and Addie Manthey, 4, of Sun Prairie, were selected and shared the role, each taking four of the eight performances – each ending with standing ovations.



## ON YOUR FEET!

During the show's stop in Madison in May 2018, Overture hosted a group of more than 50 students and parents of Latinx heritage from East and La Follette High Schools for a special pre-show event and performance of *ON YOUR FEET!*, the Emilio & Gloria Estefan Musical. Prior to attending the performance, students attended a meet and greet at Madison College with members of the cast of *ON YOUR FEET!* who participated in a career-focused panel discussion about their own experiences as Latinx actors and actresses.



BETTY HARRIS CUSTER

Chair, Overture Center  
Foundation Board of Directors

## WHAT AN EXCITING YEAR WE'VE HAD AT OVERTURE CENTER FOR THE ARTS!

First, after a thorough international search, let me welcome our new President & CEO Sandra Gajic. Sandra comes to us from Canada and has a long career in arts center management. We are looking forward to her vision for growth as we delve further into our strategic plan.

While I welcome Sandra, I must also thank former President & CEO Ted DeDee. Ted came to us at a critical time and guided us to the successful facility we are today. Ted has indicated he will be staying in Madison, so I hope you will join me in thanking him for his service to the Madison community.

We have had an impressive year. Our Broadway at Overture Series had five first-time titles. The Overture Presents series included 22 new touring productions. The Jerrys program (formerly the Tommys) increased in size to nearly 100 productions. The Capitol Theater turned 90 in January 2018 and the celebration was wonderful. A special thanks to Clearwing Systems Integration, Full Compass and Susan and Jonathan Lipp for their contribution to new equipment to keep this beautiful theater modern!

A special thanks to our resident organizations. Over the last year, there were nearly 600,000 patron experiences at Overture. Included in this number are the audiences for our resident organizations. On most any weekend, you can see a great orchestra, a family play, theater, dance, visual arts and more. All combined help create the fabric of the arts at Overture!

We spent most of the past year developing a strategic plan to keep moving Overture forward with respect to our Diversity and Inclusion initiatives, as well as elevating Overture to a regional center. With the coming year, we will be implementing some of the ideas we learned from researching and talking to our patrons.

Finally, thank you for your continued support. Overture has truly become Wisconsin's entertainment destination.

# OVERTURE PRESENTS

Overture Presents brings the world's finest touring performing artists to the Madison community to deliver exceptional experiences for nearly every taste from comedy to dance to music – and more.



Rachel Neville

## BREAKING DOWN BARRIERS: DANCE THEATRE OF HARLEM

Founded in 1969 by Arthur Mitchell and Karel Shook, Dance Theatre of Harlem (DTH) was considered "one of ballet's most exciting undertakings" (*The New York Times*, 1971). With cutting-edge contemporary and ballet works to celebrate African-American culture, the racially diverse dance artists carry a message of empowerment. The Tuesday, May 8, 2018, performance in Overture Hall featured a sold-out masterclass with DTH at Madison Ballet and a special pre-show multigenerational panel discussion in partnership with Madison Ballet exploring the experience of being a dancer of color locally, regionally and nationally. The panel included a variety of perspectives and participants including a locally based professional dancer, local young dancers of color, mothers of young dancers of color, School of Madison Ballet Director Rachelle Butler, DTH Artistic Director Virginia Johnson and Ballet Master Keith Saunders.



Amadou Kromah

Amadou Kromah

## CELEBRATING NATIONAL HISPANIC HERITAGE MONTH: LA SANTA CECILIA

Overture's celebration of National Hispanic Heritage Month (September 15–October 15) featured a performance by GRAMMY® Award-winning La Santa Cecilia on the evening of Friday, October 6, 2017. The band, fully immersed in modern music while utilizing rhythms from cumbia, bossa nova, rumba, bolero, tango, jazz rock and klezmer music, exemplifies the hybrid of Latin culture, rock and world music, drawing inspiration from their Latin American influences and Mexican heritage. The month-long celebration also included a special gallery exhibit, *¿Quiénes somos? (Who Are We?)*, which featured stunning pieces by local artists J. Leigh Garcia and Evelyn Galindo; a Kids in the Rotunda series performance by *Ballet Folklórico de María Díaz*, which engaged young dancers from kindergarten through 12th grade; and the Latino Art Fair (read more on page 12).



