



OVERTURE CENTER FOR THE ARTS

REPORT TO COMMUNITY

24 | 25



Rachel Simone Webb and Michael Canu in the North American Tour of JULIET. Photo by Matthew Murphy



OH, WHAT A SEASON! OH, WHAT A CELEBRATION!

Overture Center's 20th anniversary brought with it an unforgettable year of live performance, community connection and meaningful milestones. From Broadway blockbusters and sold-out concerts to cultural festivals and first-time programs, our stages and spaces were alive with energy, discovery and joy.

This season, 37% of our programming was offered free or at low cost, a reflection of our commitment to accessibility and belonging. Highlights include the ever-popular International Festival, the joyful debut of My Melody for individuals living with dementia and their care partners, and the continuation of beloved engagement programs like Kids in the Rotunda and Duck Soup Cinema.

Our "Big 2-Oh" also delivered record-setting results. "Steve Martin & Martin Short: The Dukes of Funnytown!" became the highest-grossing single performance in our history. The new Fringe Festival proved that bold ideas find a home here. And "Wicked," "Shucked" and "MJ the Musical" brought tens of thousands through our doors, many of them experiencing the magic of live performance at Overture for the first time.

Thank you for making our 20th season one to remember. We can't wait to share what's next.

Overture Center for the Arts Executive Leadership Team

Michael Conway • Jenie Dahlmann • Emily Gruenewald
Tim Sauers • Chris Vogel



Photo by David Nevala

OVERTURE FOREVER

On July 25, 2024, Overture publicly launched the \$30 million Overture Forever Campaign with a transformative \$10 million gift from the W. Jerome Frautschi Foundation. Campaign funds will be used to address current capital needs and grow the endowment to keep the center vibrant and welcoming for years to come.

As of June 30, 2025, we've raised \$27.1 million toward the \$30 million goal.

“When I made my gift for the development of Overture Center, my vision was to create a world-class arts destination that would become the cultural hub of Madison,” said Jerry Frautschi. “As we celebrate Overture’s 20-year anniversary, its success has exceeded even my most ambitious hopes and expectations. With my \$10 million pledge to support the Overture Forever Campaign, and the additional support of other donors, we can ensure that Overture remains an exceptional building that brings exceptional arts experiences to the Madison area.”

A SPECIAL THANK YOU TO OUR MATCH LEADERS:

Capitol Point Residents: \$700,000

Bea and Lau Christensen: \$250,000

Your gift ensures Overture will remain a place where future generations can experience and enjoy the arts.



*Scan to watch the 24/25
Overture Forever campaign video.*



EQUITY & INNOVATION

At Overture, we continually strive toward being a welcoming, inclusive and diverse organization. We take our commitments to the community seriously, ensuring what we see on stage truly reflects our humanity and society.

75

**COMMUNITY
PARTNERS**

586

**FREE TICKETS
DISTRIBUTED**

ARTS CAREER EXPLORATION SPOTLIGHT (ACES)

32

**Field trips/
workshops/panels**

28

**Student
participants**

23

**Community
partners**



OPERATIONS

20 projects were completed, including:

Replaced chiller

Improved safety of Overture Hall rigging

Replaced boilers

Installed moving lights, audio consoles, LED CYC lights

Improved Wi-Fi connectivity

14,305

**HOURS OF
VOLUNTEER
SERVICE**



**Patron Facility
Rating**



**Patron Service
Rating**

STATEMENT OF FINANCIAL POSITION

As of June 30, 2025

ASSETS

Cash and Cash Equivalents	\$10,164,275
Accounts Receivable (net)	207,884
Unconditional Promises to Give (net)	11,097,768
Beneficial Interest in Assets held by Madison Community Foundation	1,581,220
Investments	17,184,694
Prepaid Expenses	604,112
Property and Equipment (net)	128,099,723
TOTAL ASSETS	\$168,939,676

LIABILITIES

Accounts Payable	\$349,528
Accrued Liabilities	969,356
Notes Payable	195,715
Unearned Revenue	13,719,705
TOTAL LIABILITIES	\$15,234,304

