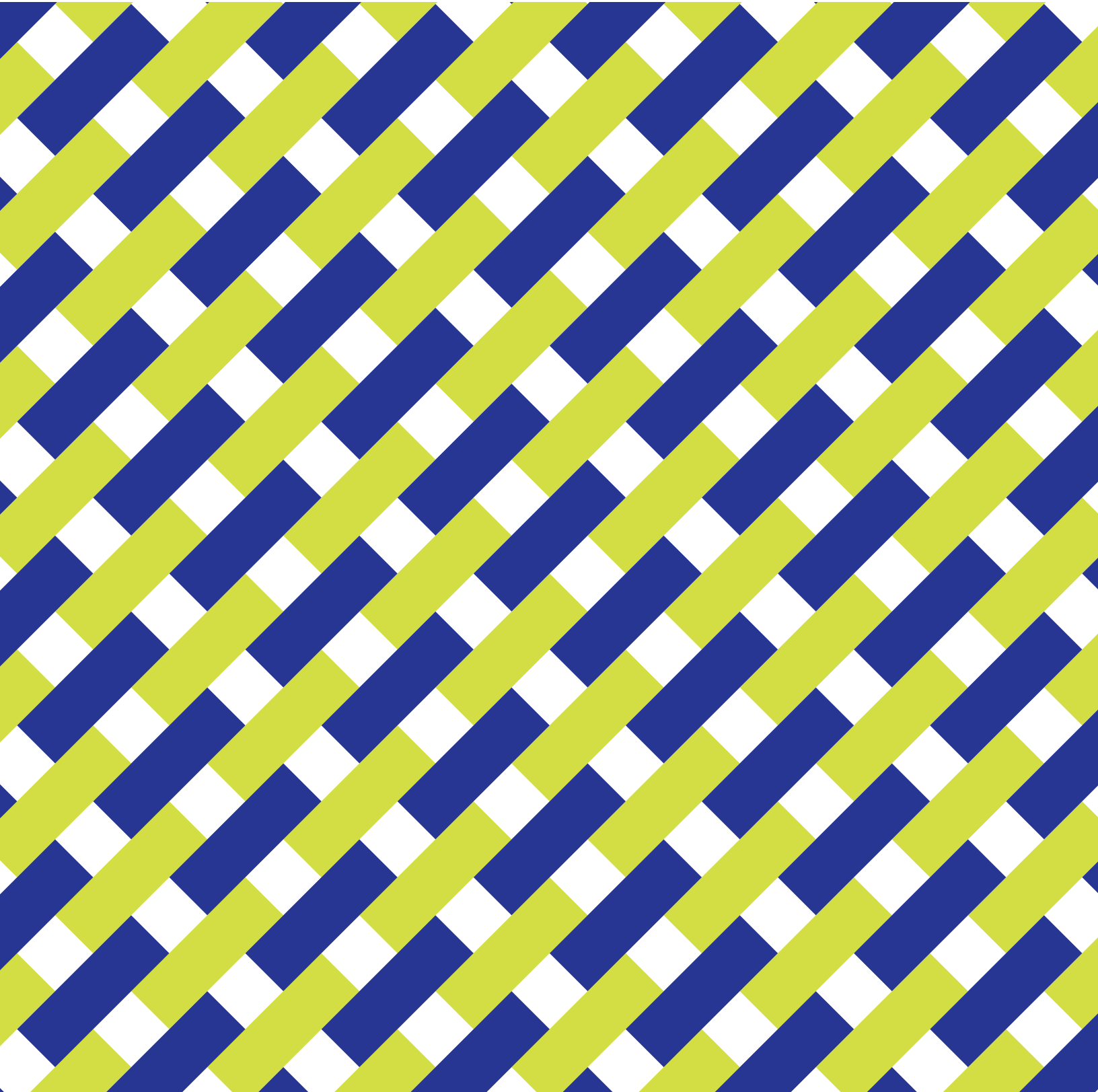


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September 30, 2013

Working Draft: Performing Arts Study Appendices

Prepared for the City of Madison





contact:

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appendix a:

facility survey results






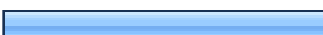
1. Please provide the following information about you and your organization.

		Response Percent	Response Count
Contact Name		100.0%	31
Title		100.0%	31
Name of Organization		100.0%	31
Email Address		100.0%	31
answered question			31
skipped question			0





2. In what year was your organization established?

	Response Count
	31
answered question	31
skipped question	0

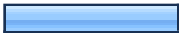


3. What is your current budget range?

		Response Percent	Response Count
\$1 million or more		18.5%	5
\$500,000 to \$1 million		7.4%	2
\$250,000 to \$500,000		3.7%	1
\$100,000 to \$250,000		11.1%	3
\$50,000 to \$100,000		11.1%	3
Less than \$50,000		48.1%	13
answered question			27
skipped question			4





4. Do you represent:

		Response Percent	Response Count
A non-profit organization (formally established as a tax exempt 501(c)3)		74.2%	23
A neighborhood or community group (without tax exempt status)		3.2%	1
A for-profit entity		19.4%	6
An individual performing artist		3.2%	1
Other (please specify)			3
answered question			31
skipped question			0

5. Would you be interested in using shared services that support the administration of your organization such as accounting, marketing, ticketing or otherwise?

