Overture Center for the Arts

ENRICHES THE LIVES OF INDIVIDUALS
and the community by creating, encouraging and catalyzing extraordinary experiences.

OVERTURE’S MISSION

It’s been another incredible year at Overture Center for the Arts. We exceeded our fundraising goal of $1.75 million, presented some amazingly successful shows and ended the year in the black. More importantly, though, we once again touched hundreds of thousands of lives through our wide variety of community engagement programs.

As you may know, 2013/14 was Overture Center’s tenth full season, which means we spent a good portion of it preparing to celebrate an important milestone anniversary to begin the 2014/15 season. That occasion has presented us with the opportunity to pause and reflect on these first ten years. While all the stories and statistics in this report come from the 2013/14 season, much of what we can say about the current year builds on work done and achievements made over the last decade.

The occasion of our tenth anniversary also gives us an occasion to look ahead to the next ten years. Madison Symphony Orchestra Music Director John DeMain recently recalled that our founders, Jerry Frautschi and Pleasant Rowland, once invited local arts leaders to “get together and dream.” Now’s the time to keep dreaming about what the next ten years — and the next 20 and 50 years — might hold for Overture Center and the arts in Greater Madison. With your continued support and attendance, we can make all those dreams come true.

SURVEY SAYS: Of Overture’s ticket buyers ...

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>attend three or more events at Overture per year</td>
</tr>
<tr>
<td>33%</td>
<td>were exposed to a whole new form of art</td>
</tr>
<tr>
<td>44%</td>
<td>left with an impulse to be more creative</td>
</tr>
<tr>
<td>41%</td>
<td>bought tickets to see artists they are not already familiar with</td>
</tr>
</tbody>
</table>

Source: Overture Center post-show ticketbuyer survey.

OVERTURE’S MISSION

Another Year, Another National Finalist

Overture’s Tommy Awards program provided professional critiques of more than 60 high school musicals in 2013/14, and handed out more than 300 awards recognizing excellence in high school musical theater. The recognition certainly made an impact on all of those young lives, none more than Sophia Tzougros.

Sophia was a senior at Kettle Moraine School for Arts and Performance when she received a Tommy for Outstanding Leading Performance in Thoroughly Modern Millie. Selected from 24 local girls who auditioned for the National High School Musical Theater Awards (aka The Jimmys), she flew to New York with Menomonee Falls senior Jon Turner and Overture VP of Programming Tim Sauers for an intense weeklong workshop and competition.

On the final night, she got the thrill of a lifetime when she heard her name called as one of three national finalists. That thrill quickly gave way to the reality of having to give one final performance. Her selection was “Fly Into the Future” from the musical Vanities.

“Once I got backstage, we had to prepare,” she says. “Right after that I was like, ‘Oh my gosh, I actually have to sing my song.’”

And sing she did. She sang well enough, in fact, to catch the attention of its composer, David Kirshenbaum.

“He sent me a Facebook note and thanked me for doing his song and for doing it so well,” she says. “That was just ridiculous. More than anything that happened that night, that was such an honor, to hear from the guy who wrote the song and that he thought I did it well. That was unbelievable.”

“She’s an Idina Menzel type, and that will take her far,” says Sauers.

“Sophia has a bright future in this business.”

Tzougros is now back in New York, studying performance at Wagner College on Staten Island.

“Hopefully, this whole Jemmy thing will lead to auditions while I’m at school,” she said. “I’m really excited to further my theater education. One of the interesting things about working in the arts is there are so many directions you can take. I’m just going to focus on doing well in school, learning in the theater and outside the theater, and seeing where that takes me. I’m totally up for the ride.”
FAMILY TIME: Of Overture’s ticket buyers …

64% attend performances with the express purpose of spending quality time with family or friends

76% discuss the performance over food or drinks with family and friends afterward

Source: Overture Center post-show ticketbuyer survey

what’s been said

“Things have been great. A lot of it has to do with Overture Center. If there’s ever something at Overture, the restaurant is packed. It’s not just the restaurants and bars. They go shopping beforehand. They make a day of it, walking up and down State Street, visit the Capitol. It’s more of an experience.”

PETER MCELVANNA
Owner, Coopers Tavern

“We know that about 80 percent of the restaurant on a big Overture night is headed across the street. It’s really rejuvenated the neighborhood.”

JACK SOSNOWSKI
Owner, Capitol Tap Haus, Rare, Ivory Room and Buck & Badger

OVERTURE’S MISSION

Overture Center for the Arts enriches the lives of individuals and the COMMUNITY by creating, encouraging and catalyzing extraordinary experiences.