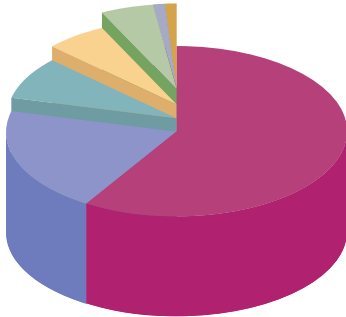
NET ASSETS

Without Donor Restrictions	\$134,375,741
With Donor Restrictions	19,329,631
TOTAL NET ASSETS	\$153,705,372

TOTAL LIABILITIES AND NET ASSETS	\$168,939,676
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REVENUES BY SOURCE

July 1, 2024 – June 30, 2025



- 59% Broadway and Presenting Ticket Sales
- 20% Contributions, Grants and Sponsorships
- 8% City of Madison
- 6% Resident Companies
- 1% Community Outreach and Local Arts
- 1% Room Rentals
- 5% Other

Audited financial statements are available at overture.org or by contacting the Overture Center Administrative Office.

STATEMENT OF ACTIVITY

For Fiscal Year Ending June 30, 2025

REVENUE AND SUPPORT

Ticket Sales and Fees	\$15,492,207
Contributions, Grants and Sponsorships	5,551,701
Facility Rentals and Services	2,357,626
City of Madison Support Grant	2,190,000
Investment Income (net)	1,378,594
Other Revenue	1,373,630
TOTAL REVENUE AND SUPPORT	\$28,343,758

EXPENSES

Artist and Performance Fees	\$8,232,738
Salaries, Wages and Benefits	10,714,281
Purchased Services	2,581,418
Utilities	932,041
Advertising	967,893
Supplies	651,415
Information Technology	657,518
Professional Services	375,389
Insurance	198,489
Other Expenses	102,551
Depreciation and Amortization	4,300,527
Interest Expense	7,092
TOTAL EXPENSES	\$29,721,352

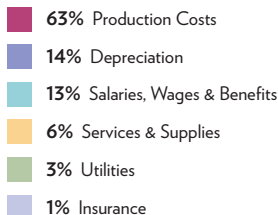
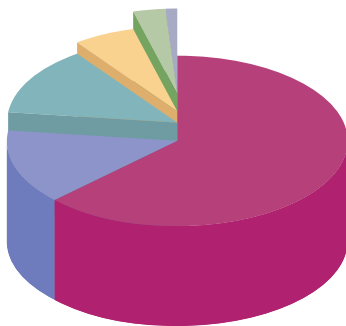
Change in Net Assets (\$1,377,594)

NET ASSETS - BEGINNING OF YEAR \$155,082,966

NET ASSETS - END OF YEAR \$153,705,372

EXPENSES BY SOURCE

July 1, 2024 – June 30, 2025



THANK YOU TO OUR DONORS

Use the QR code to see the full 24/25
Report to Community donor listing



OVERTURE CENTER FOUNDATION BOARD

Jim Yehle (Chair)	Oscar Mireles
Rev. Tony Patterson (Vice Chair)	Everett Mitchell
Lynette Fons (Secretary)	Frank D. Peregrine
Keith Baumgartner (Treasurer)	Greg Pfluger
Joanna G. Burish	Lauri Roman
Mark Clear	Christine Senty
Phil Greenwood	Jim St. Vincent
Peng Her	Mike Verveer
Lynn Heslinga	Andy White
Ana Hooker	
Cecilia Kress	
Kenneth Lammersfeld	
Kurt Lin	
Julie Marriott	

