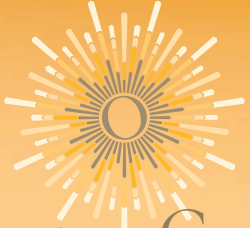




Photo by John Mianiaci



Overture Center  
FOR THE ARTS

2008 - 2010

# REPORT TO THE COMMUNITY



Photo by John Maniaci



**What follows is the story of a community**, the way that community expresses itself, and the way that community engages in the expressions of others. It is a story of a community actively engaged in the free exchange of ideas, emotions and artistic expressions.

Overture Center for the Arts is, at its heart, a place where those exchanges take place. Its caretakers both create and facilitate those exchanges.

What follows is our story: what we intend and endeavor to do for our community; what we have accomplished over the last two years specifically; the legacy we have begun to build over our first six years generally.

As you know, our story is only beginning. The next chapter is a crucial one, as thoughtful, dedicated citizens join city leaders and Overture Center staff to imagine and invent a future that will allow Overture to fulfill its mission and contribute to a full and exciting life for the city and its people.

Sincerely,

Tom Carto  
President and CEO

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#### Overture's operating board

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Bill Keys, retired educator and school board member  
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Carol Toussaint, independent non-profit consultant  
Mike Verveer, Common Council District 4

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# EXTRAORDINARY EXPERIENCES MAIN STAGE PROGRAMMING

Overture Center for the Arts is home to seven of the finest performance venues in Wisconsin. We strive to provide the highest quality experience—technically, acoustically, visually and artistically—for both audience and artist.

We continue our commitment to presenting the finest in many genres of performing arts, including music, dance, theater, international and cultural programming, and programming for families and children. Our programming decisions recognize two important needs: first, to offer the community important, relevant and elevating artistic experiences; and second, to offer salable product that will generate enough revenue to support our continuing operation.

In no way are these two needs mutually exclusive. For example, when Disney's *The Lion King* made its Broadway debut, it became one of the most influential and important works in the history of musical theater. Fifteen years later, the touring company's first stop in Madison brought nearly 70,000 people and \$4.8 million to Overture.

Our success over our first five years was rewarded during the 2009/10 season, as Broadway Across America began offering full weeks of Broadway performances at Overture. This allows us to book bigger and better Broadway shows and gives us thousands more tickets to sell. Our first full-week season included *Alfred Hitchcock's The 39*

*Steps*, *Grease*, *Little House on the Prairie*, *Rent*, and, of course, a full month of *The Lion King*. Despite a worldwide financial crisis and the worst blizzard in a decade on the opening night of *Grease*, our Broadway series met sales projections. And *The Lion King* provided thousands with their first Overture experience.

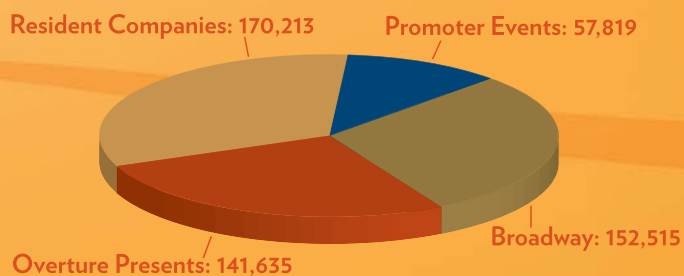
In addition to the touring artist engagements booked and managed by our staff, Overture's stages play host to big-name artists handled by national concert promoters who continually return to our state-of-the-art facility and best-in-market technical staff. Further, local arts nonprofits join our resident companies in receiving subsidies from Overture to present work in our spaces.



“Thanks for your part in bringing such quality shows to us and for renewing our faith in the power of accomplished artists and the possibility of great performances at the Overture.”

–Connie Ludlum and Paul Sabelka

**TICKETED PERFORMANCE ATTENDANCE**  
SEP 2008 – MAY 2010





# THE OPEN ARMS COMMUNITY ENGAGEMENT PROGRAMMING

Our mission, at its core, is to engage the community in the arts. This means the entire community—not just the community who can afford Broadway tickets.

In fact, people who buy full-price tickets to the performances we present represent only half of the audience we serve.

Each year, roughly 190,000 people engage in artistic and educational experiences at Overture Center at little or no cost. Kids in the Rotunda—now entering its second



Photo by Todd Rosenberg Photography

“Because I am part of the community,  
I am part of Overture Center.”

– Richard Scott, educator,  
playwright and performer

generation—draws 25,000 parents and children to free Saturday morning performances annually. International Festival celebrates the many nations and cultures represented by residents of Dane County, offering more than 30 free performances for more than 6,000 people in a single magical day every spring. Overture OnStage provides professional performances at the highest level for school children for just \$6 or \$8 per ticket, which is often paid for by their schools. And for the first time in 2009/10, Overture’s Tommy Awards

reached out to area performers, offering advice and awards for 23 area schools and their musical theater programs (and offered students opportunities to learn from touring Broadway professionals in special workshops at Overture).

