

**Overture Center for the Arts
Fiscal Year 2021 Annual Report
Submitted September 30, 2021**

Executive Summary

Overture Center Foundation, Inc. DBA Overture Center for the Arts (OCA) respectfully appreciates the continued support of the City of Madison through a \$1.5M grant from the Room Tax Commission in calendar year 2021. This partnership helps the center to activate and expand its mission to support and elevate our community's creative culture, economy and quality of life through the arts. This report and supporting documents are submitted to comply with the requirements set forth in the Structural Agreement and Annual Performance Contract mutually agreed upon between Overture Center Foundation (OCF) and the City of Madison. Please note OCA's fiscal year runs July 1 – June 30.

Overture Center for the Arts remained closed the entirety of fiscal year 2021 in the interest of public health due to the COVID-19 pandemic. The organization produced and presented several digital programs, nearly all of which were offered for free or a minimal cost. True audience numbers and demographics are largely unavailable for digital programs. Only registration, ticket or view does not account for the number of people viewing the program together. Several programs were not held, and some new programs were developed to fill specific gaps – such as virtual arts field trips and expanding International Festival to schools. Because of this, the program report is very different from previous years. Consider this year as an anomaly; while some aspect of digital programming will continue, OCA's current focus to resume in-person programs as conditions allow. Some previous programs may not return, either for financial reasons or to make way for new opportunities to address community issues through the arts. Please see the attached Strategic Plan for direction on how the center plans to stabilize over the next two years.

Financially, OCA was able to endure during the pandemic due to drastic cost management strategies, the generosity of donors, local, state and federal COVID relief programs, and by continuing to keep Overture's mission active in the community through new innovations. As demonstrated on the Community Programming Funding Summary, earned program revenues were insignificant and the organization released designated funding to support these program expenses. The Room Tax grant filled the \$67,822 gap in program funding, which allowed OCA to continue the Lullaby Project, prepare the galleries for reopening, continue Kennedy Center Partners in Education/Any Given Child, among others.

Additionally, the resident arts companies and OCA worked with the Madison Community Foundation to secure \$325,000 of private funds to create an "Overture Rent Relief Fund" to support Overture rental fees for resident arts company activity in Overture during closure or during their return to performances. Each organization received a credit that they could apply to Overture rental fees at their discretion. \$17,688 from the Overture Rent Relief Fund was applied to resident organization activities in FY2021. The amount for local arts subsidies was very minimal for FY21. Equipment and room rental discounts are considered subsidies for resident arts companies. For FY21, given the lack of performances, the subsidies came to \$88,874 based on \$142,817 of equipment and room rental revenue. There were no Local Arts events this fiscal year.

A significant challenge was to maintain the center during closure and to address substantial operational and capital investments to prepare for a safe reopening in fall 2021. OCA has spent, or has committed to spend, approximately \$2,150,000 on capital investments in FY2021, over \$1,000,000 which was supported through contributed revenue. Approximately \$800,000 of the Room Tax grant was applied address these projects, which included the upgrading to all bathroom fixtures to “touchless”, improved LED lighting, and an upgrade to our security system to allow for better security and the elimination of “bag searches”, most notably. The remaining portion of the Room Tax grant supported general operations.

Thank you for the city’s continues partnership with Overture Center for the Arts. In these most unusual circumstances that significantly impacted the arts, hospitality, travel and lodging industries, Overture is grateful for the Room Tax Commission’s thoughtful approach to maintain as much support as possible to the organizations supported by the fund at a time when external funding was critical.

Annual Performance Contract Conditions and Structural Agreement Checklist

Action	Status	Notes
Workforce utilization statistics submitted to City Affirmative Action	Submitted December 2020	
Procure and maintain appropriate insurance	Submitted December 2020	
2021 city grant disbursements received	Received	
Revise Strategic Plan	Completed for 2021-2023	Strategic Plan attached
Apply for 2022 Room Tax grant	Completed September 2021	
Annual Board Meeting open to the public	September 28, 2021	Public, CAC and RCAC commentary on agenda
Annual Report available to public	September 28, 2021	Available on About Overture Center , emailed to donors, document attached
Audited financials prepared	September 28, 2021	Presented at Annual Board Meeting, document attached
Establish goals for the portion of the grant used for the arts, access program participation, ticket sales and budget report	Completed	Executive Summary and Education and Engagement Report attached
Identify the rent subsidy provided for local arts groups	Completed	Executive Summary
Identify the number of Madison artists contracted	Completed	Education and Engagement Report attached
Program cost and attendance, including Arts Education, Any Given Child/PIE and Racial Equity initiatives	Completed	Education and Engagement Program Report attached
Develop an updated fundraising plan	Completed for 2021-2023	Development Plan attached

Develop an updated marketing plan	In process as part of the Strategic Plan	Marketing Plan outline attached
Meet with City to review progress toward goals, objectives and standards	Met with MAC November 12, 2020 Will discuss structural agreement with City November 2021	
OCF will post notices in an accessible format, post notice informing employees of domestic partner benefits and publicize job postings	Ongoing since 2012	
Community Advisory Council to meet quarterly	Regular meetings reinstated in 2021	CAC suspended regular meetings in 2020 due to the pandemic
Maintain Resident Company Advisory Council	Meets monthly	RCAC met with greater frequency to support shared reopening efforts

Respectfully submitted by the Overture Center for the Arts Executive Leadership Team,

- Matt Beckler, Chief Information Officer
- Jacque Goetz, Chief Operations officer
- Emily Gruenewald, Chief Development and Communications Officer
- Dr. Ed Holmes, Chief Diversity and Innovation Officer
- Tim Sauers, Chief Artistic Officer
- Chris Vogel, Chief Financial Officer/Chief Business Officer

Please direct questions to Emily Gruenewald at 608-258-4157 or egrunenewald@overture.org.