



OVERTURE CENTER FOR THE ARTS

REPORT TO COMMUNITY

23 | 24

Adi Royas as Aladdin
in Disney's Aladdin

Photo by Deen van Meer for Disney



The energy of a standing ovation at Overture Center signals just how much our performances mean to our community. As a not-for-profit arts center, we're dedicated to bringing joy and inspiration through stories, music, dance and visual art, making life a little brighter for everyone.

Our 2023/24 annual report highlights some key statistics from our 19th season. While numbers may fluctuate, our commitment to connecting with artists and audiences remains strong, blending tradition with new partnerships and programs across Madison, Dane County and beyond.

Introducing others to the magic of Overture is one of our greatest joys, especially for students. This year, 78 new schools and groups joined our OnStage Student Field Trips, one of many educational programs we offer. We're also excited to see new faces in our audience—five performances welcomed over 60% “first-timers,” with comedy leading the charge: Shane Gillis Live (84%), Intocable (81%), Matt Mathews (71%), We Are Messengers (65%) and Mark Normand (63%).

As a mission-based organization, our impact goes beyond just numbers. While they help us understand what resonates with audiences and how we're stewarding our resources, the true measure of our success is in the experiences we create and the new arts lovers we nurture.

Thank you for sharing the 2023/24 season with us. Bravo!

Overture Center for the Arts Shared Leadership Team

Michael Conway
Chief Operating Officer

Jenie Dahlmann
Chief Marketing and
Communications Officer

Emily Gruenewald
Chief Development Officer



MISSION

To support and elevate our community's creative culture, economy and quality of life through the arts.

VISION

Creating extraordinary experiences through the arts.



*Scan here to watch the
23/24 Season Review video*

Tim Sauers
Chief Artistic
Experiences Officer

Chris Vogel
Chief Financial Officer
and Chief Business Officer



EQUITY & INNOVATION

At Overture, we continually strive towards being a welcoming, inclusive and diverse organization. We take our commitments to the community seriously, ensuring what we see on stage truly reflects our humanity and society.

4

**DEI training
sessions for staff
and arts partners**

288

**Total
participants**

65

**Community
Partners**

940

**Free tickets
distributed**



OPERATIONS

15 projects were completed, including:

- Installed a new water softener system throughout the entire building
- Remodeled the ticket office
- Replaced fire door openers
- Replaced aging bar coolers in Main Lobby



**Patron Facility
Rating**



**Customer Service
Rating**

STATEMENT OF FINANCIAL POSITION

As of June 30, 2024

ASSETS

Cash and Cash Equivalents	\$7,695,747
Accounts Receivable (net)	222,263
Unconditional Promises to Give (net)	10,814,488
Beneficial Interest in Assets held by Madison Community Foundation	1,509,904
Investments	16,275,981
Prepaid Expenses	515,534
Property and Equipment (net)	129,045,873
TOTAL ASSETS	\$166,079,790

LIABILITIES

Accounts Payable	\$360,900
Accrued Liabilities	847,451
Notes Payable	303,344
Unearned Revenue	9,485,129
TOTAL LIABILITIES	\$10,996,824

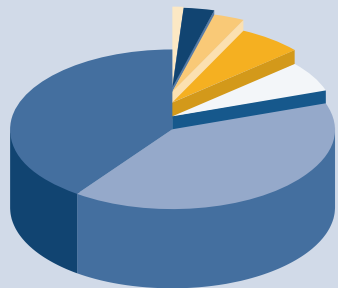
NET ASSETS

Without Donor Restrictions	\$139,276,724
With Donor Restrictions	15,806,242
TOTAL NET ASSETS	\$155,082,966

TOTAL LIABILITIES AND NET ASSETS	\$166,079,790
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REVENUES BY SOURCE

July 1, 2023 – June 30, 2024



- 38% Broadway and Presenting Ticket Sales
- 39% Contributions, Grants and Sponsorships
- 7% Resident Organizations
- 6% City of Madison
- 2% Community Outreach and Local Arts
- 2% Room Rentals
- 6% Other

Audited financial statements are available at overture.org or by contacting the Overture Center Administrative Office.

