
MADISON ARTS COMMISSION

TO: PAUL SOGLIN, MAYOR, CITY OF MADISON
FROM: BARBARA M. SCHRANK, CHAIR, MADISON ARTS COMMISSION
SUBJECT: EVALUATION OF PERFORMANCE OF OVERTURE CONTRACT
DATE: 7/8/2014

Dear Mayor Soglin,

This letter outlines recommendations from the Madison Arts Commission (MAC) regarding the Annual Performance contract the City of Madison has with the Overture Center Foundation, Inc., (Overture). Specifically, ordinance 33.35, forming the Madison Arts Commission, requires the commission to review the performance of external contractors to the City in the areas of arts and culture. Madison's Cultural Plan also calls on the Madison Arts Commission to be the primary agency for review and evaluation of the annual performance contract. The recommendations in this letter are consistent with requirements made of other grantees receiving City money for arts and cultural programming. In order to better evaluate Overture's Annual Performance Contract we suggest that during future contract negotiations with Overture, the City request specific reporting that will better enable us to assess their performance.

As a Commission, MAC supports the development of the arts throughout the City of Madison for all its citizens. The Madison Arts Commission recognizes the important role Overture plays in the culture and arts of the City of Madison.

At the direction of the Commissioners, MAC's former chair and current chair, along with Karin Wolf, did the following: met with city budget and legal staff for background on the contract (2/17/14), met with Ted Dedee, Overture President and Diane Christensen, Overture Center Foundation Board Chairman (3/17/14). MAC's chair presented recommendations for MAC's consideration at its June 10, 2014 meeting. Based upon their discussions, MAC recommends the following be considered:

A. *Future Performance Contracts*

Establish provisions in future Performance Contracts that will clarify and increase accountability of the portion of the City's funding that is used for arts programming. Specifically identify the:

1. Identify the portion of the City's subsidy/grant used for arts programming – establish procedures to track how/where money is spent.
2. Establish goals and objectives for City's money for arts programming
 - a. What number of Madison citizens is expected to be reached?
 - b. What number of Madison artists is expected to be funded?
 - c. What are Overture's specific goals for reaching underserved populations of participants and artists?
 - d. How will City money be allocated among goals and objectives for arts programming?
 - e. What additional money will be allocated from other sources for arts programming?
3. Identify procedures to track progress toward goals.

B. Current Performance Contract

In its reporting this year, MAC recommends that Overture identify as best as possible a) specific City of Madison efforts in Overture's Strategic Plan, b) the portion of the City's subsidy that went towards arts programming, and c) the number of Madison citizens and artists reached through expenditures of the City's grant as outlined in the goals in the Performance Contract.

MAC looks forward to reviewing Overture's reports on their spending for arts programming and the results obtained for the citizens of the City of Madison, as well as any recommendations for future arts spending.

Sincerely,



Barbara M. Schrank
Chair, Madison Arts Commission