COMMUNITY ENGAGEMENT

total attendance 101,644

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Given Child</td>
<td>410</td>
</tr>
<tr>
<td>Classes &amp; Workshops</td>
<td>526</td>
</tr>
<tr>
<td>Community Arts Access</td>
<td>9,819</td>
</tr>
<tr>
<td>Community Ticket Vouchers</td>
<td>1,597</td>
</tr>
<tr>
<td>Duck Soup</td>
<td>5,193</td>
</tr>
<tr>
<td>International Festival</td>
<td>14,000</td>
</tr>
<tr>
<td>Kids in the Rotunda</td>
<td>31,948</td>
</tr>
<tr>
<td>Meet the Artist</td>
<td>1,650</td>
</tr>
<tr>
<td>Mad City Sessions</td>
<td>2,025</td>
</tr>
<tr>
<td>Overture OnStage</td>
<td>25,392</td>
</tr>
<tr>
<td>Overture’s Rising Stars</td>
<td>400</td>
</tr>
<tr>
<td>Special Engagement Events</td>
<td>1,700</td>
</tr>
<tr>
<td>Take 10</td>
<td>328</td>
</tr>
<tr>
<td>Tommy Awards</td>
<td>8,656</td>
</tr>
</tbody>
</table>

ALL EVENTS

total attendance 573,602

DINNER & A SHOW

The average family attending a ticketed event at Overture reported spending more than $75 above and beyond the price of their tickets, including more than $50 on food and drink at local businesses.

Source: Overture Center post-show ticketbuyer survey.

The average family attending a ticketed event at Overture reported spending more than $75 above and beyond the price of their tickets, including more than $50 on food and drink at local businesses.

Source: Overture Center post-show ticketbuyer survey.
What a fun Nun Run!

Even marketing shows can become a community experience. To promote an upcoming engagement of the Broadway musical Sister Act, seven intrepid Overture staffers donned habits and braved a chilly December day to make merriment and a promo video. The resulting video was viewed thousands of times on YouTube. Wisconsin State Journal faith and values reporter Doug Erickson wrote a story on the project. And perhaps best of all, UW students took to Twitter during filming, publicly commenting on the presence of Holy Sisters – some with beards – on Bascom Hill. The video is available at youtube.com/overturecenter.

What’s been said

“Words cannot express the joy and excitement we and our guests experienced that evening. The Promenade Lobby and Main Lobby were beautifully set under the most capable direction of our event coordinator. With the exceptional performance of your staff, we will have wonderful memories of Kate & Josh’s wedding reception at Overture Center for years to come!”

Daniel & Mary Hogan
Parents of the bride

Can a building create?

No, and Overture isn’t just a building. We do our share to create indelible memories and magic moments.

OVERTURE’S MISSION

Overture Center for the Arts enriches the lives of individuals and the community by creating, encouraging and catalyzing extraordinary experiences.

UW Students took to Twitter during filming

Casual group of guys dressed as nuns parading around Bascom Hill #standard
Overture Center for the Arts enriches the lives of individuals and the community by creating, **ENCOURAGING** and catalyzing extraordinary experiences.

**COMMUNITY ARTS ACCESS**

| Total Attendance | 9,800+ |

**NEED A STAGE? WE’VE GOT A FEW.**

Overture Center exists to offer a stage — and by extension a voice — to local artists, even ones who may not be able to rent a proper theater. Our Community Arts Access program supports those artists through rental subsidies, professional assistance and marketing support. This season, nine events reached more than 9,800 people.

1. Remember Me: Jazz Genius Mary Lou Williams in Poetry by Fabu .................................. 300
2. UW First Night at Overture .................................................................................. 4,000
3. Koji Productions: Buffalo Soldiers ........................................................................... 198
4. UW Office of Multicultural Arts Initiatives: Line Breaks ........................................... 625
5. Wisconsin Film Festival .......................................................................................... 2,051
6. Madison Contemporary Vision Dance ................................................................…… 309
7. Wisconsin Book Festival .......................................................................................... 695
8. Theatre LILA: No Child ......................................................................................... 684
9. Step Afika with UW Multicultural Center .................................................................... 957

**ARMS FOR ALL**

More than 25,000 Madison area students made Overture part of their school day this year through the Overture OnStage program. Professional touring artists, including a capella groups Duwende from New York and M-Pact from Los Angeles, gave daytime performances specially designed for students. We asked a couple performers why this is important.

‘As many times as you can expose young kids to live shows and live experiences, it becomes something they can say, ‘I think I can do that too.’ This venue gives performers an opportunity to perform in one of the best facilities, and the kids get an intimate experience. It can only be a **life-changing moment**.’

‘Each of us, when we share with students, can remember when we were in one of those seats, when we had goosebumps listening to live music. Fall in love with something. Practice it. Do it really well. You can do and be anything you want to be. That’s our message.’