STATEMENT OF ACTIVITIES

For Fiscal Year Ending June 30, 2024

REVENUE AND SUPPORT

Ticket Sales and Fees	\$13,587,856
Contributions, Grants and Sponsorships	13,702,846
Facility Rentals and Services	2,673,767
City of Madison Support Grant	2,137,500
Investment Income (net)	993,122
Other Revenue	1,686,292
TOTAL REVENUE AND SUPPORT	\$34,781,383

EXPENSES

Artist and Performance Fees	\$7,312,590
Salaries, Wages and Benefits	9,784,975
Purchased Services	2,222,357
Utilities	916,934
Advertising	647,742
Supplies	524,085
Information Technology	542,844
Professional Services	416,819
Insurance	175,279
Other Expenses	175,851
Depreciation and Amortization	4,112,847
Interest Expense	10,073
TOTAL EXPENSES	\$26,842,396

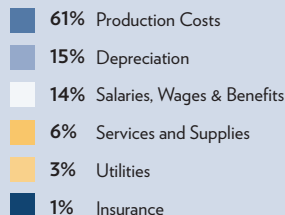
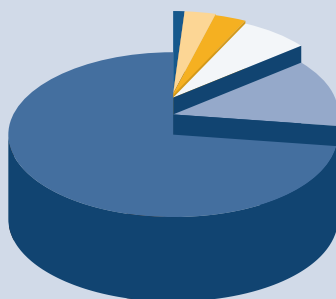
Change in Net Assets	\$7,938,987
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NET ASSETS - BEGINNING OF YEAR	\$147,143,979
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NET ASSETS - END OF YEAR	\$155,082,966
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EXPENSES BY SOURCE

July 1, 2023 – June 30, 2024



THANK YOU TO OUR SPONSORS

LOCAL LEGEND:

ANONYMOUS

CORPORATE CHAMPION:



your community energy company



*Use the QR code to see the full 23/24
Report to Community donor listing*

OVERTURE CENTER FOUNDATION BOARD

Jim Yehle (Chair)

Rev. Tony Patterson (Vice Chair)

John Surdyk (Past Chair)

Lynette Fons (Secretary)

Greg Pfluger (Treasurer)

Keith Baumgartner

Joanna Burish

Mark Clear

Phil Greenwood

Peng Her

Lynn Heslinga

Kenneth Lammersfeld

Kurt Lin

Julie Marriott

Deborah Meiners

Oscar Mireles

Everett Mitchell

Frank D. Peregrine

Jim St. Vincent

Hanah Jon Taylor

Mike Verveer

Andy White

COMMUNITY ADVISORY COUNCIL

April Kigeya (Chair)

Cheryl Gittens (Vice
Chair)

