



Overture
CENTER FOR THE ARTS

MADISON ARTS COMMISSION

DR. ED HOLMES, Chief Equity & Innovation Officer | CHRIS VOGEL, Chief Financial Officer/Chief Business Officer

SEPTEMBER 7, 2022

OVERTURE'S MISSION

To support and elevate
our community's
creative culture,
economy and
quality of life
through the arts.

VISION

Extraordinary experiences
for all



HOME TO 9 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



COVID'S FINANCIAL IMPACT

- Essentially zero earned revenue during closure (March 13, 2020 – August 30, 2021)
 - Earned revenue loss of more than \$25 million
- Reduced overhead and personnel expenses by more than 60% to support financial preservation



RAMP UP AND REOPENING

- Received \$10M federal Shuttered Venue Operators Grant to replace lost revenue and support reopening efforts
- Building closed and no performances held July – August 2021
- Significant expenses incurred to rebuild staffing, purchase supplies and implement health and safety protocols to prepare for reopening in fall 2021
- 75 employees rehired/hired July-November 2021 to rebuild operations
- New COVID-19 variants led to additional cancellations throughout season





2021/22 COMMUNITY IMPACT

- Presented 611 City of Madison artists plus 1,097 Dane County artists and 549 touring artists
- International Festival, Kids in the Rotunda, Lullaby Project, OnStage Student Field Trips, Galleries and the Jerry Awards returned
- 8,500 season subscribers returned, supporting our downtown dining, lodging, parking and retail establishments

EDUCATION & ENGAGEMENT SPOTLIGHT

International Festival:

Featured 30 free performances by 523 local artists.

More than 130 school groups participated.

In all, the event provided 12,801 in-person and digital international arts experiences.





786,573 EXTRAORDINARY EXPERIENCES

- 288,150 in-person experiences, 547 events
- 498,423 online engagements
- 64,675 resident company experiences, 201 events
- 23,213 education & engagement experiences, 220 events
- 8,511 local arts experiences, 71 events



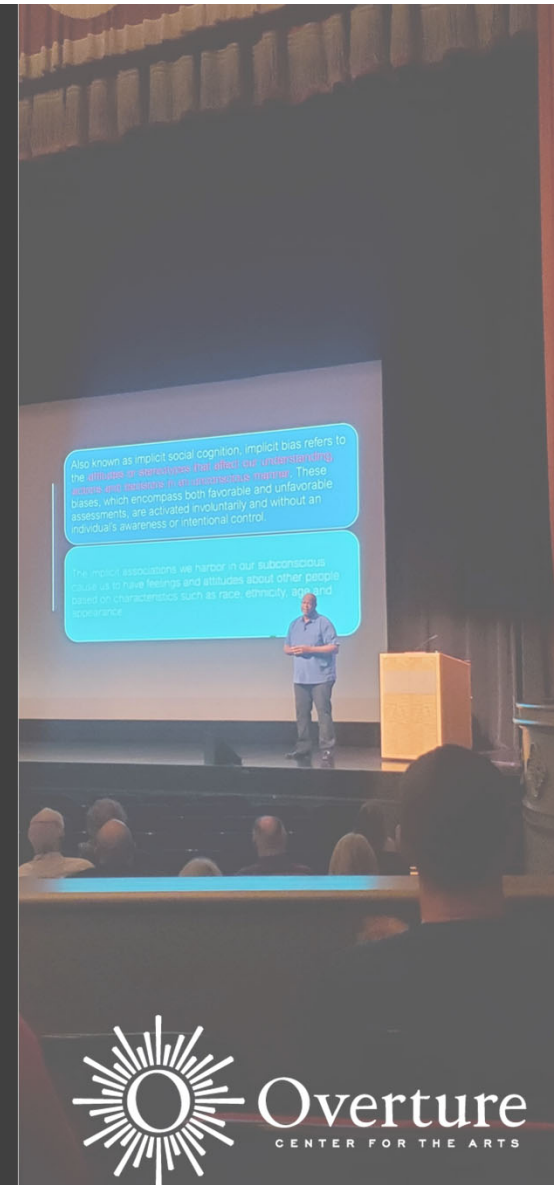
RESIDENT COMPANY RENT RELIEF FUND

A collective
fundraising effort
to subsidize
\$325,000 in rental
fees for resident
companies



COMMITMENT TO JUSTICE, EQUITY, DIVERSITY AND INCLUSION CONTINUES

- Board approved Equity and Innovation Statement and Organizational Commitments
- 4 DEI workshops and 6 Employee Inclusion Council sessions engaging 400 participants
- Partnerships with OMAI Line Breaks, “Madison’s Black Renaissance” film, LOUD, Wisconsin Latino Chamber of Commerce, UW-Madison, Madison365 Leadership Summit to support and elevate diverse artists and leaders.



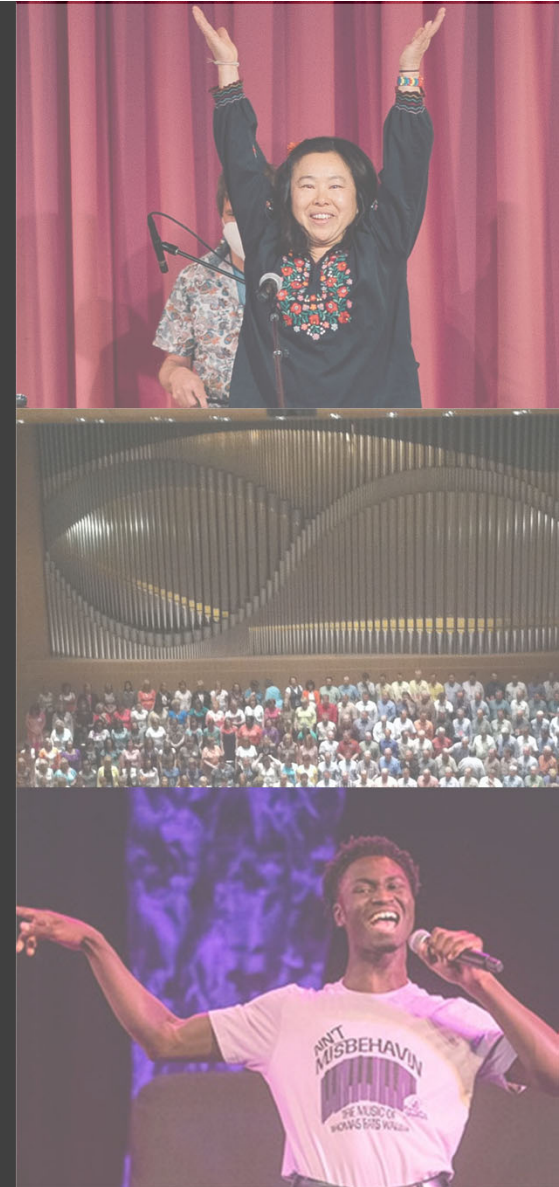
ROOM TAX COMMISSION 2022 GRANT SUPPORTED:

- Annual maintenance
- 20 critical capital investments to replace aging systems and support a healthy building
- The return of the first slate of free and low-cost education and engagement programs



OUTLOOK FOR 2022/23

- It is likely that it will be more than two years until ticket sales return to pre-pandemic levels.
- Costly capital investments in health, safety and equipment will continue to support patron and artistic needs.
- Return of school-based free and low-cost education and engagement programs.
- Grand Barton Organ restoration completed – one of the only instruments in the country housed in its original theater.





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THANK YOU

WE WELCOME QUESTIONS AND COMMENTS.