**ED CHUNG**

Member of Duwende

**MARCO CASSONE**

Member of M-Pact

**WHAT’S BEEN SAID**

ED CHUNG

Member of Duwende

MARCO CASSONE

Member of M-Pact

1,597 Number of free tickets given away to people of limited means through our Community Ticket Voucher program. 100 Number of community partners who helped distribute those tickets.

**OVERTURE’S MISSION**

**ENCOURAGING**
Overture Center for the Arts enriches the lives of individuals and the community by creating, encouraging, and catalyzing extraordinary experiences.

Overture’s Mission

Catalyzing Experiences

In chemistry, the catalyst speeds up a reaction. It’s not part of the reaction, exactly, but it makes other combinations of chemicals become more than the sum of their parts. An astounding performance and a captivated audience can create magic anywhere, but when you throw in a little Overture, it becomes something more.

What’s been said

“Overture is an important part of our city now, and just an integral part of what it means to be a Madisonian.”

“Everybody’s singing together. I like singing with kids because they like to get squirrely and weird. It builds community. That’s what I think it does, and that’s really the most important thing.”

Jennifer Uphoff Gray
Executive Director, Forward Theater Company

No Place Like Home

Overture is the performance home of ten resident companies — an unusually large number. Each is independent, nonprofit, and professional. And, we hope, able to create more magic since Overture was built for them.

136: Number of students with disabilities and caregivers who’ve seen Broadway shows at Overture, thanks to Alex Haunty. Alex sells original artwork and greeting cards to fund his own Theater Arts Fund, which he uses to buy group tickets for his classmates at Middleton High School and now at Edgewood College. He started working with former Group Sales Manager (and current Director of Marketing) Heather Harris to bring a group to Beauty and the Beast in 2011 and has brought a group to a show every year since. Alex and his art will also play an important role in Overture’s 10th Anniversary celebration this fall.

Jennifer Uphoff Gray
Executive Director, Forward Theater Company

TOM PEASE
Kids in the Rotunda performer

Jennifer Uphoff Gray
Executive Director, Forward Theater Company
FINANCIAL INFORMATION

STATEMENT OF FINANCIAL POSITION
2013/14 SEASON
(June 30, 2014)

ASSETS
Cash and Cash Equivalents 3,321,840
Accounts Receivable (net) 570,047
Unconditional Promises to Give (net) 1,090,918
Beneficial Interest in Assets Held by Madison Community Foundation 1,311,244
Prepaid Expenses 239,958
Property and Equipment (net) 154,089,220
TOTAL ASSETS $160,423,127

LIABILITIES
Accounts Payable 209,123
Accrued Liabilities 427,824
Capital Lease Obligation 161,912
Unearned Revenue 3,804,655
Due to the City of Madison 307,809
TOTAL LIABILITIES $4,911,303

NET ASSETS
Unrestricted 153,117,792
Temporarily Restricted 1,549,032
Permanently Restricted 645,000
TOTAL NET ASSETS $155,511,824

TOTAL LIABILITIES AND NET ASSETS $160,423,127

STATEMENT OF ACTIVITIES
2013/14 SEASON
(FY ended June 30, 2014)

REVENUE AND SUPPORT
Ticket Sales and Fees 6,611,480
Facility Rentals and Services 1,911,122
Other Revenue 729,568
Contributions, Grants and Sponsorships (net) 1,870,891
City of Madison Support Grant 1,675,000
TOTAL REVENUE AND SUPPORT $12,798,061

EXPENSES
Salaries, Wages and Benefits 5,907,758
Artist and Performance Fees 5,204,665
Advertising 497,754
Purchased Services 1,076,611
Professional Services 178,787
Ticketing Fees 287,126
Supplies 392,235
Utilities 729,137
Information Technology 359,455
Insurance 160,658
Other Expenses 41,421
Depreciation and Amortization 3,422,686
Interest Expense 12,659
TOTAL EXPENSES $16,153,308

REVENUES AND SUPPORT LESS EXPENSES (3,355,247)

OTHER REVENUES AND EXPENSES
Interest Income 5,894
Change in Beneficial Interest in Assets Held by Madison Community Foundation 175,919
TOTAL OTHER REVENUES AND EXPENSES $181,813

CHANGE IN NET ASSETS (5,173,454)

NET ASSETS - BEGINNING OF YEAR $158,685,258
NET ASSETS - END OF YEAR $155,511,824

Audited Financial Statements are available at overturecenter.org or by contacting the Overture Center Administrative Office.

