

## Overture Center Foundation and City of Madison Annual Contract Summary Performance and Review Terms - Arts

**OCF's commitment to arts, educational and community programming, including free or reduced cost programs and outreach will be measured as follows (summarized from Section 2 - Performance Terms and Section 3 - Annual Review):**

1. Goals and Objectives - Establish goals and objectives for the portion of the grant from the City used for arts, educational, and community programming for the 2016 contract

2. Annual Report on Performance - In the annual report on performance to the City for fiscal year 2014-2015:

- provide the amounts used for arts, educational, and community programming.
- identify the number of programs delivered and the number of people reached through events presented or co-presented by OCF and its resident companies, identifying, where feasible, the number of citizens of Madison attending the programs.
- identify the number of free or reduced cost programs delivered and the costs of providing such programs, where feasible, the number of citizens of Madison reach through such programs, where feasible, and the number of ticket subsidies provided to Madison citizens and the dollar value of such subsidies.
- identify the number of persons living within the City served for ticketed events and the amount spent for these events. (Such data cannot be generated for attendees at non-ticketed events, group ticketing or all resident company programs).
- identify the total value of rent subsidy provided to local arts organizations (including resident companies) or artists for the use of Overture Center.
- identify the number of Madison-based artists contracted for services and the amount spent.

The data from this initial annual report will be used to create a baseline for establishing goals and measuring performance in subsequent years.

3. Annual Review - On at least an annual basis, the Madison Arts Commission, City staff and OCF staff will review progress toward the goals, objectives and standards set out in this Annual Performance Contract and subject to the terms of the Structural Agreement, and may modify the Annual Performance Contract on an annual basis as needed

Prepared by: Barbara M. Schrank, Chair  
Madison Arts Commission  
June 11, 2015