Audience participation in a performance by Atimenu at International Festival. Photo by Martin Saunders Photography

2012/13
REPORT TO THE COMMUNITY

Overture Center FOR THE ARTS
Dear Friends,

As CEO, I do my best to attend almost every event that happens here. That’s something I’ve always tried to do over the last thirty-plus years as I’ve led arts organizations and venues around the country. I’ve spent a lot of time in a lot of performance venues, including a lot of time at Overture Center since I arrived a year and a half ago.

I’ve spent enough time taking in stunning orchestral performances, big Broadway spectacles and intimate dance performances that I feel I can say without hesitation… Madison, we have something really special here. I don’t just mean the building, though it is a masterpiece. Madison has a reputation as a creative, artistic city — and it is well-deserved. I feel I can say that now, with firsthand experience of the professionalism, talent and mesmerizing skill of Overture’s resident companies. We are proud to call two orchestras, a chamber music ensemble, three dance companies, two theater companies, an opera company and a visual gallery members of our family and to help support their work through a strong partnership and an incredible venue in which to produce their work.

Overture’s eighth season — and second as a fully private non-profit organization — was, in many ways, a banner year. We welcomed two Broadway blockbusters, saw unprecedented participation in community programs (including 51 schools in our Tommy Awards program), launched a new program for seniors, and produced a National High School Musical Theater Awards finalist. We ended the year in the black.

I hope that you were able to join us for a performance or event — or several — and that you feel we hold a valuable place in our community. I thank you very sincerely for your support, and would welcome your thoughts on how we might continue to earn it.

Sincerely,

Ted DeDee
When Martha Hellermann walked out onto the darkened stage in July, she was nowhere near the safe confines of Shorewood High School, where she is a senior. In fact, she was nowhere near Shorewood, or even Wisconsin. She was on Broadway, on the stage of the Minskoff Theater, alongside a handful of the nation's best and brightest high school musical performers visiting New York for a week of intensive training and friendly competition at the National High School Musical Theater Awards.

“It was a lot of hard work, a lot of long hours,” she says of the days leading up to her performance. “The instructors wanted us to do well so they pushed us pretty hard. When it’s happening, you’re overwhelmed and you don’t know how to feel about it, but afterward you realize what an experience it was.”

And the work paid off when her name was announced as a finalist for the week’s top honor — making her one of the four best female high school performers in the nation.

“It was an absolutely amazing experience,” says Billy. “It’s your Broadway debut. It’s unbelievable that a high school student could have that opportunity. It just reaffirms that I love performing, and it’s really what I want to do for the rest of my life.”

Billy began his vocal performance training at Oberlin College this fall. Overture Center is a stunning, modern performance venue. But its heart lies in these stories. Our community and education programs provide opportunities for 60,000 children and nearly 200,000 people all together. This year, not only did two of the students make their Broadway debut, but tens of thousands of others experienced live professional performance which may not have been possible otherwise.

Hundreds got personal lessons from professional artists. Eight local bands got commercial radio airplay on one of Madison’s top stations, 105.5 Triple M. Dozens of local visual artists displayed their work for more than 100,000 pairs of discerning eyes.

And through the brand new Overture EngAGES program, Madison seniors had new vitality injected into their lives through senior center concerts, lessons and workshops with visual artists and theater professionals, and a culminating experience at which they shared their stories on the stage of the historic Capitol Theater.
COMMUNITY PROGRAM ATTENDANCE | 2010/11 | 2011/12 | 2012/13
--- | --- | --- | ---
Artist Residencies, Workshops & Pre-show Talks | 1,263 | 710 | 565
Arts Education Initiative | 420 | 420 | 557
Cocktails With Tim | N/A | N/A | 796
Community Arts Access | 20,741 | 20,608 | 24,152
Community Ticket Vouchers | 4,227 | 1,434 | 1,648
Duck Soup Cinema | 2,046 | 2,808 | 3,263
International Festival | 6,500 | 14,097 | 11,837
Kids in the Rotunda | 25,137 | 30,697 | 36,303
Meet the Artist | 1,260 | 1,500 | 1,650
MadCity Sessions | 1,975 | 2,900 | 4,600
Overture EngAGES | N/A | N/A | 200
Overture OnStage | 35,086 | 34,315 | 25,000
Take 10 | 262 | 200 | 556
Tommy Awards | 3,600 | 5,100 | 5,269
**TOTAL COMMUNITY PROGRAM ATTENDANCE** | **100,517** | **114,789** | **116,396**
A BANNER YEAR

MAINSTAGE PROGRAMMING REWRITES THE RECORD BOOK

As “the bigs” are to a young ballplayer, so Broadway is to the young performer. A real place, yet mythical; just a street in a city, but also the street in the city, but also… so much more. A concept, an ideal, an aspiration. And a juggernaut of the entertainment industry.

For performing arts centers, Broadway is a bellwether. Beyond the revenue generated by the big titles, a performing arts center is judged by its Broadway product. What we get each year depends a lot on outside influences — what’s touring, what dates Overture Hall is available, what our audience wants. But blockbuster titles are a mark of distinction, an explicit blessing from the movers and shakers of the arts and entertainment industry, a recognition of a venue as world-class.