Amadou Kromah

Amadou Kromah

## BRINGING NYC TO MADISON:

## JAZZ AT LINCOLN CENTER ORCHESTRA WITH WYNTON MARSALIS

On Saturday, September 23, 2017, Overture welcomed "the greatest large jazz ensemble working today" (*Chicago Tribune*), New York City's Jazz at Lincoln Center Orchestra (JLCO) with Wynton Marsalis, to Overture Hall for a one-night-only, sold-out performance with local Badger High School Jazz Ensemble of Lake Geneva performing as the opening act. JLCO has been the Jazz at Lincoln Center resident orchestra since 1988 with the mission to entertain, enrich and expand a global community for jazz through performance, education and advocacy. Overture's diversity and inclusion initiative partnered with Café CODA, a local jazz venue with some of Madison's biggest jazz enthusiasts, to provide a pre-show reception with performances by local jazz artists. Special thanks to Chuck Stonecipher.

“

*The 2017/18 season's programming, more than ever before, reflected audience interest. Patron feedback has been an integral part of the direction of the shows we bring in. Rooted in dedication to arts education and making arts experiences accessible, our community programs and ticketed events at Overture Center are designed to educate, engage and entertain.”*

**Tim Sauers,**  
VP of Programming and  
Community Engagement

“

*The broad spectrum of Overture Presents shows allows us to really engage the community through our diversity and inclusion initiatives.”*

**Dr. Ed Holmes,**  
Director of Diversity and Inclusion

# ENCOURAGING YOUNG ARTISTS

Overture is proud to offer a spectrum of experiences for growing artists. From young performers in Disney Musicals in Schools taking the stage for the first time at their school to Jerry Award participants making their Broadway stage debut at The Jimmys in New York City, we encourage young artists of all backgrounds and help change the landscape of young performers in Madison to reflect our diverse community.

“

*For these students these are all new skills and information they are learning. The life skills that these kids are learning, collaboration, working together, memorizing, performing in front of people. These are skills that they will be able to take with them for the rest of their lives wherever they go and whatever they do.*

**Tamara Moschea,**  
Teacher at Mendota  
Elementary School

## PERFORMING IN CAPITOL THEATER: WYSO STUDENTS AT BLACK VIOLIN



Wisconsin Youth Symphony Orchestra (WYSO) students were offered an opportunity to participate in a workshop and perform on stage for the two final numbers in May 2018 with Black Violin, an Overture Presents series performance. The internationally touring group features Wil Baptiste (viola) and Kev Marcus (violin) with music that bridges the gap between classical and hip-hop. The students were also offered discounted tickets to attend the sold-out show in Capitol Theater.

## FIRST TIME ON STAGE: DISNEY MUSICALS IN SCHOOLS



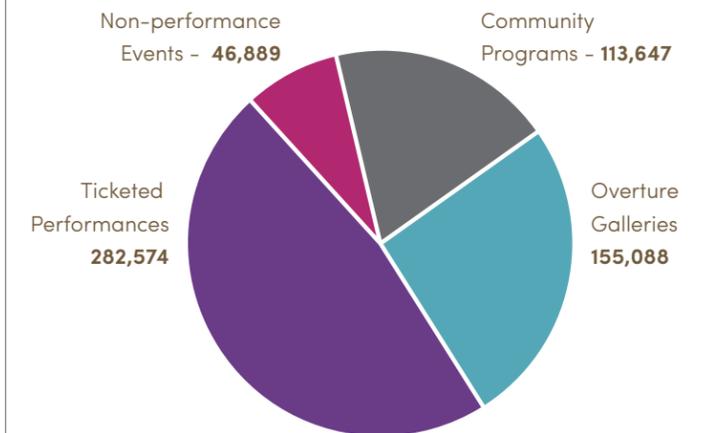
Overture partners each year with Disney Theatrical Group (DTG) to bring Disney Musicals in Schools (DMIS) to the Madison Area. DMIS is a national program developed by DTG in New York City in 2009 and was established to create sustainable theater programs in urban elementary schools. Overture's goal for the program is to create sustainable musical theater programs in elementary schools by providing schools with the training and tools necessary to do so, and to share their students' success.

