



[overturecenter.org](http://overturecenter.org)

*-Hand Delivered-*

July 31, 2015

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 (OCF) Board of Directors and staff, I respectfully and formally request an Annual Grant from the City of Madison for Fiscal Year 2016 in the amount of \$1,750,000. This request is made in accordance with the intent of the Structural Agreement between the City of Madison and Overture Center Foundation dated December 31, 2010.

The City's Grant will support a number of diverse programs that engage and provide access for students and adults of our community, that partner with many local community and service organizations, and that employ or exhibit a number of local performing and visual artists. For instance, during Overture's past season – our tenth – we introduced a new annual *Rising Stars Talent Search* where a very diverse pool of 350 individuals/groups auditioned at six community centers throughout Madison with finals in the Capitol Theater for cash prizes and future paid opportunities to perform at Overture. Another new Tenth Anniversary initiative was the introduction of *Club10*, a program only offered to individuals and families affiliated with a number of Madison's social service organizations where \$10 tickets for many Overture events, including some Broadway shows, were made available to those who never thought an affordable Overture experience was possible. Overture also continues to take a leadership role in the partnership with the City of Madison and the Metropolitan Madison School District with the local *Any Given Child* initiative that will ensure equal access to arts experiences for students grades K-8, which we know from studies in other cities will help contribute to greater educational success of students in the Metropolitan Madison School District.

Overture will also use a portion of this grant to continue funding capital improvements to the building, especially those older portions of the building that were created as part of the Madison Civic Center. Although this grant will not fund all such improvements called for in the 15-year plan commissioned by the City in 2010, OCF has steadily increased its annual budget to make such improvements while still continuing to build its reserve fund from earned revenue to cover extraordinary expenses, should it ever become necessary in the future.

Overture has begun to implement elements of our *Racial Equity Initiative*, adopted by our Board in October 2014, which includes, among other goals, the diversification of its workforce and creating a new managerial position to direct diversity and inclusion of Overture's employment, purchasing, education and community engagement.

A separate report of Overture's continued success will be provided to you by September 30, 2015 and will include audited financial statements of our past fiscal year ending June 30, 2015. Those financials will show we continue to expand our access to Overture through ticket sales and free/low cost events, and increase the number of individual and corporate donors who allow us to achieve our fundraising goals. These results along with the City Grant make it possible for Overture to produce a positive variance.

The Overture Center Foundation is extremely grateful to the City of Madison for its financial support. As we enter our second decade, we fully appreciate and look forward to our partnership with the City of Madison to continue engaging a greater number of Madisonians.

Sincerely,

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

Ted DeDee  
President & CEO

cc: All Alders, Madison Common Council  
All Members, Madison Arts Commission  
All Board Members, Overture Center Foundation