		Response Percent	Response Count
Yes		25.8%	8
No		25.8%	8
I don't know but I'm interested in learning more.		48.4%	15
answered question			31
skipped question			0

6. Do you rent or own performance facilities? (Select one.)

		Response Percent	Response Count
Rent		54.8%	17
Own		16.1%	5
Both		3.2%	1
Not Applicable		25.8%	8
answered question			31
skipped question			0

7. Please estimate your organization's total payment for performance space rental for the last year. Estimates should include any users fees and/or technical labor wages associated with using the rental space(s).

**Response
Count**

17

answered question

17

skipped question

14

8. How many performances did you present as a result of this cost and space rental(s)?

**Response
Count**

17







answered question

17

skipped question

14

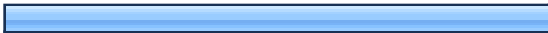

9. How many different facilities does your organization use on an annual basis? Please include all of the spaces you use for administration, rehearsal, performance, educational programs etc. (Select one.)

		Response Percent	Response Count
0		0.0%	0
1		9.5%	2
2		19.0%	4
3		19.0%	4
4		4.8%	1
5		14.3%	3
6 or more		33.3%	7
answered question			21
skipped question			10

10. Please name the facilities you currently use.

	Response Count
	22
answered question	22
skipped question	9


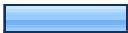
11. Are you generally satisfied with the CONDITION (i.e. working order, cleanliness) of these spaces?

			Response Percent	Response Count
	Yes		81.8%	18
	No		18.2%	4

Why or why not? 10

answered question	22
skipped question	9



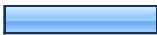

12. More specifically, are you satisfied with the EQUIPMENT AND TECHNICAL COMPONENTS of these spaces?

			Response Percent	Response Count
	Yes		81.8%	18
	No		18.2%	4




Why or why not? 11

answered question	22
skipped question	9



13. Are you satisfied with the RENTAL RATES for these spaces?

		Response Percent	Response Count
Yes		50.0%	11
No		36.4%	8
Not applicable		22.7%	5
Why or why not?		63.6%	14
answered question			22
skipped question			9



14. Are you satisfied with the AVAILABILITY of these spaces?

		Response Percent	Response Count
Yes		54.5%	12
No		40.9%	9
Not applicable		4.5%	1
Why or why not?			11
answered question			22
skipped question			9




15. Are you satisfied with the GEOGRAPHICAL LOCATION of these spaces?

		Response Percent	Response Count
Yes		90.5%	19
No		9.5%	2
Why or why not?			7
answered question			21
skipped question			10

16. Are you satisfied with PHYSICAL ACCESSIBILITY of these facilities? (This question refers to physical access to both public and private/backstage areas, restroom facilities, parking and seating for individuals with physical disabilities.)

		Response Percent	Response Count
Yes		76.2%	16
No		23.8%	5
Please comment			7
answered question			21
skipped question			10




17. Do you think new or improved arts facilities are needed in Madison?

		Response Percent	Response Count
Yes		59.1%	13
No		18.2%	4
I don't know		22.7%	5
Comment			16
answered question			22
skipped question			9




18. Are you interested in using new or improved space for

	Performance	Rehearsal	Teaching/meeting	Rating Count
Downtown Madison	68.4% (13)	73.7% (14)	57.9% (11)	19
Outside of Downtown Madison	50.0% (6)	83.3% (10)	50.0% (6)	12
No interest/not applicable	92.9% (13)	64.3% (9)	71.4% (10)	14
If you desire facilities outside of downtown, please specify location here				13
answered question				30
skipped question				1

19. If needed, what capacity of PERFORMANCE SPACE would suit your needs? (We'll ask about other types of spaces later.) Please leave blank if you do not need performance space.

		Response Percent	Response Count
Minimum capacity		93.8%	15
Ideal capacity		87.5%	14
Maximum capacity		81.3%	13
answered question			16
skipped question			15


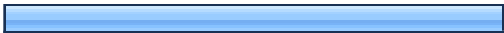


20. How many DAYS per year might you use PERFORMANCE facilities for the following purposes

		Response Percent	Response Count
Performance		95.0%	19
Rehearsal		80.0%	16
Other		40.0%	8
answered question			20
skipped question			11

21. If needed, what is the ideal capacity (or dimensions) of a rehearsal/studio suitable for your programming?

	Response Count
	19
answered question	19
skipped question	12



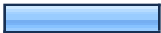
22. If they were available, how many hours per year might you utilize these rehearsal/studio facilities for:

		Response Percent	Response Count
Rehearsal		100.0%	20
Classes, workshops & outreach events		75.0%	15
Other programs		10.0%	2
(Please detail any other programs.)		10.0%	2
	answered question		20
	skipped question		11

23. If needed, what is the ideal capacity or dimensions of classroom/meeting space suitable for your programming? If you do not need this space, please leave blank.