# MORE THAN A SHOW

<b>45th</b> in Pollstar world ranking of ticket sales as of 12/2017	<b>598,198</b> Patron experiences at Overture Center	<b>22,758</b> First-time Overture attendees for 2017/18 season	<b>14.18%</b> Percentage of non-resident (Madison) ticket sales	<b>\$1.92M</b> Earned media value through editorial efforts	<b>2,383</b> Media stories about Overture Center
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## TOTAL ATTENDANCE



## COMMUNITY PROGRAMS ATTENDANCE AND PARTICIPATION

Kids in the Rotunda.....	31,627	Community Tickets .....	3,077
Jerry Awards .....	11,700	International Festival.....	13,081
Overture Galleries .....	155,088	Disney Musicals in Schools.....	7,437
Overture OnStage .....	25,177	Other Community Engagement Events.....	21,548

# THE JERRY AWARDS

The Jerry Awards, Overture’s high school musical awards program, encourages, recognizes and honors excellence in high school musical theater. The ninth season featured 95 productions across 30 counties and involved more than 9,500 students and 890 educators. Industry professionals and educators reviewed productions around the state, providing valuable feedback and highlighting the importance of musical theater within high schools.



Mark Frohna

The program began in the 2009/10 school year as the Tommy Awards and was renamed in the 2017/18 season to the Jerry Awards in honor of philanthropist and arts supporter W. Jerome Frautschi. School and student achievements are honored and featured in an awards show held at Overture Center in June and two outstanding performers are selected to represent the program at The National High School Musical Theater Awards (The Jimmys) competition in New York City.

Overture Center is pleased to collaborate with Wisconsin Public Television as well as the Marcus Center for the Performing Arts and The Grand Theater, expanding the reach of the Jerry Awards to the greater Milwaukee and Wausau area schools.



Mark Frohna

“

*Going back to the individual show reviews for each and every high school demonstrates Overture Center’s love for good theater and care for our next generation of curious story tellers. I know the young adults really pay attention to the constructive critiques and are impressed that ‘everyone’ matters.”*

—  
**Max Pink,**  
Jerry Awards recipient and two-time Jimmy Awards delegate

## REFRAMING THE NARRATIVE: AMADOU KROMAH



On Saturday, May 12, 2018, the work of local photographer Amadou Kromah was celebrated at an event at Overture. The event included a display of Mr. Kromah’s work, a live auction of a framed photograph and a slate of speakers including representatives from the City of Madison Mayor’s Office, NAACP of Dane County and Overture. A 2018 graduate of La Follette High School in Madison, Mr. Kromah has been working with Overture as a freelance

photographer since 2016. Among the many events and performances, he has photographed performances by Boyz II Men, Patti LaBelle, Jazz at Lincoln Center Orchestra with Wynton Marsalis; Frostiball 2017 and 2018; and free and low-cost programs like Kids in the Rotunda and OnStage student field trips.

Mr. Kromah first came to Overture through a connection with Dr. Ed Holmes, Director of Diversity and Inclusion. He saw a chance to support a young person’s interest in art and provided opportunities for Mr. Kromah to practice his skills by documenting some of Overture’s efforts around diversity and inclusion. While photographing an outreach event for local students attending a performance of *DRUMLine Live!* in March 2017, Mr. Kromah was approached by the Dane County NAACP and encouraged to enter the local ACT-SO (Afro-Academic, Cultural, Technological and Scientific Olympics) competition. After winning a gold medal in photography at the local competition, Mr. Kromah went on to win a silver medal in photography at the 2017 National ACT-SO Competition in Baltimore, MD. In 2018, Mr. Kromah took gold again for the Dane County ACT-SO and represented Madison at the National competition in San Antonio.



Amadou Kromah

## WELCOMING THE COMMUNITY: INTERNATIONAL WOMEN’S DAY

Hear them roar. In 2018, women have let their voices be heard on social, political and cultural issues. In March 2018, as part of Overture’s continued initiative on diversity and inclusion lead by Director Dr. Ed Holmes, the center hosted Girls Inc. of Greater Madison and the Goodman Center’s celebration of International Women’s Day.