COMMUNITY ADVISORY COUNCIL

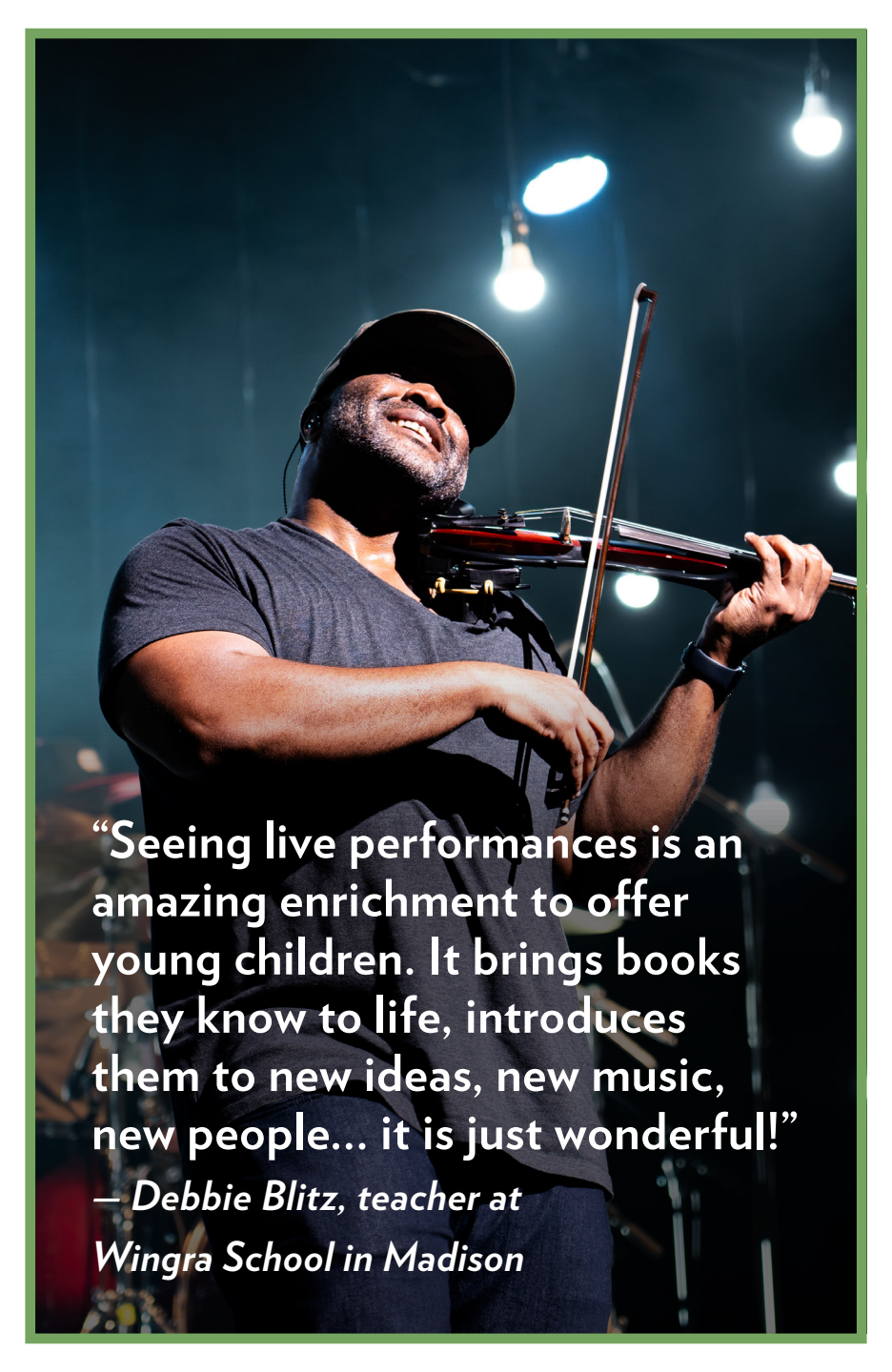
Anna Gonzalez (Chair)
Andrea Bonaparte (Vice Chair)
April Kigeya
Kiah Calmese Walker
Ananda Mirelli
Kayla McGhee
Dana Pellebon
Martha Siravo
Christina Martin-Wright
Buzz Kemper
Leah Schultz
Debra Kirchner
Jessie Loeb
Mercedes Brandt

OUR RESIDENT COMPANIES

Children's Theater of Madison	Forward Theater Company	
Kanopy Dance Company	Li Chiao-Ping Dance	James Watrous Gallery
Madison Ballet	Madison Opera	Madison Symphony Orchestra
Wisconsin Chamber Orchestra		

LAND ACKNOWLEDGMENT

Acknowledging Ho-Chunk Nation's ancestral lands, Overture Center for the Arts celebrates the rich traditions, heritage and culture that thrived long before our arrival. Overture respectfully recognizes this Ho-Chunk land and affirms that we are better when we stand together.