Kiah Calmese Walker

Ananda Mirilli

Jo Oyama Miller

Kayla McGhee

Rudy Bankston

Andrea Bonaparte

Dana Pellebon

Mercedes Brandt

Eric Delgado

OUR RESIDENT ORGANIZATIONS

Children's Theater of Madison

Forward Theater Company

Kanopy Dance Company

Li Chiao-Ping Dance

James Watrous Gallery

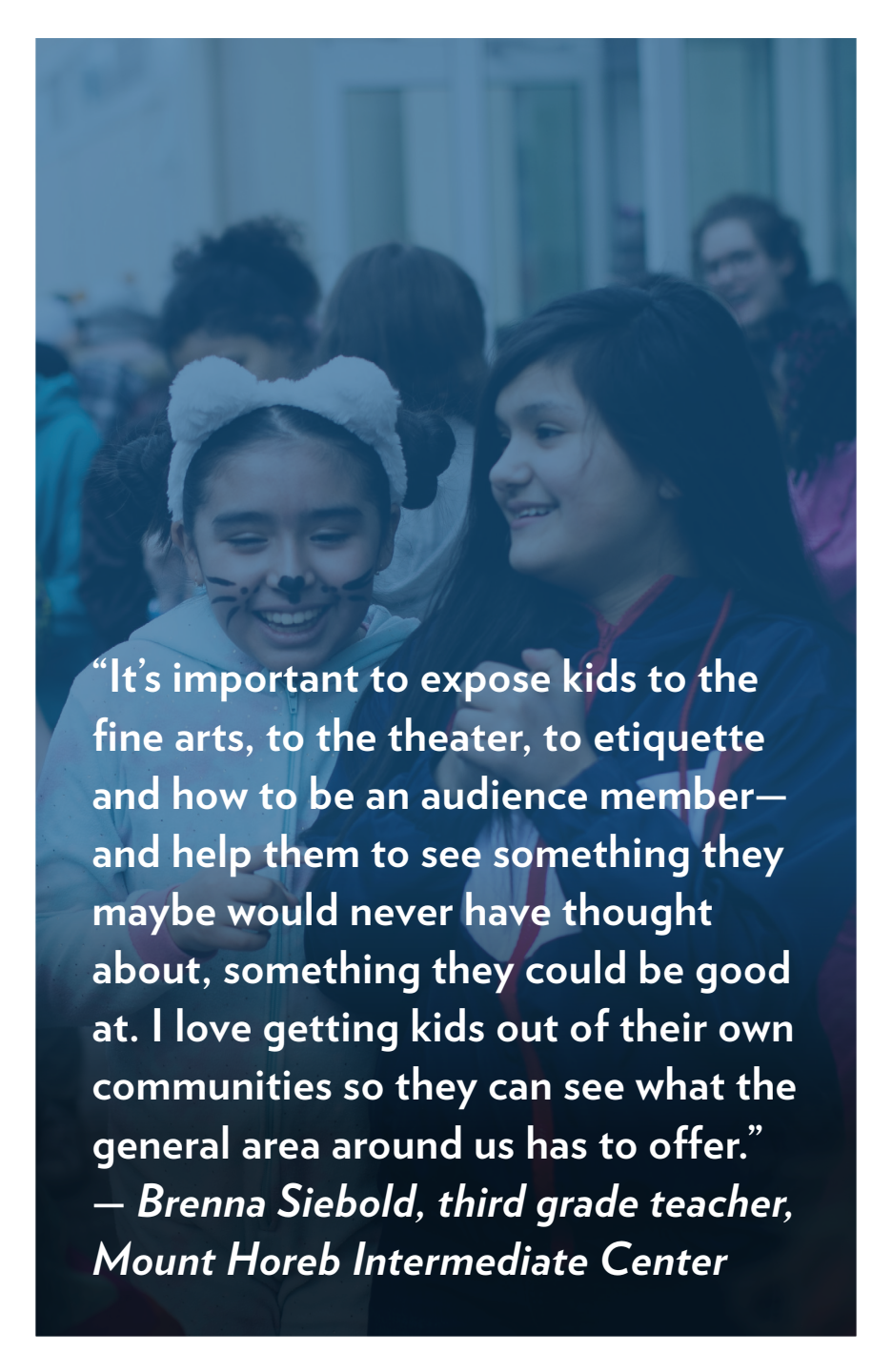
Madison Ballet

Madison Opera

Madison Symphony Orchestra

Wisconsin Chamber Orchestra

Acknowledging Ho-Chunk Nation's ancestral lands, Overture Center for the Arts celebrates the rich traditions, heritage and culture that thrived long before our arrival. Overture respectfully recognizes this Ho-Chunk land and affirms that we are better when we stand together.



“It’s important to expose kids to the fine arts, to the theater, to etiquette and how to be an audience member—and help them to see something they maybe would never have thought about, something they could be good at. I love getting kids out of their own communities so they can see what the general area around us has to offer.”

— *Brenna Siebold, third grade teacher,
Mount Horeb Intermediate Center*

ONSTAGE FIELD TRIPS

Offering diverse performances that connect to content across school curriculums.



Participating students

19

Performances

110

Touring Artists

168

**Participating
schools/groups**

(78 of them
new this year!)

80

Madison Artists
(UW Varsity Band)

Sponsored by American Girl's Fund for Children, Nelnet and Exact Sciences Corporation.

LULLABY PROJECT

Creating lullabies to help new and expectant parents express their hopes and dreams through music.



Events



**Completed
lullabies**



**Total
participants**



**Lullabies completed
since 2019**

*Sponsored by UnityPoint Health-Meriter, Dane Arts and Madison Arts Commission.
This project is also supported in part by the National Endowment for the Arts and the
Madison Arts Commission.*

INTERNATIONAL FESTIVAL

A free festival celebrating the rich cultural
heritage and diversity of our community
—expanded to two days!

24

Cultures

29

Performing
Groups

29

Craft/arts and
food vendors

50+

Teachers joined the
festival from their
classroom

Approximately 8,500 attendees

Funded by Ho-Chunk Gaming Madison and Madison Community Foundation.

THE JERRYS

Recognizing excellence in high school
musical theater.

Celebrating over **15** years!