	Response Count
	12
answered question	12
skipped question	19

24. If they were available, how many hours per year might you utilize these classroom/meeting facilities for:

		Response Percent	Response Count
Meetings		84.6%	11
Classes, workshops & outreach events		76.9%	10
Other programs		23.1%	3
(Please detail other programs.)		0.0%	0
	answered question		13
	skipped question		18

25. Please check if you need any of the following facility features.




	Performance Space	Rehearsal Space	Teaching/meeting Space	Rating Count
Fly tower	100.0% (10)	0.0% (0)	0.0% (0)	10
Dance floor (marley or sprung floor)	84.6% (11)	69.2% (9)	38.5% (5)	13
Large stage	94.1% (16)	41.2% (7)	5.9% (1)	17
Projection A/V equipment	75.0% (12)	31.3% (5)	62.5% (10)	16
A facility suitable for unamplified acoustics	88.2% (15)	58.8% (10)	29.4% (5)	17
Flexible seating	83.3% (15)	50.0% (9)	27.8% (5)	18
Piano	82.4% (14)	76.5% (13)	17.6% (3)	17
Close proximity to public transportation	85.7% (18)	76.2% (16)	47.6% (10)	21
Public parking	87.0% (20)	78.3% (18)	47.8% (11)	23
Bike parking	84.2% (16)	78.9% (15)	52.6% (10)	19
On-site storage	47.1% (8)	82.4% (14)	23.5% (4)	17
Sound isolation	78.6% (11)	78.6% (11)	21.4% (3)	14
Water access	83.3% (10)	66.7% (8)	66.7% (8)	12

Other, please specify

7

answered question	29
skipped question	2

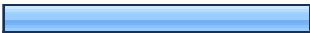


26. Do you need any space for the following? (Please check all that apply.)

		Response Percent	Response Count
Administrative space		68.8%	11
Production facilities		56.3%	9
Storage		93.8%	15
answered question			16
skipped question			15







27. Please provide any additional detail on your needs.

	Response Count
	9
answered question	9
skipped question	22

28. Would you be willing to share administrative, production or storage space?

		Response Percent	Response Count
Yes		45.8%	11
No		12.5%	3
It depends...		41.7%	10
Please comment here			14
answered question			24
skipped question			7

29. How or why are new or improved facilities important to your future growth and development? (Please check all that apply.)

		Response Percent	Response Count
Increased revenue		50.0%	12
Reduced expenses		50.0%	12
Development of new programs, performances or events		62.5%	15
Expansion of existing programs, performances or events		70.8%	17
Increased visibility		62.5%	15
Other, please specify		29.2%	7
answered question			24
skipped question			7

30. Finally, please provide any other thoughts about the need for performing arts facilities in Madison.

	Response Count
	12
answered question	12
skipped question	19

appendix b:

comparable market profiles

Market Profile: Eugene, Oregon

Key Characteristics

- Total Population: 332,774 (2013 estimate, 20-mile radius)
- Average Household Size: 2.36
- Median Age: 38.1
- Median Household Income: \$40,416
- Unemployment rate: 8.2% (preliminary figure for June 2013)

Located in the Pacific Northwest, Eugene is the second-largest city in Oregon and the county seat of Lane County. The Eugene Metropolitan Statistical Area (MSA), as defined by the US Census Bureau, is delineated by Lane County political boundaries. It is home to approximately 351,715 residents, and is the third largest MSA in Oregon.

The trajectory of Eugene's population is fairly stable, with a projected estimated growth of 2.73% between 2013-2018. Eugene is a predominantly White (87%), with the largest ethnic cohort as Asian (3%). The gender distribution is approximately 50/50, and the median age is 38.

Home to the University of Oregon, Eugene has a moderately educated population with 28% of adults (aged 25 and older) holding a Bachelor's degree or higher. The University is also one of the top employers in Eugene, supporting a labor force that is largely dominated by three major business clusters and employers: education, health services and government (both local and national).

Top Public and Private Employers in Eugene

1. Peace-Health Medical Group (4,893) (Health Services)
2. University of Oregon (4,038) (Higher Education, Public)
3. Eugene School District 4J (2,794) (Local Government Education)
4. State of Oregon (2,205) (State Government)
5. Lane County (2,000) (Local Government)
6. US Government (1,777) (Government)
7. Springfield School District (1,500) (Local Government Education)
8. City of Eugene (1,404) (Local Government)
9. Lane Community College (1,118) (Local Government Education)
10. Wal-Mart (1,100) (Retail Trade)

University of Oregon

Total Student Enrollment in 2012: **24,591**

- Undergraduates: 20,829
- Graduates: 3,762

Founded in 1876, the University of Oregon is a public research institution located in Eugene. As the flagship university of the Oregon University System, UO draws approximately 45% of its student body from out-of-state and international residents. Classified as a RU/VH (very high research activity) university, Oregon's undergraduate program was ranked 115th among national universities by U.S. News & World Report for 2012.

Overview of Eugene's Performing Arts Sector

With an official motto of "A Great City for the Arts and Outdoors," the City of Eugene boasts several sizeable - and notable - performing arts organizations, especially for such a small market. Overall, though, the performing arts sector is quite small, with only 17 discernible performing arts organizations that produce and/or present consistent programming. One might infer that the resources available for the performing arts sector are focused on the larger organizations. And with these organizations serving as the primary players in the local arts ecology and dominating the marketplace, there is little room, nay available resources, to support a more nuanced and balanced sector that includes smaller and mid-sized performing arts organizations.