This year, for the first time, Overture hosted two multi-week blockbusters — Jersey Boys and Wicked — in addition to weeklong runs of Rock of Ages, West Side Story and Mary Poppins. Seventy-two performances — far more than the previous high of 60 — drew more than 132,000 people.

Having our main hall booked for Broadway so many nights, coupled with our commitment to make the hall available to our resident companies, affected our ability to program the one-night engagements of dance companies, musicians and other touring performers.

However, thirty-seven engagements, totalling 40 performances, still drew nearly 41,000.

Similarly, Overture Hall’s availability for outside concert promoter rentals was somewhat limited by the number of Broadway performances; however, we have seven performance venues to choose from, and arts groups and entertainers made the most of them. Big names like Willie Nelson, quirky shows like Radiolab and local performers like Fresco Opera Theater performed 78 times for a total audience of more than 53,000.

Our resident companies’ success is, as always, a highlight to our season. These local, professional, independent nonprofit arts organizations staged 176 performances for a collective audience of more than 102,000.
**Statement of Financial Position**

**2012/13 Season (June 30, 2013)**

**Assets**

- **Current Assets**
  - Cash and Cash Equivalents: $3,042,640
  - Accounts Receivable (net): $400,260
  - Pledges Receivable: $620,461
  - Prepaid Expenses and Other Current Assets: $203,859
  - **Total Current Assets**: $4,267,220

- **Investments and Other Noncurrent Assets**
  - Investments (Endowment Fund): $1,196,441
  - Pledges Receivable (noncurrent net): $353,300
  - **Total Investments and Other Noncurrent Assets**: $1,549,741

- **Property and Equipment (Net)**
  - $156,951,466

- **Total Assets**: $162,768,427

**Liabilities and Net Assets**

- **Current Liabilities**
  - Accounts Payable: $170,533
  - Accrued Liabilities: $842,267
  - Due to the City of Madison: $21,416
  - Unearned Revenue: $2,877,629
  - **Total Current Liabilities**: $3,911,845

- **Other Noncurrent Liabilities**
  - Due to the City of Madison: $171,324

- **Total Liabilities**: $4,083,169

- **Net Assets**
  - Unrestricted: $156,348,862
  - Temporary Restricted: $1,491,596
  - Permanently Restricted: $845,000
  - **Total Net Assets**: $158,685,258

- **Total Liabilities and Net Assets**: $162,768,427

**Statement of Activities**

**2012/13 Season (FY ended June 30, 2013)**

**Revenue and Support**

- Ticket Sales and Fees: $12,480,776
- Facility Rentals and Services: $1,689,459
- Other Revenue: $837,062
- Contributions, Grants, and Sponsorships (net): $1,468,996
- City of Madison Support Grant: $1,800,000
- **Total Revenue and Support**: $18,276,273

**Expenses**

- Performance Presentations: $10,370,287
- Facilities Management and Services: $2,205,646
- Marketing and Sales: $2,652,459
- Management and General: $1,845,752
- Fundraising: $384,891
- Depreciation and Amortization: $3,367,353
- **Total Expenses**: $20,844,585

**Revenue and Support Less Expenses**: ($2,568,312)

**Other Revenues and Expenses**

- Interest Income: $10,673
- Endowment Income (net of expenses): $124,297
- **Total other Revenues and Expenses**: $134,970

**Change in Net Assets**: ($2,433,342)

**Net Assets - Beginning of Year**: $161,118,600

**Net Assets - End of Year**: $158,685,258

Audited Financial Statements are available at overturecenter.com or by contacting the Overture Center Administrative Office.
The bottom line: in a tight economy, the community stepped up again. In our second year as a fully private nonprofit, we had our second-best fundraising year in the more than three decades of the organization’s history, bringing in $1.47 million in contributions and pledges.

This year, 2,139 donors supported Overture, up from 1,790 last fiscal year. As always, the support ranged widely from 1,037 who gave $100 or less to 187 who gave $1,000 or more. And as always, every dollar counts, and every dollar is appreciated.

Additionally, we received more than $560,000 in donations pledged last year, putting our total income contributed from individuals and businesses well over $2 million.

**International Festival**

Photo by John Maniaci
public support
Overture received $1,595,254 in total grant funding from the City of Madison in 2012/13, which helped support community engagement programs.

$10,000 +
Brice Company of Wisconsin
Electronic Theater Controls
University Research Park
WisconsinЃRastics
Foundation

$5,000 - $9,999
County of Dane
cusiter Financial Services
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The Icon & Deigo’s Restaurants
Overture Madison Council Hotel

$1,000 - $4,999
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Martin & Martha Schram
The Schreiber Family

Thank you
Overture gratefully acknowledges the following contributors to Overture Center for the Arts. Generous contributions help us:

- Support our free and low cost community and educational programs like Kids in the Rotunda, International Festival, Tommy Awards and MadCity Sages.
- Offer eclectic and quality programming that appeals to a wide array of audience members.
- Maintain the home for our performances, community events and the activities of other local arts organizations.
- Provide stability and sustainability for Overture’s long-term success.
Betty Scott
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John Sears & Jenny Rowland
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The arts can brighten a day or change a life. Your support helps us do both every day.