More than 400 pre-teens and young women came to Overture for an empowering evening punctuated by three speakers — ultra-marathoner and author Mirna Valerio, photographer and digital marketer Eunique Jones Gibson and singer-songwriter and “American Idol” finalist Karen Rodriguez. In addressing the gathering, the women discussed the challenges they surmounted to achieve their goals and live authentic lives, sparking strong, smart and bold conversations among participants.

This outreach and opening of Overture for these invigorating events plus additional unique and diverse programming, such as R&B superstars Boyz II Men, jazz legend Wynton Marsalis and acclaimed jazz singer Gregory Porter, speaks to Overture’s commitment to embracing the community it serves.

For Dr. Holmes, it’s not only about entertainment, it is about education and creating a welcoming atmosphere. “It’s about changing the culture and giving people an opportunity to learn about artists they might not ever know about.”

“

*Amadou is an example of what it looks like when we support young people, especially African-American males. As community members, we have a responsibility to help change the narrative, and provide pathways and opportunities for our young people that they may not imagine possible. I’m proud that in Amadou’s case, Overture was able to help him identify his arts-related passion, nurture it and show him how he could continue to pursue it in the future.”*

—  
**Dr. Ed Holmes,**  
Director of Diversity and Inclusion

# CELEBRATING GLOBAL CONNECTIONS

## INTERNATIONAL FESTIVAL

Each year, Overture celebrates the rich cultural heritage within our community with more than 30 free performances throughout Overture Center by artists who call Dane County home. Attendees enjoy cuisine from around the world, browse stunning arts and crafts available for purchase and learn about the many local businesses with global connections. The event on Saturday, February 24, 2018, ended with an Overture Presents series performance by GRAMMY® Award-winning Ladysmith Black Mambazo.

## LATINO ART FAIR

Having celebrated its fifth year in October 2017, the Latino Art Fair is an initiative to showcase the richness of the Latino culture in South Central Wisconsin through an exhibit of local Latino artists' work. 25 artists exhibited and sold their artwork at Overture Center, including paintings, photography, pottery, jewelry, dolls, music and more. This event is organized in partnership with the Latino Chamber of Commerce of Dane County and concluded with an Overture Presents series performance by GRAMMY® Award-winning La Santa Cecilia.



Top photo: Ladysmith Black Mambazo

Right photo: International Festival Martin Jenich Photography

Bottom Photo: Latino Art Fair Amadou Kromah Photography

# PRESERVING AND CELEBRATING THE HISTORY OF CAPITOL THEATER

90 EXCITING YEARS



Glenn Nagel

## THE 90TH ANNIVERSARY CELEBRATION

On January 21, 1928, the Capitol Theater held its grand opening, with vaudeville acts and the silent film *Her Wild Oat*. Over 6,000 people attended the opening, with speeches given by the Governor and Mayor. Exactly 90 years later, on January 21, 2018, Overture celebrated the 90th anniversary with an open house, tours and three screenings of the 1919 American short comedy film featuring Harold Lloyd, *Bumping Into Broadway*. Renowned theater organist Jelani Eddington played the Grand Barton Organ throughout the afternoon, including the accompaniment for the film. The tours featured a behind-the-scenes look at the theater as well as the equipment used in the early days of historic theaters. This event was free and open to the public.

“

*It is incredible to me that, 90 years later, we are able to enjoy performances in this historic landmark – including silent film with our Duck Soup Cinema series. Each film screening is very low-cost and features live accompaniment on the theater’s original Grand Barton Organ, with many of them also highlighting local vaudeville acts. The Capitol Theater is also home to the Wisconsin Chamber Orchestra, Children’s Theater of Madison’s ‘A Christmas Carol’, the ‘National Geographic Live!’ Series and many touring Overture Presents performances.”*

—  
**Ted DeDee**  
 Overture’s Past President and CEO



Amadou Kromah

## ORIGINAL GRAND BARTON ORGAN RESTORATION

The Grand Barton Organ has been delighting audience members in the Capitol Theater since it opened in 1928. The “crown jewel” of the theater is one of only a few historic theater organs still in its original home and one of three unaltered Barton Organs still in existence. Ninety years later, it continues to entertain visitors at events throughout the year, including Overture’s silent film series Duck Soup Cinema.