Eugene's market is particularly dominated by music, with the Eugene Symphony and Oregon Bach Festival extracting a large portion of tickets sales. In fact, we estimate that the combined sales for both organizations amounts to nearly 72% of local demand for ticketed music performances (not including commercial activity). Regardless of these two large organizations, Eugene's music market (both producers and presenters) is the largest out of all of the other disciplines, containing the most organizations, as well as generating the largest share of total ticket sales.

Eugene's supply of dance programming, although not particularly varied, includes the rather substantial Eugene Ballet Company, which constitutes 91% of all dance ticket purchases. However, this demand estimate is not solely driven by the company itself, as EBC also presents one to two nationally recognized dance companies per year at the Hult Center (e.g., Dance Theatre of Harlem, etc.).

Eugene's theatre market is relatively weak, particularly compared to the other markets, and only carves out a small percentage of overall tickets sales, ~5%. And although small, Eugene Opera supports a market demand that is comparable to the other markets included in this analysis.

The Hult Center is Eugene's primary performing arts facility and presenter. Operated by the City of Eugene, the Center is – more or less – a rental facility, used by six resident companies: Eugene Ballet Company, Eugene Concert Choir, Eugene Opera, Eugene Symphony, Oregon Bach Festival, and The Shedd Institute. The Hult Center is also home to Broadway In Eugene, which presents 7-8 musical theatre productions per season, however, in very short runs (1-3 performances.)

Although Eugene's market is the smallest of the four in terms of population and number of performing arts organizations, it supports several notable organizations that are able to extract a sizeable portion of demand. Furthermore, Eugene's educational attainment and income rates are more closely aligned with the national averages, providing some context and "grounding" to the other markets where education and income far exceed the national average.

Key Organizations

Producers

- Eugene Ballet Company
- Eugene Symphony
- Eugene Concert Choir
- Oregon Bach Festival
- Eugene Opera
- Oregon Contemporary Theatre

Presenters

- The Shedd Institute
- The Hult Center for the Performing Arts

Sources

1. U.S. Census Bureau
(<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>)
2. Eugene Government (<http://www.eugene-or.gov/DocumentCenter/Home/View/2649>)
3. Eugene Chamber of Commerce
(<http://www.eugenchamber.com/cwt/external/wcpages/index.aspx>)
4. US News and World Report (<http://www.usnews.com/>)
5. University of Oregon (<http://www.uoregon.edu/>)

Market Profile: Boise, Idaho

Key Characteristics

- Total Population: 539,379 (2013 estimate)
- Average Household Size: 2.65
- Median Age: 34.5
- Median Household Income: \$46,631
- Unemployment rate: 6.2% (preliminary figure for June 2013)

Referred to as “Treasure Valley,” the Boise-Nampa Metropolitan Statistical Area (MSA) has a population of 609,533. Boise is the capital and most populous city in the state of Idaho, and is the county seat of Ada County. Located at the base of the Rocky Mountain foothills, Boise is geographically isolated from other population centers, separated from Salt Lake City by 345 Miles, and from Portland by 430 miles.

An urbanizing and burgeoning capital city, Boise’s population is estimated to grow at a rate of 6.6% over the next five years. The population of Boise is predominantly White (88%), however, approximately 11% of residents reported that they are Hispanic or Latino. Boise’s average age is 35.8, making it the second youngest of the comparable markets.

With 31% of adults (25+) holding a Bachelor’s degree, Boise’s population closely mirrors the national average. While farming and timber were once primary industries, the economy of Boise has shifted to a more diversified base. Boise’s unemployment rate is currently at 6.2%, which is below the national average.

Top Public and Private Employers in Boise

1. St. Lukes Health Systems (6,000 - 6,500) (Health Services)
2. Micron Technology (5,000 - 5,500) (Manufacturing - Computers)
3. Meridian Joint School District (4,000 - 4,500) (Local Government Education)
4. St. Alphonsus Regional Medical Center (4,000 - 4,500) (Health Care)
5. Boise State University (4,000 - 4,500) (Higher Education, Public)
6. Boise Independent School District #1 (3,500 - 4,000) (Local Government Education)
7. Albertsons (2,500 - 3,000) (Retail Trade)
8. Wal-Mart (2,000 – 2,500) (Retail Trade)
9. Hewlett-Packard Co (2,000 – 2,500) (Manufacturing)
10. City of Boise (1,500 – 2,000) (Local Government)

Boise State University

Total Student Enrollment in 2012: **22,678**

- Undergraduates: 19,657
- Graduates: 3,021

Founded in 1932 by the Episcopal Church, Boise State University is located in downtown Boise, and is the largest university in the state of Idaho. Ranked #62 in the Western Region of Universities by US News World and Report, the most popular majors are nursing, business, and psychology.

Overview of Performing Arts Sector

Although geographically isolated, the Boise performing arts market is home to several notable organizations. And while there is quality in this market, there is little quantity, with only 19 discernable organizations included in this analysis. Similar to Eugene, Boise is dominated by a handful of primary players who utilize the majority of available resources.

