

Overture Center for the Arts Room Tax Commission Presentation

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August 21, 2018



OVERTURE'S 2019 GRANT REQUEST

Requesting the funding set by the Structural Agreement of \$2.22MM.

Large civic performing arts centers are not able to earn enough revenue to meet their expenses.

Overture like most performing arts centers is an economic catalyst that drives positive economic conditions in downtown area, but the revenue we drive is indirect.

The City of Madison has been a long-time supporter of the arts knowing that it benefits its residents economically and culturally.



City Fiscal Year	Contract Expectation*	Council/Commission Approved	Shortfall
2004		\$1,534,422	
2005		\$1,569,713	
2006		\$1,621,514	
2007	Overture Under City Control	\$1,681,510	
2008		\$1,720,185	
2009		\$1,795,872	
2010		\$1,795,872	
2011		\$1,795,872	
2012	\$2,000,000	\$1,850,000	(\$150,000)
2013	\$2,048,000	\$1,750,000	(\$298,000)
2014	\$2,081,587	\$1,600,000	(\$481,587)
2015	\$2,124,676	\$1,750,000	(\$374,676)
2016	\$2,155,696	\$1,750,000	(\$405,696)
2017	\$2,190,619	\$1,900,000	(\$290,619)
2018	\$2,193,247	\$1,900,000	(\$293,247)
2019 request	\$2,220,882		
		Total	(\$2,293,826)

*Adjusted annually per change in CPI methodology
 in State's Expenditure Restraint Program (ERP)

WHAT'S NEW FOR 2019

Continue to expand Overture's D&I initiative.

Hope to celebrate our 15th anniversary with a restoration of the exterior of the building.

Celebrating 10 years of the statewide high school musical program, The Jerry Awards.

Supporting additional programming for our resident companies.

Attracting larger audiences to our existing programming.

Increasing offerings and attendance while diversifying our audience to Overture's community programming.



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Overture has become the arts DESTINATION of Wisconsin

Arts and culture travelers...

- Spend more than other travelers.
- Are more likely to stay in a hotel or bed & breakfast.
- Are more likely to spend \$1,000 or more during their stay.
- Stay longer than other travelers.



2017/18 OVERTURE BY THE NUMBERS

Ticketed Performance Attendance

Ticket buyers living within 50 miles of Overture	242,484
Ticket buyers living outside of Overture's 50 mile radius	40,090
Total Tickets Sold	282,574

Non-Performance Event Attendance

Wedding Receptions	
Corporate/Business/Non-Profit/School Events	5,175
	41,714
Total Room Rental Event Attendance	46,889

Free or Low Cost Performance Attendance

Kids in the Rotunda	31,627
Tommy Awards	11,700
Overture Galleries	155,088
Overture OnStage	25,177
Community Ticket Vouchers	3,077
International Festival	13,081
Disney Musicals in Schools	7,437
Other Programs & Community Engagement Events	21,548



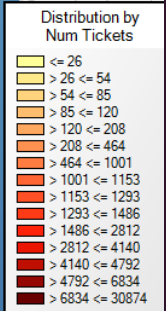
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2017/18 Season Ticket Buyers

Distribution by Num Tickets

- <= 26
- > 26 <= 54
- > 54 <= 85
- > 85 <= 120
- > 120 <= 208
- > 208 <= 464
- > 464 <= 1001
- > 1001 <= 1153
- > 1153 <= 1293
- > 1293 <= 1486
- > 1486 <= 2812
- > 2812 <= 4140
- > 4140 <= 4792
- > 4792 <= 6834
- > 6834 <= 30874

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OVERTURE'S ECONOMIC IMPACT

Overture is an economic catalyst for Madison.

- Hotel room stays
- Increased property valuations
- Stabilizing the downtown business district
- Restaurant and bar business for over 350 shows a year
- Real estate developments including retail, restaurants, apartments & commercial office space
- Parking fees for the city
- A source of recruitment by employers
- A center for cultural tourism
- Jobs, jobs , jobs



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FRIDAY & SATURDAY NIGHT AT OVERTURE E



Overture's One Mile Radius

Restaurants	154
Hotels	12

Attendance on a Friday and Saturday Night at Overture

Overture Hall at 80% Capacity	3,608
Capitol Theater at 70% Capacity	1,524

OVERTURE'S MISSION

Overture Center's mission is to support and elevate our community's creative culture, economy and quality of life through the arts.

- Be the first choice for audiences, employees, artists and donors
- Present a diverse spectrum of high-quality programming
- Maintain a world class facility
- Steward our resources
- Be inclusive and accessible for our diverse community
- Provide outstanding customer experiences
- Support the success of resident companies, local artists, promoters, businesses and community groups



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Thank you.



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