The organ underwent minor restoration in 1995 and 2003, but a comprehensive restoration is sorely needed. This past year, work was completed on the “toy counter”—the traps and sound effects of the organ—made possible by a grant from the American Theater Organ Society. In late 2017, the Madison Community Foundation provided a \$35,000 challenge grant to help restore the organ, and Overture’s friends and supporters rose to the challenge, providing generous donations that exceeded the goal. The full historic restoration will begin with restorers finding and utilizing parts and materials that are as much like the original as possible. Each stage of the process will require careful disassembly of the mechanical units and meticulous cleaning and replacement or refurbishing of the worn components. Thanks to support from our community, Overture’s historic Grand Barton Organ can continue to entertain for generations to come.

“

*The Barton organ in the Capitol Theater is an important part of Madison’s musical history and culture. As one of the last remaining original theater organ installations in the country, it is important that it remain for future generations to enjoy.”*

—  
**John Cornue,**  
 President, Dairyland Theater Organ Society

“

*The Capitol Theater’s Grand Barton organ is an increasingly rare treasure today. It is one of a bare handful of theater organs to survive unaltered in its original home and is a tremendously important historic instrument. Its continued use in scoring silent film programs is a joy to see, and its ‘Voice of the Theater’ presence makes Capitol Theater a more unique and special place. Its restoration to full glory will be a hugely significant event for the entire organ world!”*

—  
**Clark Wilson,**  
 Organist



Amadou Kromah

## SHARING IN HISTORY THROUGH DUCK SOUP CINEMA

In early November 2017, Overture’s Duck Soup Cinema presented *The Flying Ace* (1926) for the first time. This silent film, featuring an all African-American cast, is set in World War I and tells the story of a fighter ace who returns to the U.S. after the war. Patrons were invited to attend a pre-show reception with discussion and exhibit highlighting the history of African-American aviators. Immediately following the film showing was a talk-back with Vance Ashby, the Director of Education at the Wisconsin Historical Society; and Al Whitaker, exhibition donor, Vietnam Veteran and commercial pilot. Dr. Ed Holmes, Overture’s Director of Diversity and Inclusion, moderated the discussion. “We are honored to have received permission from the Library of Congress to show this film with such social and cultural significance in African-American and American history,” said Dr. Holmes.

# 2017/18 SEASON FINANCIALS

## STATEMENT OF ACTIVITIES

2017/18 SEASON (JUNE 30, 2018)

## EXPENSES BY SOURCE:

JULY 1, 2017 – JUNE 30, 2018

## STATEMENT OF FINANCIAL POSITION

2017/18 SEASON (JUNE 30, 2018)

### ASSETS

Cash and Cash Equivalents	9,471,095
Accounts Receivable (net)	269,168
Unconditional Promises to Give (net)	1,375,714
Beneficial Interest in Assets Held by Madison Community Foundation	1,394,981
Prepaid Expenses	311,170
Property and Equipment (net)	143,900,206
<b>TOTAL ASSETS</b>	<b>\$156,722,334</b>

### LIABILITIES

Accounts Payable	248,717
Accrued Liabilities	844,075
Equipment Notes Payable	1,229,815
Unearned Revenue	6,208,430
Due to the City of Madison	122,957
<b>TOTAL LIABILITIES</b>	<b>\$8,643,994</b>

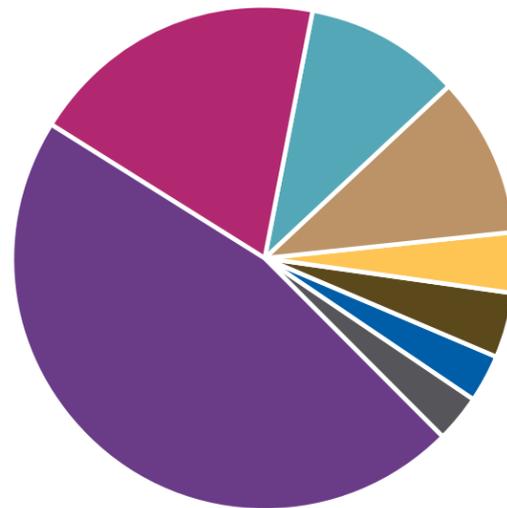
### NET ASSETS

Unrestricted	143,879,964
Temporarily Restricted	2,181,626
Permanently Restricted	2,016,750
<b>TOTAL NET ASSETS</b>	<b>\$148,078,340</b>