108

Productions reviewed

98

**Participating schools
and community centers**

10,800

Participating students



*Partners include the Marcus Center for the Performing Arts and The Grand Theater.
Funding provided in part by American Girl's Fund for Children.*



“I’m so thankful for all the Jerry Ensemble has taught me. It’s a family, and I’m so glad to be a small part of it.”
— *Dalaney Lange, Jerry’s Participant, DeForest Area High School*

DISNEY MUSICALS IN SCHOOLS

Creating sustainable musical theater programs
in elementary and middle schools.



**Participating
elementary schools**



Total students

NEW THIS YEAR:

4 participating middle schools and
160 total students

Supported by Starion Bank.

COMMUNITY TICKET PROGRAM

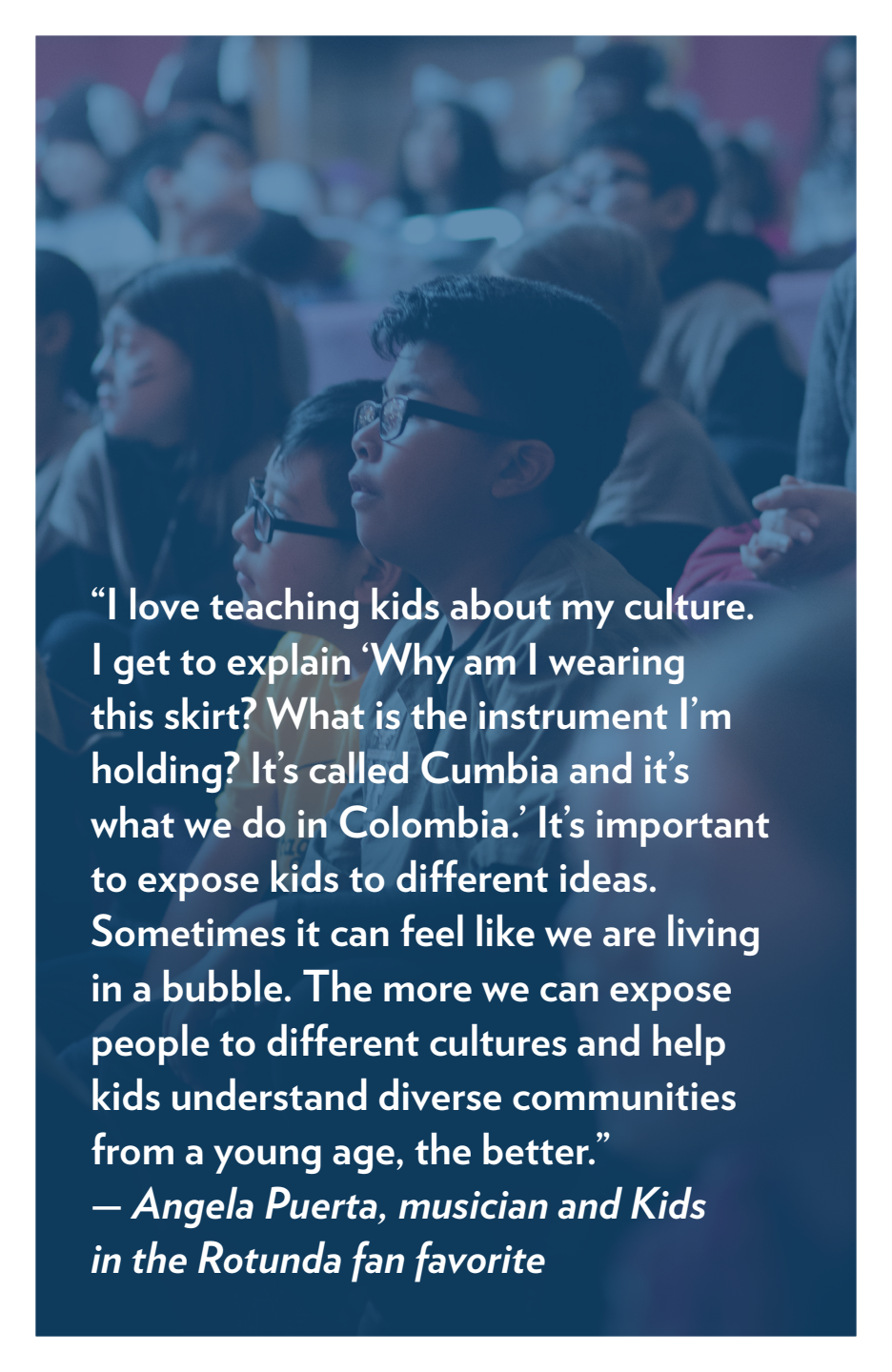
Ensures all people, regardless of economic ability, have access to the performing arts.