A photograph of a man with a beard and a black cap, wearing a dark t-shirt, playing a violin on a stage. He is smiling and looking upwards. The background is dark with several bright stage lights. The image is framed by a green border.

“Seeing live performances is an amazing enrichment to offer young children. It brings books they know to life, introduces them to new ideas, new music, new people... it is just wonderful!”

– Debbie Blitz, teacher at Wingra School in Madison

ONSTAGE STUDENT FIELD TRIPS

Offering diverse performances that connect
to content across school curriculums.



Participants

18

Performances

70

Madison artists

237

Schools/groups

(72 of them new this year!)

47

Touring artists

Sponsored by American Girl's Fund for Children and Nelnet.

THE LULLABY PROJECT

Creating lullabies to help new and expectant parents express their hopes and dreams through music.



102

Participants

75

Events

38

**Completed
lullabies**

Supported by UnityPoint Health-Meriter.

MY MELODY

A new program of songwriting and creative expression for individuals with dementia.

8

Participants

5

**Songs
created**

*Scan to learn
more about
My Melody*



INTERNATIONAL FESTIVAL

A free festival celebrating the rich cultural heritage and diversity of our community.

12,000+ attendees

36

**Represented
cultures**

27

**Performance
groups**

30

**Market and
food vendors**

4,300

**Online school
participants**

Supported by Ho-Chunk Gaming Madison.

THE JERRYS

Recognizing excellence in high school musical theater.

116

Productions reviewed

105

**Participating schools
and community theaters**

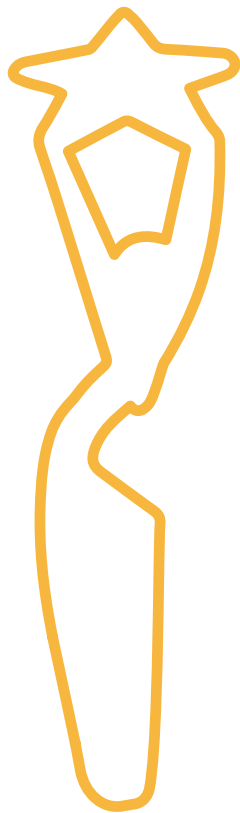
11,600

Participating students


Almost

1,000

performers in the two award shows



*Partners include the Marcus Center for the Performing Arts and The Grand Theater.
Funding provided by W. Jerome Frautschi Foundation.*



“The work ethic, leadership skills and public speaking skills I learned [in the Jerry Ensemble] have become an integral part of who I am and will continue to influence the trajectory of my life.”

— *Leena Rathgeber, junior at Monona Grove High School*

DISNEY MUSICALS IN SCHOOLS

Creating sustainable musical theater programs
in elementary and middle schools.



510

Students

9

Schools

*Supported by
Starion Bank and
The Walt Disney
Company.*

SPOTLIGHT MIDDLE SCHOOL MUSICAL THEATER PROGRAM

Inspiring, educating and connecting middle school
students and educators with theater professionals.

1

**Full-day
theater festival**

400

Students

Supported by Mike & Lee Ann Dillis.

COMMUNITY TICKET PROGRAM

Ensuring all people, regardless of economic ability, have access to the performing arts.

46 Partnerships with local
social service organizations

1,232

Low-cost tickets distributed

Supported by County of Dane and Nelnet.

DUCK SOUP CINEMA

Celebrating Capitol Theater's silent film heritage.

3,223

Attendees

6

Performances

A photograph of a diverse group of people, including children and adults, sitting in an audience. They are looking towards the left side of the frame, presumably towards a stage or performance area. The background features a colorful, possibly theatrical or cultural display with various patterns and colors. The overall atmosphere appears to be one of a community event or performance.

