



## 2020/21 Education and Engagement Programs

### General Education and Engagement Virtual Programs

Through our 2020/21 programming efforts, we continued to foster our mission by providing artistic experiences to our community virtually, staying connected with supporters and providing entertainment to homebound individuals and families. Our education and engagement team coordinated 14,500 arts experiences. We sold 2,689 virtual tickets and received 343,430 overall virtual engagements. Highlights of Overture's virtual programming included Voice Your Heart, a community sourced multi-disciplinary virtual art project; Forums covering a variety of topics such as COVID-19 Vaccination and the Black Community; the Nominate a Star Contest which awarded local heroes who went above and beyond for their community, and Under the Ghost Light, a paranormal e-venture exploring Overture Center's history and lore.

**Attendance:** 343,430 total virtual engagements

**How attendance is measured:** Ticket sales (for ticketed events), registration (required for some events) and views (free, online events)

**Able to identify number of Madison residents attending:** No

**Number of Madison artists:** 48

**Contract fees paid to Madison artists:** \$500

### Duck Soup Cinema

Instead of our usual series, we offered patrons a link for access to a streaming of a University of the Air film of The Flying Aces that was done at Overture for Duck Soup Cinema as part of our partnership with Wisconsin Public Television.

**Attendance:** 1,607 views

**How attendance is measured:** Video views

**Able to identify number of Madison residents attending:** No

**Number of Madison artists:** 2

**Contract fees paid to Madison artists:** \$0; contracts were paid during the original filming

### International Festival

International Festival 2021: Your Virtual Passport to the Arts took place on Saturday, Feb. 27, 2021, serving as an opportunity to celebrate our community's rich cultural heritage. At the free virtual event, visitors explored cultures around the world by clicking links on an interactive map to view pre-recorded performances, cooking demonstrations, cultural spotlights, an online market and more by artists who call Dane County home. New this year, over 100 schools

participated with more than 2,700 students as well as nearly 1,000 other viewers. Total videos watched exceeded 6,200.

**Attendance:** 6,200 views

**How attendance is measured:** Video views

**Able to identify number of Madison residents attending:** No

**Number of Madison artists:** 21

**Contract fees paid to Madison artists:** \$1,100

### **The Lullaby Project**

This year, Overture Center brought the Lullaby Project to Madison Metropolitan School District's School Age Parent Program (SAPAR). Together, trained teaching artists Angela Puerta, Laura Lang and Dana Perry worked one-on-one with students and their instructors to use the creative process of songwriting to help new and expectant parents express their hopes and dreams for the future through music. A livestreamed concert was held on Saturday, May 8, in celebration of Mother's Day, which was viewed by 900 people.

**Attendance:** 915 views (includes participants)

**How attendance is measured:** Video views

**Able to identify number of Madison residents attending:** No

**Number of Madison artists:** 14

**Contract fees paid to Madison artists:** \$100; the rest of artists are now Overture employees

### **Jerry Awards and Jerry Ensemble**

The Jerry Awards program - the educational initiative that encourages, recognizes, and honors excellence in high school musical theater - looked a bit different in the 2020/21 school year. Instead of sending reviewers out to see school productions, Overture Center invited performers to join us for a series of online workshops focused on different aspects of performance. Topics included character type, acting through song, picking an audition piece and audition tips and techniques. Forty-five students from around the state attended from throughout the state. The annual awards show featured 20 of those performers singing solos in Promenade Hall to a livestreamed audience.

**Attendance:** 962 views

**How attendance is measured:** Video views

**Able to identify number of Madison residents attending:** 3,300 people reached via Facebook

**Number of Madison artists:** 9

**Contract fees paid to Madison artists:** \$ 13,537

### **Overture Galleries**

In 2020/21, Overture featured submissions from artists through the Voice Your Heart Project on the outside of our building, in addition to the 17 murals displayed as part of the Downtown Mural Project. Additionally, Overture Center extended a call for artist applications on May 3 for its fall 2021 exhibit: "Everything COVID." This exhibition explores what people have experienced during the COVID pandemic and opened in September 2021 in our Playhouse Gallery. There were over 180 submissions to the call with the final show including works by 60 artists.

**Attendance:** Unknown in 2020/21

**How attendance is measured:** N/A

**Able to identify number of Madison residents attending:** No

**Number of Madison artists:** 4

**Contract fees paid to Madison artists:** \$0; Overture acts as a third-party selling agent for artwork

### **Kennedy Center Partners in Education/Any Given Child Madison**

Under the Kennedy Center Partners in Education Program Overture Center offers professional development for teaching artists and teachers. In 2020/21 Overture offered virtual field trips and model teaching with local teaching artists on a variety of themes. In partnership with the City of Madison, Madison Metropolitan School District, UW Community Arts Collaboratory and Arts for All, Any Given Child Madison is a collective impact program of The Kennedy Center which strives for equity and access to arts education for all K-8 students.

**Attendance:** 300

**How attendance is measured:** Registration for workshops and fieldtrips

**Able to identify number of Madison residents attending:** Yes

**Number of Madison artists:** 100

**Contract fees paid to Madison artists:** \$800

### **Community Tickets**

Community Tickets help ensure that all people, regardless of economic ability, have access to the performing arts. In 2020/21 we offered tickets as available to our online ticketed performances. Through partnerships with nearly 100 diverse local social services organizations, our program reaches families throughout Dane County, providing significantly subsidized tickets for just the cost of the facility fee. We consistently look to invite organizations who work with populations that we currently underserve.

**Attendance:** 3269 distributed to 56 total performances; 878 redeemed

**How attendance is measured:** Tickets redeemed

**Able to identify number of Madison residents attending:** No (some data collected, but not for all tickets)

**Number of Madison artists:** n/a

**Contract fees paid to Madison artists:** n/a

### **Resident Arts Companies**

The resident arts companies of Overture Center for the Arts are an important and crucial part of the vision and mission of the institution and its founder. During this challenging year, our resident companies sold 13,450 tickets in a year of all-virtual programming. Throughout Overture's closure, Overture remained committed to working closely with the resident organizations to support their digital programs by providing space, equipment, and technical and marketing support both digitally and in person. For example, Overture offered resident companies free kiosk space rentals over the summer. Additionally, Overture and the resident organizations continue to work closely together in preparation for a safe reopening.

**Attendance:** 13,450 tickets (exclusive of Overture ticketed digital performances)

**How attendance is measured:** ticket sales

**Able to identify number of Madison residents attending:** Not collectively

**Number of Madison artists:** 10 organizations who contracted their artists directly  
**Contract fees paid to Madison artists:** n/a