It is with great pride that I present the 2015-2016 annual report to the community. This past season marks Overture Center’s largest and most successful season ever. Overall patron attendance increased more than 22%, and paid ticketing up nearly 30%. Overture-sponsored shows and community engagement programs, combined with our resident organizations, hosted over 690,000 patron experiences over the past season. When I first started at Overture, I was told this community would not support more than 5 weeks of Broadway. This past season, we presented 11 weeks, and did so quite successfully. As a destination, we know the impact of Overture to Madison and Dane County.

As we look forward, Overture Center for the Arts continues to immerse itself into the Madison community and beyond. We take our role in the community to heart and adopted the Racial Equity Initiative in October, 2014. Supported by the Overture Center Foundation Board of Directors, the Madison Community Foundation and Susan Lloyd, we are turning our attention to the organizations and audiences that do not think Overture is for them. “Communication and education are at the heart of this initiative with the understanding that there is no quick fix when embarking on diversity work,” writes Ed Holmes, Overture’s new Director of Diversity and Inclusion. I welcome Ed to our staff and look forward to working with Ed and empowering the arts as a catalyst for a deeper conversation with our community.

None of this would be possible without the support and generosity of people like you. A very talented and hardworking staff work daily to create exceptional experiences, making Overture Wisconsin’s Entertainment and Broadway destination and your home for the arts!

The impact of a performing arts center is most often measured by the number of patrons it supports. The longer term measurement is how it can use the arts in its community to change people’s lives. In October, 2014 the Overture Center Foundation Board ratified the Racial Equity Initiative (REI) to enhance our mission to enrich the lives of individuals and community by creating and catalyzing extraordinary experiences. The goals of the REI cover four areas of focus: Equity in employment and governance; Equity in purchasing; Equity in programs and education; and Equity in community access. I look forward to seeing the success of this important program.

I know that when the Board and staff of Overture put their minds to a goal, they succeed. Overture’s Tommy Awards, a statewide program that honors and recognizes excellence in high school musical theater, has become a model for performing arts centers. Students of Monona Grove High School and all Madison residents will beam with pride when Tatyana Lubov appears on the Overture stage in the lead role of Rodgers + Hammerstein’s Cinderella. Ms. Lubov is a two-time Tommy Award recipient. This is just one example of how our education and engagement programs are helping to make dreams come true for many young people.

But these dreams would not be possible without the generous support of our community leaders and donors. We thank you for reviewing this Report to the Community and look forward to seeing you at Overture Center for the Arts!
As an organization dedicated to serving all segments of the arts community, Overture Center for the Arts is firmly committed to inclusion and diversity in both the programming that it provides, and within the workplace we uphold. Overture has a responsibility to the community and to our stakeholders that we serve to ensure that what we see on the stage is truly a reflection of the society in which we live and the humanity that we share. Overture is committed to bringing more diverse, high-quality programming to the performance spaces in order to attract a broader spectrum of interest and wider range of cultural representation in its audiences; where the stories that are being told come from a broad range of diverse and genuine experiences.

Internally, the Overture Center Foundation (OCF) Board of Directors, along with President and CEO Ted DeDee, have committed to bringing more diverse membership to its Board of Directors, as well as more diversity to the staff and volunteer ranks. An inclusive corporate culture plays an integral role as the primary change agent in a diverse workforce, and accountability for this begins at the top.

“Our core belief is that the arts are a critical means by which a whole community can come together, celebrate and thrive educationally, artistically, socially and economically,” says DeDee. “We are committed to creating an action plan that not only applies to our programming, but also internally holds us to a higher level of accountability mechanisms. We are committed to creating a high-performing workforce, reflective of the populations which we serve.”

As part of our continued commitment to diversity and inclusion, Overture has begun implementation of our Racial Equity Initiative that will facilitate exceptional, culturally competent public programming and service to our patrons. Overture’s commitment to racial equity in Madison begins with its mission: to enrich the lives of individuals and the community by creating, encouraging and catalyzing extraordinary experiences. As part of the new initiative, Overture adopted four areas of focus:

• Equity in Employment and Governance
• Equity in Purchasing
• Equity in Programs and Education
• Equity in Community Access
Overture’s initiative was born out of the Race to Equity Report (R2E) issued by the Wisconsin Council of Children & Families. This report inspired Overture to implement a rigorous, comprehensive and measurable plan of action with which to guide and inform all of our decisions and ensure that the whole community can come together to experience the arts.