The theater market in Boise is the most prominent facet of this market. Not only is Idaho Shakespeare Festival Boise's largest nonprofit organization, but it also accounts for nearly 37% of all performing arts ticket sales for the entire market. The local theatre scene also includes several mid-sized organizations (e.g., Boise Contemporary Theatre and Boise Little Theatre), as well as a few very small theatre organizations (e.g., Alley Repertory Theatre and Stage Coach Theatre).

The dance market of Boise is fairly robust, however, the largest organization in this sector, Trey McIntyre Project, largely tours to other communities. Because Trey McIntyre has a modest home season, dance demand is sourced to the other two primary local dance companies, Idaho Dance Theatre and Ballet Idaho. Boise is the only market in the analysis where ticket sales for Other Dance nearly exceed sales for Ballet.

The music market of Boise is primarily dominated by the Philharmonic, with support from a few other small choral and chamber organizations. The opera company in Boise is also small, but is comparable to other markets in terms of extracting demand.

The Morrison Center is Boise's primary performing arts facility, and university presenter, as it is part of the Boise State University system. The Center is home to five resident performing arts companies: Boise Philharmonic, Ballet Idaho, Opera Idaho, Boise Music Week, and Trey McIntyre Project. The Morrison Center is also home to Broadway in Boise.

Key organizations

Producers

- Ballet Idaho
- Boise Philharmonic Association
- Opera Idaho

-
- Trey McIntyre Project
 - Boise Contemporary Theatre
 - Idaho Shakespeare Festival

Presenters

- Morrison Center for the Performing Arts

Sources

1. Boise Valley Economic Partnership <http://www.bvep.org/relocate/leading-employers.aspx>
2. Idaho Department of Labor (<http://labor.idaho.gov/>)
3. Boise State University (<http://www.boisestate.edu/>)
4. City of Boise (<http://www.cityofboise.org/>)
5. US Census (<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>)

Market Profile: Austin, Texas

Key Characteristics

- Total Population: 1,638,041 (2013 estimate)
- Average Household Size: 2.55
- Median Age: 33
- Median Household Income: \$56,289
- Unemployment rate: 5.8% (preliminary figure for June 2013)

The capital city of Texas, and seat of Travis County, Austin is the 11th most populous city in the United States, and 4th in the State of Texas. Anchoring the Austin–Round Rock–San Marcos MSA, Austin is the cultural and economic center for a population of 1,783,519 (2011 U.S. Census), making it the 34th-largest metropolitan statistical area in the United States. Geographically situated in central Texas, Austin is about 80 miles from San Antonio, and 160 miles from Houston.

Austin has one of the more diverse populations in the analysis, with 33% Hispanic, 8% Black or African American, and 12% as Some Other Race. And with a rate of population growth at 12%, Austin is by far the fastest growing region in the analysis.

Commonly referred to as “Silicon Hills” Austin’s work force includes an eclectic mix of industries, as the city is home to a large sector of government employees, but is also the center for many technology corporations. The technical workforce, with the presence of a large, highly rated university, has provided Austin with a relatively young (average age is 34) and a highly educated population (42% of adults (25+) hold a Bachelor’s degree).

Top Public and Private Employers in Austin

1. Austin Independent School District (6,000+) (Local Government Education)
2. City of Austin (6,000+) (Local Government)
3. Dell, Inc. (6,000+) (Hi-Tech Manufacturing)
4. US Government (6,000+) (Federal Government)
5. IBM Corp (6,000+) (Hi-Tech Manufacturing)
6. Seton Family of Hospitals (6,000+) (Health Services)
7. St. David’s HealthCare Partnership (6,000+) (Health Services)
8. State of Texas (6,000+) (Local Government)
9. University of Texas (6,000+) (Higher Education, Public)
10. Advanced Micro Devices (2,000-5,999) (Hi-Tech Manufacturing)

University of Texas at Austin

Total Student Enrollment in 2012: **51,145**

- Undergraduates: 38,463
- Graduates: 12,682

Founded in 1883, the University of Texas at Austin is the flagship institution of the University of Texas System. The institution has the fifth-largest single-campus enrollment in the nation, and the undergraduate program was ranked 46th among national universities by U.S. News & World Report for 2012.

Overview of Performing Arts Sector

Austin is by far the largest of the comparable markets, and supports a healthy, well-rounded performing arts sector, as demand is equally shared amongst the large, mid-sized, and smaller organizations. For this analysis, we included 72 of Austin's performing arts organizations, however, this number could have easily ballooned to well-over 100. Austin is home to numerous organizations that serve as fiscal sponsors, allowing a wealth of small/project-based performances to thrive. But because some of these projects were so small or did not present frequent programs, they were excluded from the sample.

Dubbed the "live music capital of the world," Austin is regarded for its high-profile commercial music sector that draws thousands of visitors each year to its numerous festivals. However, this city is also home to a thriving nonprofit music scene that includes Austin Symphony Orchestra, Consiprare, and numerous other chamber ensembles, choruses, and smaller orchestras. The presenting organizations in Austin also heavily extract demand from the music sector through the presentation of touring classical musicians and groups.

The Ballet and Dance market is largely dominated by Ballet Austin, which constitutes 91% of all dance ticket purchases. The market is also supported by the local presenters, who bring in national acts that also extract a discernable amount of demand (e.g., The Joffrey Ballet). Austin's opera company, the Lyric Opera, is a large organization but performs similar to the other markets in terms of revenue extracted.

