



Overture
CENTER FOR THE ARTS

ROOM TAX COMMISSION

CHRIS VOGEL, CFO/CBO

AUGUST 27, 2021

COVID'S FINANCIAL IMPACT

- Essentially zero earned revenue since our closure in March 2020
 - An earned revenue loss of greater than \$25 million through August 2021
 - More than \$6 million paid out in ticket refunds for cancelled performances
- Expenses reduced to ensure financial preservation
 - Only essential expenses to keep minimal operations running
 - Reduced overhead and personnel expenses by greater than 60% each
- Financial assistance has helped preserve the organization and will assist as we move towards reopening
 - Paycheck Protection Program loan of \$1.5 million (2020)
 - State of Wisconsin CARES grants totaling \$500,000 (2020)
 - Shuttered Venue Operators Grant of \$8.3 million (2021)

FINANCIAL OUTLOOK

- It is likely that it will be more than two years until ticket sales return to pre-pandemic levels
 - The rise of the Covid Delta variant and associated concerns and restrictions has led to further cancellations of performances and private events
 - Recent audience surveys show that while only 17% of patrons were uncomfortable returning to indoor performances in July, that figure has increased to 41% in August
- Costly investments to safely reopen
 - Touchless bathroom facilities
 - Touchless security systems and ticket scanning devices
 - Upgrades to increase fresh air intake and improved ventilation throughout the building
 - Increased cleaning, sanitation, and personal protective equipment
- Increased operating expenses to prepare for reopening, occurring months before the return of earned revenue

SUPPORT OUR RESIDENT COMPANIES

The success of our Resident Companies is tied closely to our ability to reopen.

- Bach Dancing and Dynamite Society
- Children's Theater of Madison
- Forward Theater Company
- Kanopy Dance Company
- Li Chiao-Ping Dance
- Madison Ballet
- Madison Opera
- Madison Symphony Orchestra
- James Watrous Gallery
- Wisconsin Chamber Orchestra



2021 UPDATES

- Strategic Plan
 - Guide operations through reopening, focusing on resuming operations and artistic programming within our current economic reality
 - Enmeshing justice, equity, diversity, and inclusion throughout the organization
 - Stewarding the building
 - Achieving financial sustainability
 - Aligning technology throughout the organization
 - Creating a healthy organizational culture
- Return of free/low-cost programming
- Investments made in our facility to support a healthy and safe community gathering place



FUTURE OUTLOOK

- Continue our mission to support and elevate our community's creative culture, economy, and quality of life through the arts
- Financial future remains uncertain and dependent on external factors
 - Return of shows and performances
 - Return of patrons to indoor venues
- Safely reopen and support our Resident Companies
- Preserve Overture's future
- Help ensure the revitalization of downtown Madison





ROLE OF ROOM TAX ALLOCATIONS

- Support annual maintenance costs
- Support for critical upgrades and replacements of aging systems - \$3.7 million needed annually to replace aging systems and equipment
- Support investments needed to ensure Overture is a healthy indoor community gathering place
- Support the return of free and low-cost community programming

Funding from the Room Tax Commission is critical. We request that our current annual funding level of \$1.5 million is maintained.



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QUESTIONS?



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THANK YOU!