



Overture Center

FOR THE ARTS

-Hand Delivered-

August 1, 2013

The Honorable Paul R. Soglin, Mayor
City of Madison
210 Martin Luther King, Jr. Blvd., Room 403
Madison, WI 53703

Dear Mayor Soglin,

On behalf of the Overture Center Foundation Board of Directors and staff, I respectfully request a grant from the City of Madison for Fiscal Year 2014 in the amount of \$1,750,000. The intended use of this grant is to partially support a diverse variety of programs that provide access to citizens of our community and to fund a portion of the capital costs to maintain the Overture's performance and support spaces.

This grant is requested in accordance with the intent of the Structural Agreement between the City of Madison and Overture Center Foundation dated December 31, 2010. Although that Agreement does call for a grant of \$2 million plus interest, we are cognizant of the financial challenges that have faced the City of Madison in recent years and are making next year's request equal to that of this year in the same spirit City departments are being asked to maintain the same expense budgets for the next fiscal year.

After finishing its first complete fiscal year, the Overture Center Foundation is proud of its accomplishment as the leading catalyst of arts and cultural activity in the City of Madison. In addition to finishing its fiscal year in the positive, Overture is well on its way to setting aside funds for a board-designated reserve fund that could be used for extraordinary capital needs beyond our annual capital investment. Record ticket sales from our Broadway season just finished produced record crowds for Overture, partially aided by three weeks each of Jersey Boys and Wicked. Details of Overture attendance figures and those of our resident organizations are currently being compiled and will be shared with you and all Alders shortly.

The City of Madison's financial support provides an investment in our quality of life through the arts and the indirect economic support of local businesses and artists. More than 200,000 students and adults attend Overture's many educational, free and reduced cost programs throughout the year with support from the City of Madison. These programs include:

- **Community Arts Access** - support for local nonprofits that present events by providing rental / equipment subsidies and staffing assistance.
- **Community Ticket Vouchers** - free tickets to selected Overture Presents events intended for underserved populations.
- **Duck Soup Cinema** - silent film experiences in Capitol Theater affordable to families.
- **International Festival** - one day of free performances, plus crafts and foods featuring languages, cultures and people from around the world who call Madison and Dane County home.

- **Kids in the Rotunda** – an eight month series of free programs for children and families featuring a diverse lineup of local and regional musicians, storytellers, jugglers, theater troupes, magicians and dancers.
- **OnStage School Program** – a series of the finest local, national and international performances for young audiences and teachers, with subsidies for tickets and transportation.
- **MadCity Sessions** – an early-evening series of free performances in Overture Hall Lobby featuring local musicians in a variety of musical styles. At each performance a local, non-arts nonprofit organization providing exemplary services to local citizens (such as Boys and Girls Club of Dane County) is highlighted.
- **Overture EngAges** – a new program for senior citizens that offers participants direct interaction with three different artistic genres: theater, visual arts, and music – all in collaboration with the Bartell Theatre, the Chazen Museum, UW Jazz Orchestra, and local music groups Black Marigold and Harmonious Wail.
- **Overture Galleries** – a year-long series of free, rotating exhibits in four galleries that foster the growth of an array of diverse, local visual artists and arts organizations.
- **Tommy Awards** – an annual performance where local and regional high school students are celebrated for excellence in musical theater.
- **Meet the Artist** – a free series of programs where the audience can talk with artists performing at Overture.

In addition, the grant helps support our mission-based programs through Overture Presents, a series of more than 30 events of professional touring performers of music, dance, jazz and family programs. These particular programs are designed to be a diverse offering of high-quality presentations by a diverse number of artists that will appeal to diverse populations within our community while making the average ticket affordable. All of the above programs benefit downtown businesses that are busier on days and evenings when activities such as those cited, among so many others, take place.

Along with bringing more people to downtown, Overture has been building new or stronger relationships with the Madison Metropolitan School District, Greater Madison Convention and Visitors Bureau, Madison Public Library, with neighborhood associations like Marquette, community senior centers, and many other community based organizations such as the Boys and Girls Club of Dane County. Such initiatives are Overture's commitment to develop programs that reach more children and adults in our community beyond those already served.

Finally, the City of Madison grant will continue to help support Overture Center's ongoing replacement or upgrade of capital needs based on a 15-year plan commissioned by the City in 2010. Upcoming items include scheduled replacement of worn carpet, replacement of outdated audio speakers in two performance spaces remaining from the days of the Civic Center, replacement of a water heater, replacement of outdated wireless intercom systems, period restoration of the Capitol Theater's Barton organ, restoration of the Capitol Theater's cupola, and replacement of an outdated telephone system.

The investment we are asking the City to make through this grant represents 13% of Overture's overall budget for our fiscal year. Overture Center Foundation will raise another \$1.75 million from private sources to also assist with supporting the above mentioned programs and other activities. Overture will earn the remaining

\$10.4 million through earned ticket sales and rental income that will support annual operational costs, salaries, all utilities, daily maintenance costs, security, marketing and fund raising expenses.

The Overture Center Foundation is extremely grateful to the City of Madison for supporting programs and venues that reach deeply into our community. We are committed to maintaining high quality artistic standards and accountability for everything we offer, and are committed to expanding ways in which Overture is accessible and relevant to the entire community. We fully appreciate and look forward to the continuing partnership with the City of Madison so that we may further serve and engage the community in the arts.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ted DeDee', with a stylized, flowing script.

Ted DeDee
President & CEO

cc: Chris Schmidt, President, Madison Common Council
Scott Resnick, President Pro Tem, Madison Common Council
All Alders, Madison Common Council
All Board Members, Overture Center Foundation