ROOM TAX COMMISSION

Emily Gruenewald, Co-CEO and CDO

Overture
CENTER FOR THE ARTS

September 3, 2025

OVERTURE'S MISSION

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

Signature Series and Programs

Broadway at Overture
Overture Presents
National Geographic Live
Cabaret and Up Close
Kids in the Rotunda
International Festival
OnStage Student Field Trips
Disney Musicals in Schools
The Middle School Musical Theater Program
The Jerry Awards
The Lullaby Project and My Melody

OVERTURE'S RESIDENT COMPANIES

Children's Theater of Madison

Forward Theater Company

Kanopy Dance Company

Li Chiao-Ping Dance

Madison Ballet

Madison Opera

Madison Symphony Orchestra

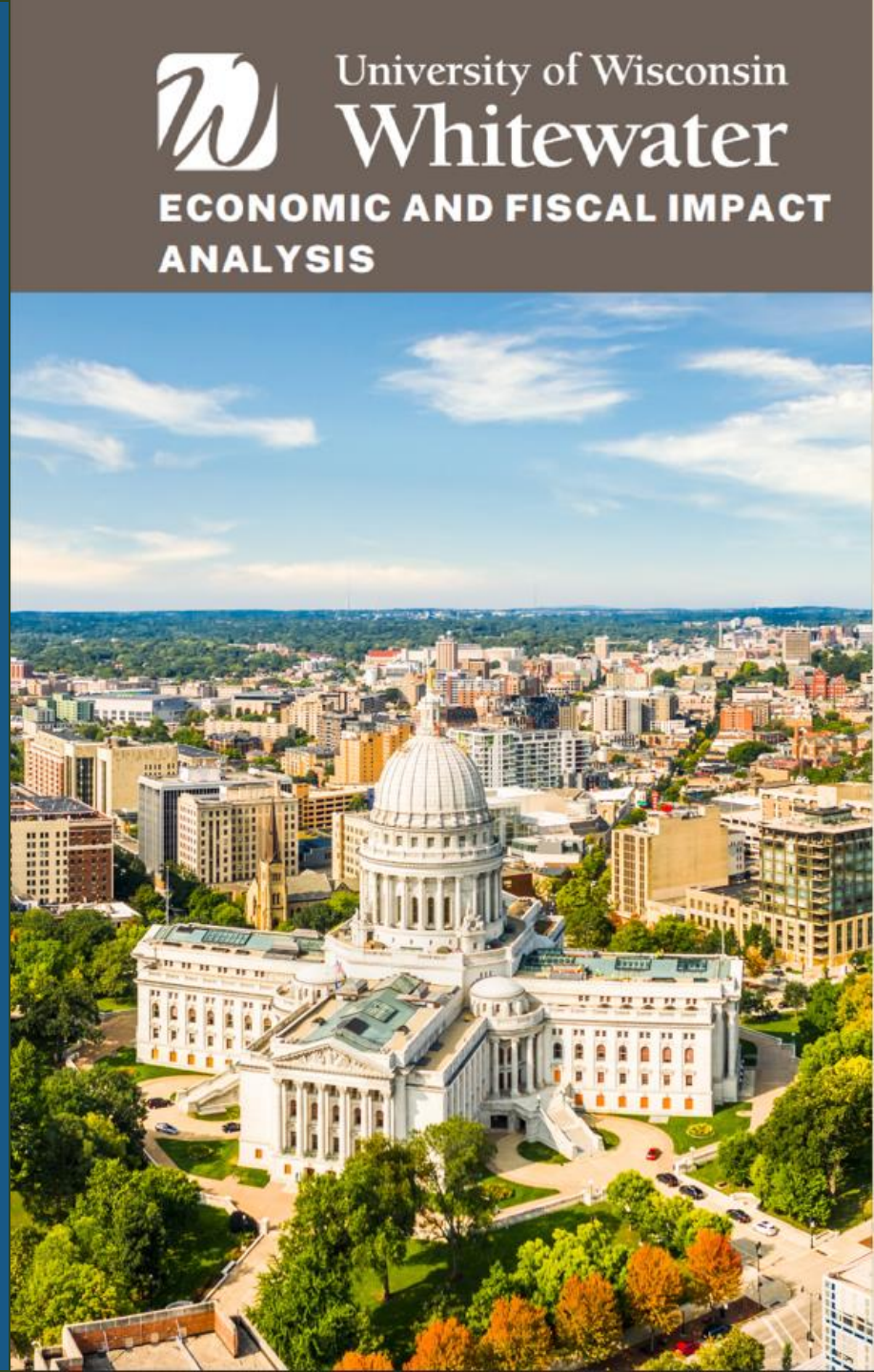
James Watrous Gallery

Wisconsin Chamber Orchestra

OVERTURE'S ECONOMIC IMPACT

Economic Impact Study performed by the University of Wisconsin-Whitewater Fiscal and Economic Research Center.