We also feel a responsibility to create an environment in which artists can work, and see their work elevated in unparalleled surroundings. We happily subsidize roughly 60% of the facility costs for eight excellent local performing groups and two visual arts

enterprises on an ongoing basis. We also provide discounts on performance space rental for other local nonprofit arts organizations, and free space for certain groups and events. We take seriously our duty to nurture local artists and provide the highest quality space for them to showcase their brilliant work.

We thank our generous sponsors and donors for allowing all of these critical programs to thrive.

“Congratulations! Kudos! Applause! The Tommy Awards were incredible. What a wonderful, moving, meaningful celebration of high school musical theater you created!”

– Lynda Sharpe, Middleton High School

COMMUNITY PROGRAM ATTENDANCE	2008-2009	2009-2010
Artist Residencies, Workshops & Pre-show Talks	1,278	2,351
Community Arts Access	18,048	20,092
Community Ticket Vouchers	2,476	2,801
Duck Soup	3,837	2,523
International Festival	7,000	6,500
Kids in the Rotunda	31,560	25,137
Meet the Artist	820	640
Musical Memories/St. Mary's AM Series	3,195	1,215
Overture After Work	3,400	3,400
Overture Galleries	80,000	90,000
Overture OnStage	42,982	36,632
Special Engagement Events	N/A	3,250
Take 10	460	228
Tommy Awards	N/A	3,669
Wisconsin Writers Series	N/A	180
<b>COMMUNITY PROGRAMS TOTAL</b>	<b>195,056</b>	<b>198,618</b>





Photo by Mark Frohno



Photo by Dick Ainsworth

# THE RIPPLE EFFECT OVERTURE'S ECONOMIC IMPACT

“The downtown is doing very well, and a major part of that is Overture Center.”

- Susan Schmitz, President, Downtown Madison, Inc

The arts are an important driver of economic development for any city. Madison is no different, and Overture Center is a critical piece of Madison's arts economy.

A recent study bears this out. According to AMS Planning and Research, activity at Overture Center supports 1,471 full-time equivalent jobs. Audiences at Overture Center events spend about \$9.8 million per year related to their visits to Overture, above and beyond

what they spend on tickets, on things like dinner, parking and shopping. Property values in the area immediately surrounding Overture have risen at four times the rate of the property values in the rest of the city.

Less tangible but just as important is Overture's contribution to that elusive "quality of life" that attracts talented workers, growing businesses and investment capital to a city.



OVERTURE ATTENDANCE	2008-2009	2009-2010
Community Programs	115,056	108,618
Overture Galleries	80,000	90,000
<b>Ticketed Performances</b>		
Broadway	46,435	106,080
Overture Presents	79,642	61,993
Resident Companies	90,164	80,049
Promoter Event	32,957	24,862
<b>Events</b>		
Weddings	7,169	6,269
Business Meetings	3,408	8,182
Receptions & Banquets	12,326	11,390
Non-Ticketed Events	5,435	15,034
Workshops	1,130	914
<b>TOTAL</b>	<b>473,722</b>	<b>513,391</b>

“If it weren’t for Overture, I would be out of business by now. And I certainly wouldn’t have started and built so many businesses downtown.” – Moe Barketallah, Downtown Restaurateur



Photo by John Maniaci

# A WEEK AT OVERTURE

Most know Overture hosts touring Broadway productions and other big-name artists, and serves as the home of many local arts groups. But many other extraordinary experiences take place within our walls, from intimate modern dance performances to weddings to business meetings. Here's what our calendar looked like for one typical week last spring.

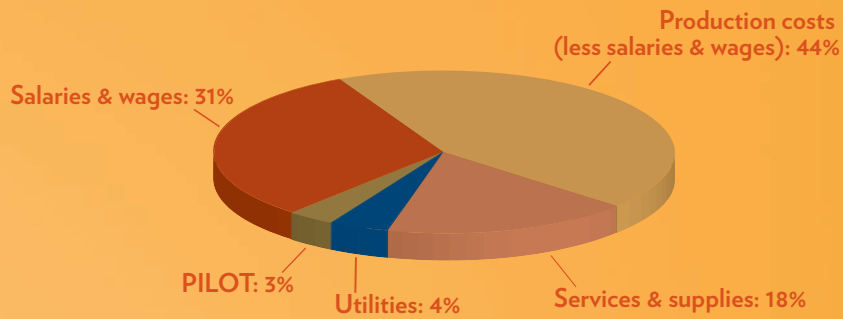
VENUE	SUN, APR 18	MON, APR 19	TUE, APR 20	WED, APR 21	THU, APR 22	FRI, APR 23	SAT, APR 24
<b>CAPITOL THEATER</b>	UW Athletics: The Buckingham	UW All Campus Idol	Wisconsin Chamber Orchestra: Masterworks V Stewart Goodyear	Suzanne Vega			
<b>OVERTURE HALL</b>	Disney's The Lion King		Disney's The Lion King →				
<b>OVERTURE HALL LOBBY</b>	Bruce Company Landscape Display →						
<b>THE PLAYHOUSE</b>	Children's Theater of Madison: Narnia	The Playhouse Series: Almost Maine, Milwaukee Repertory Theater →					
<b>PROMENADE HALL</b>	Kanopy Dance	The Nelson Institute Earth Day Concert	Overture's 2010/11 Season Sneak Peek	UW Tangled Up in Blue	Edgewood High School Prom		
<b>ROTUNDA STUDIO</b>	Kanopy Dance	Madison Metropolitan School District ChoralFest	Delta Delta Sorority Winter Formal	Unikists Concerts			
<b>WISCONSIN STUDIO</b>	Madison Symphony Orchestra: Phillippe Bianconi, piano Rehearsal	Wisconsin Chamber Orchestra: Materworks V Stewart Goodyear Rehearsal	Madison Metropolitan School District ChoralFest	Natural Step Business Meeting	Overture Center 2010/11 Season Announcement Reception	Suzanne Vega Master Class	
<b>ROTUNDA STAGE</b>							Kids in the Rotunda: Mad Fusion
<b>JAMES WATROUS GALLERY</b>	Selected Visions 2010 Wisconsin Arts Board Visual Arts Fellows →						
<b>OVERTURE GALLERY I</b>	Saudades: New Paintings, Esdaile & Miller →						
<b>OVERTURE GALLERY II</b>	Time to Put Away Your Childish Things, Hobaugh & Sims →						
<b>OVERTURE GALLERY III</b>	Form and Function in Tile and Mosaic: Echoes of the Earth, Wisconsin Homemade Tile Guild →						
<b>PLAYHOUSE GALLERY</b>	OCA Exhibit →						