**TOTAL LIABILITIES AND NET ASSETS** **\$156,722,334**

## REVENUES BY SOURCE

JULY 1, 2017 – JUNE 30, 2018



- Broadway and Overture Presents Ticket Sales: 46%
- Contributions, Grants, Sponsorships: 19%
- Resident Companies: 10%
- City of Madison: 10%
- Room Rentals 5%
- Promoters: 4%
- Community Outreach and Local Arts: 3%
- Other: 3%

### REVENUE AND SUPPORT

Ticket Sales and Fees	9,675,465
Facility Rentals and Services	2,149,147
Other Revenue	1,021,441
Contributions, Grants and Sponsorships (net)	3,464,763
City of Madison Support Grant	1,900,000
<b>TOTAL REVENUE AND SUPPORT</b>	<b>\$18,210,816</b>

### EXPENSES

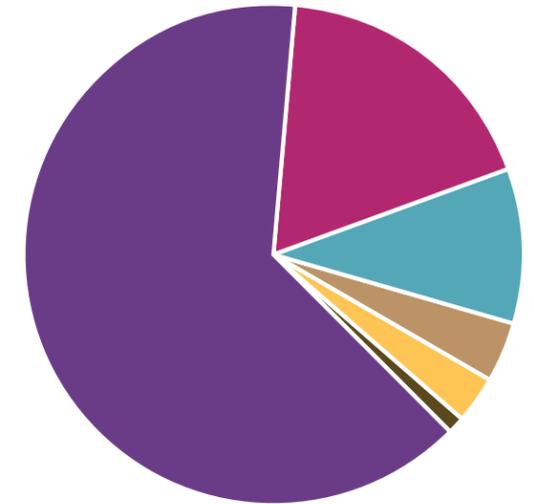
Salaries, Wages and Benefits	7,455,368
Artist and Performance Fees	5,075,958
Advertising	812,045
Purchased Services	1,476,615
Professional Services	367,071
Ticketing Fees	33,213
Supplies	534,970
Utilities	760,841
Information Technology	127,139
Insurance	134,657
Other Expenses	33,223
Depreciation and Amortization	3,716,878
Interest Expense	36,206
<b>TOTAL EXPENSES</b>	<b>\$20,564,184</b>
Revenues and Support Less Expenses	\$(2,353,368)

### OTHER REVENUES AND EXPENSES

Interest Income	15,601
Endowment Income (net of expenses)	116,362
<b>TOTAL OTHER REVENUES AND EXPENSES</b>	<b>131,963</b>

**CHANGE IN NET ASSETS** **\$(2,221,405)**

**NET ASSETS – BEGINNING OF YEAR** **\$150,229,745**  
**NET ASSETS – END OF YEAR** **\$148,078,340**



- Production Costs: 64%
- Depreciation: 18%
- Salaries, Wages, and Benefits: 10%
- Services and Supplies: 4%
- Utilities: 3%
- Insurance: 1%

Audited Financial Statements are available at [overture.org](http://overture.org) or by contacting the Overture Center Administrative Office.

# WE GRATEFULLY ACKNOWLEDGE THE FOLLOWING CONTRIBUTORS TO OVERTURE CENTER FOR THE ARTS

## PUBLIC SUPPORT

An annual commitment from the City of Madison helps support Overture Center. Mayor Paul Soglin, the Madison Common Council and City of Madison residents deserve our gratitude for their generous support.

## LOCAL LEGENDS

The Local Legends program honors individuals and organizations who lead by example in their support of the arts and community engagement. We want to acknowledge those who wish to create a legacy through a transformative gift of \$100,000 or more to Overture and our community.