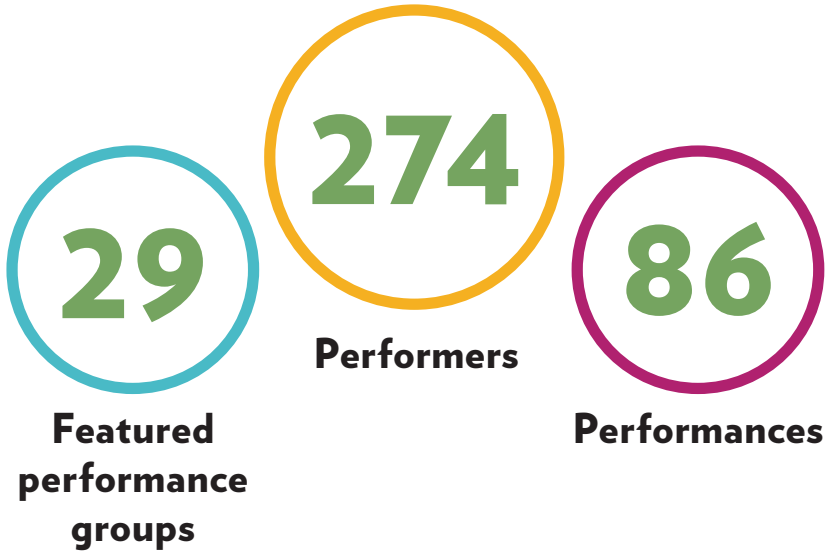
“The Kids in the Rotunda series is important to our community because it exposes children to diverse music and sparks their desire for more musical opportunities and experiences.”

**— Joe Nosek, singer-harpist,
Cash Box Kings**

KIDS IN THE ROTUNDA

Free Saturday performances designed
to captivate families of all ages.

23,229 **Attendees**
(includes livestream views)



Community Partnerships include Art After Overture, Madison Public Library, little om BIG OM yoga and American Family Children's Hospital. Funding provided by Madison Gas & Electric, American Girl's Fund for Children, UnityPoint Health-Meriter and Ian's Pizza.

OVERTURE GALLERIES

Creating a forum for diverse artistic expression.

105,743

Artistic experiences



24

Exhibitions



474

**Exhibited
art pieces**

78

**Madison/
Dane County
artists**


35

**Wis. and
national art-
ists**

14

**Receptions
and community
events**

Supported by The Arts Access Fund, a component fund of the Madison Community Foundation.



“I really felt like my creativity was being supported. It was very meaningful to connect with the community where I live and make my art and to share that experience with the other artists in the exhibition. I learned a lot and would love to do it again.”

— *Aaron Laux, artist*



ARTISTIC EXCELLENCE

514,817
TOTAL EXPERIENCES*

698
EVENTS

BROADWAY

134,804 experiences
65 events

OVERTURE PRESENTS

58,644 experiences
58 events

RESIDENT COMPANIES

101,482 experiences
149 events

LOCAL ART

11,735 experiences
32 events

RENTALS

18,414 experiences
106 events

EDUCATION & ENGAGEMENT (free and low cost programs)

189,738 experiences
288 events

ARTISTS

3,362 total artists

- 72% local artists
- 28% touring artists

\$1,047,000 granted in space and equipment rental subsidies to resident companies

\$59,600 granted in space and equipment rental subsidies to local arts organizations

TICKETS

366,582 total tickets purchased

- 41% by Madison residents
- 74% by Dane County residents
- 26% outside of Dane County

*experiences from July 1, 2024 through June 30, 2025

Broadway at Overture is sponsored by Findorff, Park Bank and SupraNet Communications, Inc. and presented in partnership with Broadway Across America.

Overture Presents Series Partners are Adams Outdoor Advertising, American Family Insurance, Bell Laboratories, Cambridge Winery, Charles & Barbara Saeman, Findorff, Hausmann Group, Kayser Lincoln, Lake Ridge Bank, Rare Steakhouse, Starion Bank and SupraNet Communications, Inc.