Austin's theatre market is perhaps the most differentiated from the other markets in that it includes a large amount of smaller, fiscally sponsored theatre troupes. Zach Theatre is the largest theatre organization in this market, and extracts approximately 32% of demand for stage plays. Apart from minimal presentations by the local presenters, the majority of the theatre market is supported by smaller organizations. One might infer that due to the lack of any sort of dominant player in the marketplace, the smaller theatre ecology has been able to flourish. Historically, Austin has had a strong local support network for small theatres and individual artists, in the form of the Austin Circle of Theatres.

The two major presenters in the Austin marketplace are the Long Center, and Texas Performing Arts (at UT Austin). The Long Center operates more as a community center, and is home to a number of resident companies: Ballet Austin, Consiprare, Austin Symphony Orchestra, Austin Lyric Opera, Austin Shakespeare, Tapestry Dance Company, and Pollyanna Theatre. Texas Performing Arts, on the other hand, is solely a presenter, bringing in world-class acts. Both presenters, though, present a Broadway series. Texas Performing Arts' Broadway in Austin series offers 5-6

productions per year, with each production running several days to several weeks. The Long Center's Broadway series is not as extensive, but typically includes 3-4 productions per year, although the runs are only a few days. Combined, both presenters support a sizeable demand for musical theatre.

Key organizations

Producers

- Ballet Austin
- Conspirare
- Austin Symphony Orchestra
- Austin Lyric Opera
- Tapestry Dance Company
- Zach Theatre

Presenters

- The Long Center
- Texas Performing Arts

Sources

1. Austin Chamber of Commerce <http://www.austinchamber.com/index.php>
2. UT Austin (www.utexas.edu/)
3. Austin Government (<http://austintexas.gov/>)
4. Now Playing Austin (<http://www.nowplayingaustin.com/org/listing/>)

Market Profile: Madison, Wisconsin

Key Characteristics

- Total Population: 508,442 (2013 estimate)
- Average Household Size: 2.33
- Median Age: 35.4
- Median Household Income: \$60,184
- Unemployment rate: 5.2% (preliminary figure for June 2013)

Located in the center of Dane County, the City of Madison anchors the Metropolitan Statistical Area (MSA), which includes the surrounding Columbia, Green, and Iowa Counties. From a core downtown located on the Madison isthmus, the City diffuses outward, forging a network of streets, neighborhoods and communities for the approximately 500,000 inhabitants.

The Madison MSA has witnessed steady population growth over the past four decades, outpacing Milwaukee, which is the largest MSA in Wisconsin. From 2013-2018, Madison's population is expected to grow at a rate of 4.71%. The majority of Madison's population is White (83%), with 5% African American and another 5% Asian. Only about 6% of the population identifies as Hispanic or Latino.

Across the four markets studied, Madison has the most highly educated population, with 46% of adults (aged 25 and older) holding a bachelor's degree or higher. And with an average age of 37, Madison is home to a moderately young and highly education population. The University of Wisconsin-Madison is the largest employer, and anchors an economy that is supported by government services, health services, and software publishers.

Top Public and Private Employers in Madison, WI

1. U W – Madison (Higher Education, Public) (1000+)
2. U of W Hospitals (Health Services) (1000+)
3. Epic Systems Corp (Software Publishers) (1000+)
4. Madison Metropolitan School District (500-999)
5. American Family Mutual Insurance Co. (Insurance Carriers)
6. Department of Corrections (Correctional Institutions)
7. UWMF (Health Services)
8. Department of Health Services (Health Services) (500-999)
9. City of Madison (Local Government)
10. SSM Health Care of Wisconsin Inc. (Health Services)

University of Wisconsin – Madison

Total Student Enrollment in 2012: **42,595**

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- Undergraduates: 33,237
 - Graduates: 9,358

Founded in 1848, the University of Wisconsin–Madison is a public research university and the official state university of Wisconsin. Classified as an RU/VH Research University (very high research activity) in the Carnegie Classification of Institutions of Higher Education, Madison’s undergraduate program was ranked 42nd among national universities by US News & World Report for 2012.

Overview of Performing Arts Sector

With a relatively even distribution of organizations across all of the disciplines, Madison’s performing arts market is relatively balanced. While several large organizations extract the bulk of demand within each discipline, there is also a discernible presence of a much smaller – and local – performing arts ecology. This analysis included 36 organizations – only those that present ticketed performances, thus overlooking the many free public performances that Madison offers.

In terms of ticket revenue generated from locally produced organizations, Madison’s music organizations extract the largest amount of demand, approximately 30%. Leading the efforts in this category is Madison Symphony Orchestra, which accounts for nearly two-thirds of tickets sales for all music performances. A range of mid-sized and smaller organizations also supports Madison’s music ecology (e.g., Wisconsin Chamber Orchestra, Wisconsin Youth Symphony, and Bach Dancing & Dynamite Society).

The Ballet/Other Dance market is largely dominated by Madison Ballet, which constitutes about 50% of all dance ticket purchases. Madison’s market also supports a rather substantial contemporary/modern local dance sector, and is also complemented by national touring productions presented at the Overture Center (e.g., Complexions Contemporary Ballet). Madison Opera, although modest in size, supports a market demand that is comparable to the other markets included in this analysis.