### 2017/18 Local Legends

- Connor Hughes Family
- Betty Harris Custer & Custer Plumb Financial Services
- Charles & Barbara Saeman
- Jack & Sarah Salzwedel
- Vance & Jody Tang
- Old National Bank

### • 2016/17 Local Legends

- Exact Sciences Corporation
- Jun & Sandy Lee
- Nick & Judy Topitzes
- An anonymous couple in honor of Glenda Noel-Ney, Overture's VP of Advancement, and Tim Sauers, VP of Programming and Community Engagement, for their dedication to the arts throughout their careers, and their tremendous influence on making Overture this wonderful place to be introduced to, experience and enjoy the arts.
- An anonymous couple because they believe Overture is a beautiful space that everyone should be able to enjoy.

### 2015/16 Local Legends

- Jim & Sue Bakke
- Diane Endres Ballweg
- Jim Imhoff & Kitty Kuhl
- Jonathan & Susan Lipp
- Tom & Peggy Pyle

### 2014/15 Local Legends

- Anonymous donor in honor of Ted & Gail DeDee
- Ron & Deborah Krantz

### 2013/14 Local Legends

- Bea & Lau Christensen
- Joe & Mary Ellyn Sensenbrenner

### 2012/13 Local Legends

- Dianne Christensen
- Kelly Family Foundation
- Madison Gas & Electric Foundation, Inc.

## CORPORATE & FOUNDATION SUPPORTERS

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- Shela Westrate
- David L. White
- Naomi W. Winfield
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- Anonymous (11)
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- Danny Andersen
- Brian Anderson
- Carole Anderson
- Charles & Carole Anderson
- Dennis Appleton & Jennifer Buxton
- Mark Backman
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### **KATIE DOWLING-MARCUS & DANIEL KUEHN** Co-Chairs, Overture Center Foundation Development Committee

2017/18 was a special year to be a donor to Overture Center for the Arts. A record number of individuals and families gave to support Overture's performances, programs and even the building itself. We thank you so much for joining Overture's community of donors. We all give for our own reasons and we each have our own Overture stories.

Dan likes to support Kids in the Rotunda because, with four young children, it was a regular Saturday morning activity for his family. He knows that visiting Overture has an immeasurable effect on his kids' creativity and imagination. For example, after taking his daughter to see the *National Geographic Live! - On the Trail of Big Cats* this past season, she set up a camera pointed into the backyard to catch images of sneaky wildlife!

Katie is one of thousands of parents across Wisconsin whose child participates in the Jerry Awards. She is so thankful for a program that honors high school students for their achievements in the arts. From seeing her son grow as he participated in productions by Children's Theater of Madison on Overture's stages up to his first year in the Jerry Awards, Katie knows Overture's programs and resident companies help Madison's young people develop their dreams of becoming artists.

We give to Overture because of the impact it has on our lives and families. Overture could not put on dozens of performances—like *On the Trail of Big Cats*—without donor support. Overture could not encourage the next generation of Madison's artists—like the students in the Jerrys—without gifts like yours. Overture itself could not stand without the generosity of the Madison community. This special place makes such a difference in Madison, and it could not happen without you. We thank you for making Overture a part of your story.

# LOCAL LEGENDS

Overture's Local Legends are local companies, couples or individuals who've pledged \$100,000 to challenge area residents and businesses to support the arts at Overture for the 2017/18 Season.

“

Overture Center's presence is part of what makes downtown Madison successful and is helping us to build a healthy city center. This wonderful facility is what I think of when I think of downtown Madison. Even the architecture of the building engages people in the arts, and there's so much that goes on here beyond what happens on the stage. Overture offers opportunities for everyone, from the programming for young children, adults, for dance lovers and for artists in the galleries—there is just so much available.”

Connor Hughes Family

Photos by Amadou Kromah



Connor Hughes Family



Custer Plumb Financial Services  
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## LEGACY FOR THE ARTS

The Legacy for the Arts Immersive Exhibit, located in Overture's Rotunda Lobby, was unveiled in 2017. Overture's Local Legends will receive permanent recognition in the interactive exhibit designed by Zebradog of Madison. Thank you to Dave Alcorn, Merry Anderson, Michael Koszewski, Amadou Kromah and Zebradog for making this project possible.

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

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