THANKS TO YOU

Fundraising goal $1.75 million
Total gifts $1.87 million
Number of gifts 2,313

12
residents deserve our gratitude
support Overture Center and
the City of Madison helps
An annual commitment from
charter partners
US Bank
BMO Harris Bank*
legacy sponsors
Cummings Christensen
Mary P. Burke Education Fund*
Bell Laboratories*
Axley Brynelson, LLP*
$20,000- $100,000
American Girl’s Fund
historic sponsor
foundation
corporate &
V olvo of Madison
Fields Jaguar—Land Rover—
Overture center for the arts
through (the arts) is why we are put on earth
who feel
individual gifts
Linda L. Albers
Colin & Melissa Anglin
Randy & Anneane Arb
Charles & Elizabeth Annhill
Thomas Bergamaschi
Linda & Niles Berman
Robert Bolles
Peter & Marlas Brenner
Peggy & Christopher Burg
David & Wendy Cee
Thomas, Kris & Brogian Dott
Nina & Toma Dyer
Jane Eiser
Judith & Richard Elia
Mary Elbakog
Flora & Douglas Flygt
Bonita Sue Friedrich
Dennis Funk
Jon P & Keesaen Gaerath
Nancy & Peter Gunder
Matthew & Toma Hiebert
Lorraine Hennessey
Linda J. Hill
Cynthia S. Hiteman
Mark & Sandra Hool
Wm. Phares & Carolyn D. Hunter
Alla & Thomas Howell
Norman Jenkins
George & Barbara Johnson
Sally Jones & Aaron Friedman
Debs & Da and Fred Kirchner
Dr. & Mrs. Michael J. Kosovec
James & Jill Krogtad
Marty & Mary Koger
Dan & Peggy Lee
Richard & Christiana Lemon
Robert Leschke
Ronald Lusk
M. Therese Ruzicka

what’s been said
It would be hard to thank the donors as much as they deserve. For those of us who feel the arts is why we are put on earth, it’s a lifesaving gift.
I can’t express how gratifying it is to hear “yes” so often. This community has always been incredibly supportive of the arts, and has never been more supportive of Overture than right now. Remember that Overture has only been a private nonprofit organization for less than three years. While the transition from City management to private nonprofit management had its rocky moments, it’s clear now that the community is all in. The City of Madison has demonstrated its continuing commitment to the arts as public good, and that vote of confidence has led private foundations, individuals and partners from the business community to step up.

Of course, some individuals went above and beyond this year. Former Mayor Joe Sensenbrenner and his wife Mary Ellyn joined Bea and Lau Christensen in challenging the community: they would collectively match, dollar for dollar, every gift to Overture, up to $200,000, giving them truly Local Legitimacy. The community made them live up to the promise — in fact, their generous challenge spurred gifts totalling more than $400,000!

We can’t thank Joe, Mary Ellyn, Bea and Lau enough — and we can’t thank the rest of the community enough, either. It’s only with your support that we can touch and transform so many lives!

**Betty Harris Custer**
Chair
Overture Center Foundation Development Committee

Ray Allen
Department of Financial Institutions

Linda Baldwin*
Former Associate Publisher, Isthmus

Diane Ballweg
President, Endres Manufacturing

Company Foundation

Bryan Chan
SupraNet Communications

Dianne Christensen* Chair
Owner, Christensen & Associates

Betty Harris Custer* Owner, Custer Financial Services

Greg Dombrowski
President, Johnson Bank

Deirdre Garten* Owner, Quivey’s Grove

Roberto Gassman
Senior Fellow, UW-Madison School of Social Work

Jim Imhoff
Chairman/CEO, First Weber Group

Michael Johnson
CEO, Boys and Girls Club of Dane County

Daniel Kuehn
General Counsel, Plastic Ingenuity, Inc.

Jonathan Lipp
CEO, Full Compass Systems, LTD.

Jeffery Mack Mayor/ Appointee
Vice President - Mortgage Lending, BMO Harris Bank

Charles Saeman* Vice Chair
Chairman, State Bank of Cross Plains

Pablo Sanchez* Secretary
Vice President, Park Bank

Joe Sensenbrenner*
Former Mayor, City of Madison

Denes Tobié* Treasurer
Partner, Wipfli LLP

Mike Yervey Mayor Appointee
Alder, Madison Common Council

Ted Dees ex-officio
President & CEO
Overture Center for the Arts

*Indicates Executive Committee Member

List current as of 6/30/14
One of the things I love about Overture is also a thing I love about Madison — it’s completely eclectic. Many nights you’ll see ladies and gentlemen in gowns and suits standing in line with folks in jeans and t-shirts — and chatting about a performance together afterward. On any given night, you might find modern dance, ballet, comedy, rock and roll, hip-hop, country music, African American step dance, spoken word, shows for kids … some expensive, some reasonable, some free … some local artists, some internationally famous touring acts … not to mention paintings, photographs, textiles, sculpture and all manner of visual arts. And, more importantly, all manner of people experiencing these arts together.

I feel privileged to serve the organization that creates and manages such a gathering place, and to serve alongside some of the most dedicated, energetic and engaged community leaders I’ve ever known. They all have my sincere gratitude.