65

Partnerships with
local social service
organizations

1,282

Low-cost
tickets distributed



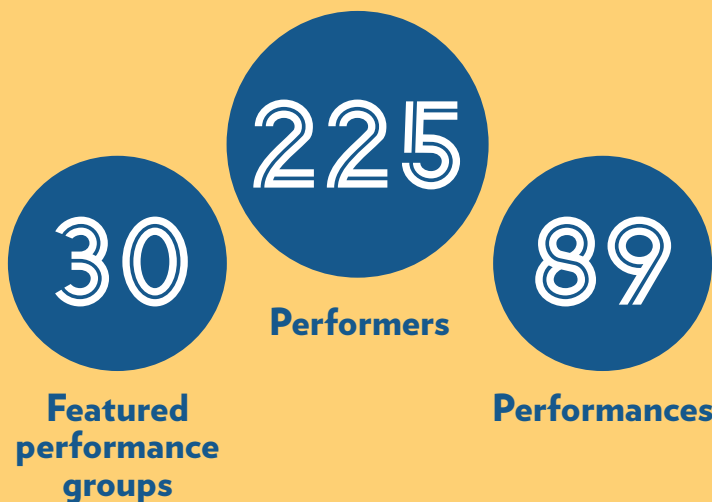
“I love teaching kids about my culture. I get to explain ‘Why am I wearing this skirt? What is the instrument I’m holding? It’s called Cumbia and it’s what we do in Colombia.’ It’s important to expose kids to different ideas. Sometimes it can feel like we are living in a bubble. The more we can expose people to different cultures and help kids understand diverse communities from a young age, the better.”

— *Angela Puerta, musician and Kids in the Rotunda fan favorite*

KIDS IN THE ROTUNDA

Free Saturday performances designed
to captivate families of all ages.

24,166 **total attendees**
(includes livestream views)



Community Partnerships include Art After Overture, Madison Public Library, little om BIG OM yoga and American Family Children's Hospital. Funding provided by Madison Gas & Electric, American Girl's Fund for Children, the Evjue Foundation – the charitable arm of the Capital Times and UnityPoint Health-Meriter with additional funding from Ian's Pizza, Au Pair in America, Exact Sciences Corporation, Nelnet and contributions to Overture Center for the Arts.

OVERTURE GALLERIES

Creating a forum for diverse artistic expression.

116,663 annual Overture
Galleries experiences

19

**Total
exhibitions**

75

**Total
artists**

58

**Madison/
Dane County
artists**

17

**WI and
national artists**

473

**Exhibited
art pieces**

Sponsored by The Arts Access Fund, a component fund of the Madison Community Foundation, and by contributions to Overture Center for the Arts.



“Showing in the Galleries has been an inspiration because of the interaction with our community.”

– Carolyn Benforado, artist



ARTISTIC EXCELLENCE

461,426

TOTAL EXPERIENCES*

731

ANNUAL EVENTS

BROADWAY

115,216 experiences

56 events

OVERTURE PRESENTS

72,548 experiences

62 events

RESIDENT COMPANIES

72,912 experiences

191 events

LOCAL ART

10,549 experiences

37 events

PRIVATE RENTALS (non-performance events)

12,226 experiences

94 events

EDUCATION & ENGAGEMENT PROGRAMS (free and low cost)

177,975 experiences

291 events

ARTISTS

1,749 total artists

- **63%** local artists
- **640** touring artists

\$1,305,000 granted in space and
equipment rental subsidies to resident
companies over 211 events

\$145,000 granted in space and
equipment rental subsidies to local arts
organizations over 45 events

TICKETS

340,805 total tickets purchased

- **41.1%** by Madison residents
- **73.4%** by Dane County residents
- **26.6%** outside of Dane County

**in-person experiences from July 1, 2023 through June 30, 2024*

Broadway at Overture is sponsored by SupraNet, Park Bank and Findorff and presented in partnership with Broadway Across America.

Overture Presents shows are sponsored by American Family Insurance, Bell Laboratories, Coyle Carpet, Cambridge Winery, Starion Bank, Findorff, Hausmann Group, Innoven, Lake Ridge Bank, SupraNet, Jeff & Tiffany Mack and Charles & Barbara Saeman.

Robert Petkoff as Harold Zidler and the cast of North American tour of Moulin Rouge! The Musical. Photo by Evan Zimmerman for MurphyMade