Madison’s theatre market includes two relatively large organizations (e.g., Children’s Theatre of Madison and Forward Theatre). The remainder of the supply of stage plays is provided by a cohort of much smaller organizations (e.g., Stage Q, Strollers Theatre) whose sales, in aggregate, amount to approximately one third of all theatre ticket sales generated by local producing organizations (i.e., excluding comedy and theatre shows presented at Overture Center).

The Overture Center, which opened in 2004, is Madison’s primary performing arts facility and presenter, and home to nine resident performing arts companies: Bach Dancing & Dynamite Society, Children’s Theatre of Madison, Forward Theatre Company, Kanopy Dance Company, Li Chiao-Ping Dance, Madison Ballet, madison Opera, Madison Symphony, and Wisconsin Chamber Orchestra. The Overture Center is home to the most resident companies of any of the major presenters

including in this analysis, with the compilation of the resident company performances constituting the bulk of presentations. Overture also offers a substantial presenting series each season, which brings national musicians, comedians, and dance groups to Madison. The Overture Center is also home to the Broadway at Overture Series, which typically presents five musical theatre productions per season, usually in very short runs that range from 1-3 days.

Key organizations

Producers

Ballet/ Other Dance

- Madison Ballet
- Li Chiao Ping Dance
- Kanopy Dance Theatre

Music

- Madison Community Orchestra
- Wisconsin Chamber Choir
- Oakwood Chamber Players
- Madison Music Collective
- Madison Bach Musicians, Inc.
- Madison Area Concert Handbells
- Token Creek Chamber Music Festival
- Bach Dancing & Dynamite Society
- Madison Youth Choirs
- Wisconsin Youth Symphony Orchestra
- Wisconsin Chamber Orchestra
- Overture Center for the Arts
- Madison Symphony Orchestra Inc.
- Wisconsin Baroque Ensemble
- Festival Choir of Madison

Musical Theatre

- Four Seasons Theatre
- Music Theatre of Madison

Opera

- Madison Savoyards
- Madison Opera
- Fresco Opera Theatre

Theatre/ Stage Plays

- Bricks Theatre
- Humorology

-
- Playwright Inc, Play Festival
 - TAPIT/new works
 - Strollers Theatre, Ltd.
 - Stage Q
 - Mercury Players Theatre Company
 - Madison Theatre Guild
 - Broom Street Theater
 - Encore Studio for the Performing Arts
 - Forward Theater
 - UW-Madison Theatre Department
 - Children's Theater of Madison
 - Proud Theatre

Presenters

- The Overture Center for the Arts
- Wisconsin Union Theater

Sources

1. University of Wisconsin (<http://www.wisc.edu/>)
2. [Madison Region Economic Partnership \(www.thrivehere.org/\)](http://www.thrivehere.org/)
3. Wisconsin Government (worknet.wisconsin.gov/worknet/)
4. [Madison Tourism Bureau \(http://www.visitmadison.com\)](http://www.visitmadison.com/)
5. [Madison Government \(www.cityofmadison.com/dpced/economicdevelopment/\)](http://www.cityofmadison.com/dpced/economicdevelopment/)
6. Bureau of Labor and Statistics (www.bls.gov/)

appendix c:

facility inventory

			Facility Rating									
			Event Types Supported	Facility Condition	Staff and Support	Theatrical Functionality	Acoustics	Customer Amenities	Performer Amenities	Atmosphere/Character	Suitability for Users	Rating
Other	Alliant Energy Center	10,231	5	4	4	3	2	2	4	2	4	3.3
Other	Monona Terrace Madison Exhibition Hall	3,300	5	3	4	1	1	4	2	4	2	2.8
Theater	Overture Center, Overture Hall	2,255	17	3	4	4	3	3	3	4	3	3.4
Live Music Venue	Orpheum Theatre	2,000	3	1	1	2	3	2	2	2	2	1.7
Other	Monona Terrace Madison Ballroom	1,518	5	3	4	1	3	3	2	4	3	3.0
School/College/University	University of Wisconsin Memorial Union, Union Theater**	1,300	20	4	3	4	3	3	3	3	3	3.3
Other	Wisconsin Institute for Discovery Main Floor	1,200	6	3	4	1	3	2	2	3	2	2.7
Theater	Overture Center, Capitol Theater	1,089	19	3	4	4	3	3	3	3	3	3.3
School/College/University	West High School Auditorium	980	6	2	2	2	2	2	2	2	2	2.0
School/College/University	Madison Area Technical College, Mitby Theatre	975	9	3	2	3	3	2	2	2	3	2.5
Live Music Venue	Barrymore Theatre	971	5	2	3	1	2	3	2	3	2	2.3
Theater	Masonic Center Auditorium	950	7	2	1	2	3	1	1	4	3	2.0
Live Music Venue	Segredo	720	3	3	3	1	2	2	2	3	2	2.4
School/College/University	University of Wisconsin, Mills Hall	700	8	2	3	2	3	3	3	3	3	2.7
Live Music Venue	Majestic Theatre	600	4	3	3	1	3	3	3	4	3	2.9
School/College/University	University of Wisconsin, Union South, The Sett	550	9	4	4	1	2	3	2	3	2	2.9
Other	South Madison Culture & Community Center, Nehemiah Center*	500	13	4	3	2	2	2	2	3	2	2.7
Church	First United Methodist Church	450	10	3	2	2	3	2	2	3	2	2.4
Live Music Venue	High Noon Saloon	400	5	3	2	1	2	3	2	3	3	2.4
Live Music Venue	RSR Stage/The Annex	400	3	2	1	1	1	3	2	1	2	1.6
Other	The Brink Lounge	400	4	2	3	2	2	3	2	3	3	2.5
Live Music Venue	Club Inferno	380	4	2	2	2	2	2	2	3	2	2.1
School/College/University	University of Wisconsin Carol Rennebohm Auditorium	380	7	2	3	3	2	3	3	4	3	2.8
Live Music Venue	The Loft	375	6	2	2	1	2	2	2	3	2	2.0
School/College/University	Sr. Kathleen O'Connell Auditorium, Edgewood High School	374	5	3	3	3	3	2	3	3	3	2.9
School/College/University	East High School Auditorium	350	3	2	2	2	1	1	1	1	2	1.6
Theater	Overture Center The Playhouse	347	7	3	4	3	3	3	3	3	3	3.2
School/College/University	University of Wisconsin Union South Marquee Cinema	330	6	4	4	1	2	2	1	3	2	2.7
School/College/University	University of Wisconsin Mitchell Theatre	321	7	2	4	3	3	3	3	2	3	2.9
Other	Monona Terrace Madison Lecture Hall	315	4	3	4	1	3	3	2	4	3	3.0
Theater	Overture Center Rotunda Stage	300	9	3	4	2	2	3	3	4	3	3.1
Theater	Overture Center Promenade Hall	300	6	3	4	2	2	3	3	3	3	3.0
Other	Wisconsin Historical Museum	250	4	2	3	2	2	3	2	3	2	2.4
Other	The Comedy Club on State	250	2	3	2	1	3	2	2	3	2	2.3
Church	Heritage Congregational Church	240	9	2	2	1	3	2	2	3	2	2.1
School/College/University	University of Wisconsin Margaret H'Doubler Performance Space	240	10	3	4	2	2	3	3	3	2	2.9
Other	Oakwood Village West Auditorium**	230	6	3	2	2	2	2	2	3	2	2.3
School/College/University	LaFollette High School Auditorium	200	5	3	2	3	2	1	3	2	2	2.3
School/College/University	Memorial High School Auditorium	200	6	2	2	3	2	1	3	2	2	2.1
School/College/University	Madison Area Technical College, Studio Theatre	199	6	2	2	3	3	1	3	2	3	2.3
Live Music Venue	Ivory Room Piano Bar	180	3	3	2	2	3	3	3	3	2	2.6

			Facility Rating										
			Event Types Supported										Rating
				Facility Condition	Staff and Support	Theatrical Functionality	Acoustics	Customer Amenities	Performer Amenities	Atmosphere/Character	Suitability for Users		
School/College/University	University of Wisconsin, Morphy Recital Hall	170	10	2	3	2	2	3	3	3	3	2.6	
School/College/University	University of Wisconsin, Memorial Hall, Play Circle**	168	19	4	2	2	3	3	3	3	3	2.9	
School/College/University	University of Wisconsin, Eastman Organ Recital Hall	160	6	3	3	2	4	2	2	3	2	2.7	
Other	City of Madison Senior Center	150	8	2	3	1	2	3	2	2	3	2.3	
School/College/University	University of Wisconsin, Hemsley Theatre	150	6	2	4	2	3	3	3	2	3	2.8	
Theater	Overture Center, Wisconsin Studio	150	2	3	4	3	3	3	3	3	3	3.2	
Theater	Broom Street Theater	150	6	2	1	2	2	2	2	3	2	1.9	
Live Music Venue	The Frequency	126	4	1	2	2	3	2	2	3	2	2.0	
School/College/University	Edgewood College Visual and Theatre Arts Center (Black Box)	120	6	4	3	3	3	3	3	3	4	3.3	
Other	Wil-Mar Neighborhood Center	110	9	2	2	1	2	2	2	3	3	2.1	
Theater	Bartell Theatre, Drury Stage	103	2	1	2	2	3	3	2	2	2	2.0	
Other	University of Wisconsin Chazen Museum of Art Brittingham Gallery I	100	8	3	4	1	3	2	2	3	2	2.7	
Other	Centro Hispano*	100	8	2	2	1	2	2	2	2	2	1.9	
Theater	Overture Center, Rotunda Studio	100	5	3	4	2	2	3	2	3	3	2.9	
Theater	Encore Studio for the Performing Arts, Mary DuPont Wahlers Theatr	100	1	2	2	2	2	3	2	1	3	2.1	
Theater	Bartell Theatre, Evjue Stage	96	2	1	2	2	2	2	2	2	3	1.9	
School/College/University	University of Wisconsin Conference Center, The Pyle Center Auditori	92	3	2	4	1	4	3	2	3	3	2.8	
Theater	Atlas Improv Company	60	4	3	1	2	2	2	2	3	2	2.1	

****In development***

*****Undergoing Renovations***

******No Space currently***

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