- The measurement period was our 2021/22 season (July 1, 2021 – June 30, 2022)
- Overture Center visitors spent **$7,400,000** on hotels, restaurants, etc.
- Overture Center supported roughly **270** full-time equivalent jobs in the City of Madison
- Overall, Overture Center's full economic impact on the City of Madison totaled **$34,500,000**



FY2025 OPERATIONAL PERFORMANCE

Programming to engage new audiences

698

Events *(equal to FY2024)*

514,817

Artistic Experiences
(12% increase over FY2024)

37%

Free/low cost performances

72%

Local Artists

28%

Touring Artists

366,582

Tickets sold

74%

Dane County

26%

Beyond Dane County

FY2025 FINANCIAL POSITION

FY25 Operating deficit of $2M (budgeted deficit of $1.8M)

Projected deficit due to decreased annual fund contributions while donors support the Overture Forever Campaign

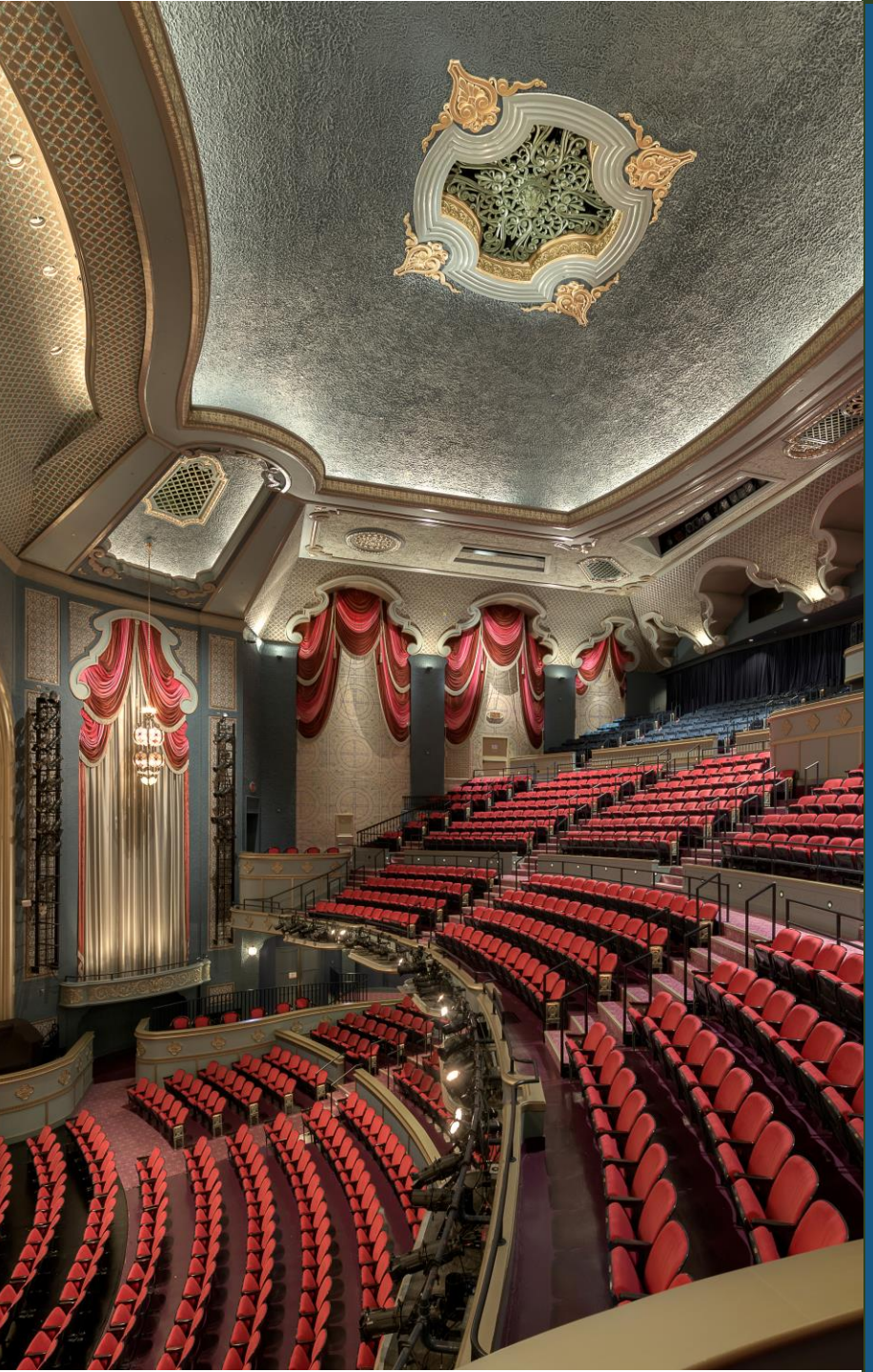
Earned Revenue 102% to Goal

Expenses managed within 1% of budget expectations

$1.05M Rental Subsidies to Resident Companies and Local Arts

$3.47M to complete 23 capital projects

Overture Forever Campaign has raised 90% of the $30M goal



2025 ROOM TAX GRANT: $2.2M

$997,000 invested in Capital Projects to support health and safety, functionality and artistic quality to attract and retain high-caliber performances

$639,000 wages and $150,000 benefits for employees

$195,000 wages for AFSCME and IATSE union employees

$117,000 utility costs

$114,000 to support education and engagement programs

FY2026 OPERATIONAL OUTLOOK

10 weeks of Broadway productions, plus 2 split weeks

9,577+ multi-performance subscription packages

10% expected audience growth across programming

Continued investment and growth in Education and Engagement Programs: My Melody, Disney Musicals in Schools, Overture Galleries and The Jerry Awards

Expanding the Fringe Festival

Complete the Overture Forever Campaign

$3M budgeted for capital projects with an emphasis on sustainability and increasing efficiencies

2026 ROOM TAX REQUEST: $2,365,000

- $1M for capital reinvestment
- $800,000 employee wages and benefits
- $200,000 AFSCME and IATSE union wages
- $215,000 education and engagement programs
- $215,000 utilities

IMPACT OF DECREASED ROOM TAX FUNDING

Hamper the development of the Fringe Festival to expand into the city to showcase local artists and attract tourism.

Limit capital reinvestment in building and equipment, increasing risk of a failure that could limit performances, events.

Potentially reduce capacity to provide as much free/low-cost programming.

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THANK YOU
Questions?