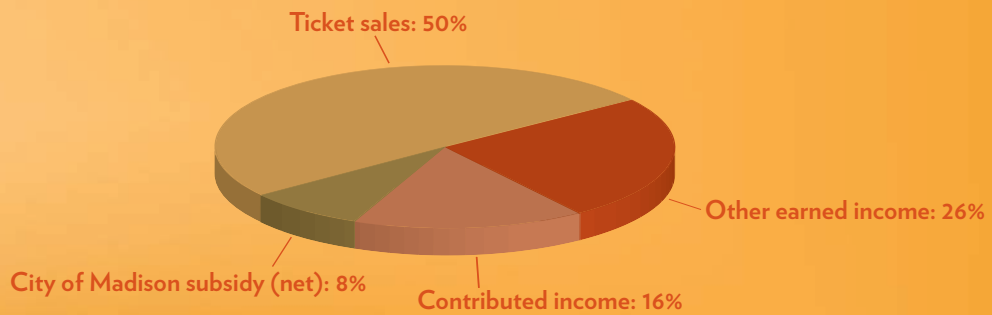
Photo by James Schaefer

# FINANCIAL INFORMATION

## 2009/10 EXPENSES (July 1, 2009–June 30, 2010)



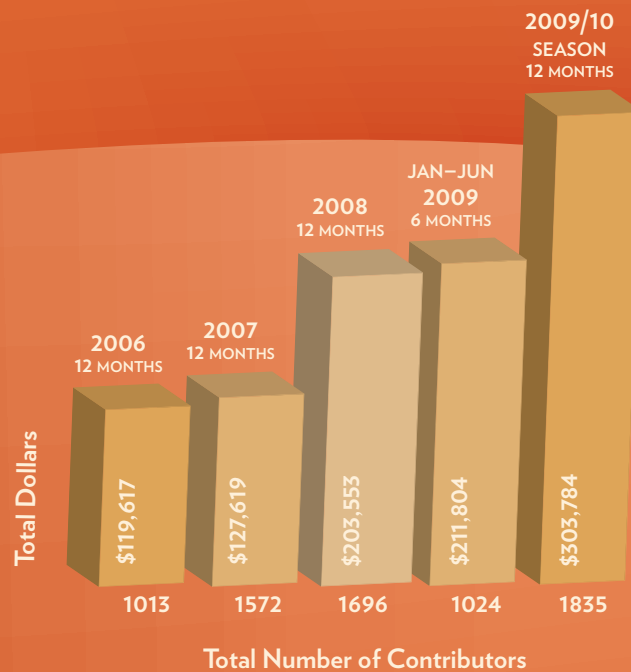
## 2009/10 REVENUES (July 1, 2009–June 30, 2010)



# ANNUAL CONTRIBUTIONS

Overture Center's first six years have seen a dramatic increase in financial support from the community. Clearly, the people of the greater Madison area value Overture and its contributions to their quality of life. And this trend shows no sign of slowing. As Overture continues to contribute to the well-being of the community, the community will certainly continue its commitment to Overture.

## ANNUAL CONTRIBUTIONS & NUMBER OF CONTRIBUTORS



“Overture Center has revitalized the downtown area and is something our city can be proud of. Its success is a reflection of how we as a community value the arts. We are in!”

– Anne & Tim Connor, Overture donors



**Overture gratefully acknowledges the following contributors to the Ovation Fund for their support of Overture's free and low-cost community and education programming.**

This list reflects donations received between 7/1/08 & 6/30/10. If you notice an error in your listing, please call Erin Wenzel, 608.258.4442

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