These accountability mechanisms outlined in the initiative will drive our progress forward and help us to authentically represent the vitality and dynamism of our community. Overture has made tremendous progress since the implementation of the initiative and has achieved the following measures as outlined in the plan:

- Hired Edward S. Holmes, PhD as the new Director of Diversity and Inclusion with support from the OCF Board, Madison Community Foundation and Susan Lloyd
- Conducted diversity trainings for Overture staff around creating equitable organizations through the YWCA Racial Justice Initiative
- Developed the Race to Equity Change Team, which includes our President and CEO as a member

While we have made strides in achieving our goals, there is still much work to be done. Overture has been diligent in facilitating authentic dialogue regarding diversity with all of our stakeholders, from our patrons and donors to our Board of Directors and staff. We embrace the complexity of underlying social and historical issues and accept that the responsibility for creating a diverse and inclusive environment for our employees and our supporters rests with us. We will continue to commit to representing the diverse constituency of art lovers that we serve, while creating opportunities and access for all.

**LION KING FAMILY DAY**

Overture, with the generous support of an anonymous donor, was able to offer nearly 400 tickets to kids, parents, grandparents, and friends of 12 community organizations. Families could purchase a family four-pack to an evening performance of Disney’s *The Lion King* for $50 or $75. Family Day also included a pizza party, activities and a token gift to remember the day. The feedback that we have received from the organizations was tremendous. It was the first time that many were able to see a show at Overture. Imagine the impact it had on the children who attended.
26th Overture rank in Pollstar world ranking of ticket sales as of June 30, 2016.

693,470 Number of patron experiences at Overture Center

10,000 Number of new, first-time Overture attendees at Disney’s The Lion King

54.48% Number of non-resident (Madison) ticket sales
On March 9, 2016, His Holiness the Dalai Lama participated in a panel discussion in Overture’s Capitol Theater as part of his 10th trip to Madison. The event was titled “The World We Make” and included world leaders in science, health care and media.

Other members of the panel, moderated by ABC News anchor Dan Harris, included Richard Davidson, founder of the Center for Healthy Minds; Sona Dimidjian, associate professor of psychology and neuroscience at the University of Colorado Boulder; and Soma Stout, executive external lead for health improvement for the Institute for Healthcare Improvement and executive lead of 100 Million Healthier Lives.

More than 1,000 people attended the event, which was live streamed internationally through a partnership with National Geographic Society and the Mind and Life Institute.

On Saturday, January 30th, Overture Center hosted Frostiball, Downtown Madison’s premier night out and arts benefit, in partnership with Downtown Madison, Inc., with an after party hosted by Isthmus. Over 1,500 people attended, raising more than $75,000, which provides funding to keep Overture’s free and low cost programs available and accessible to all.
The dream has been realized by Tatyana Lubov, recent UW–Stevens Point graduate and Tommy Award Recipient who represented Monona Grove High School in 2010 (Natalie, All Shook Up) and 2011 (Aida, Aida) as she dons the glass slippers in the title role of Cinderella for the new touring Broadway production of Rodgers + Hammerstein’s Cinderella, and will be performing on the Overture Hall stage in October 2016.

Two local high school students and 2016 Tommy Award recipients, seniors Kailey Boyle (Princess Winnifred, Once Upon a Mattress; Rona Lisa Peretti, The 25th Annual Putnam County Spelling Bee) from Middleton High School and Travis Ulrich (Gaston, Disney’s Beauty and the Beast) from Wauwatosa East High School, represented Overture Center’s Tommy Awards at The National High School Musical Theatre Awards (NHSMTA) competition in New York City. Kailey was one of six finalists to receive a $2,500 scholarship from the Barry and Fran Weissler Foundation to put toward their future education.

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Kailey Boyle

The Tommy Awards encourage, recognize and honor excellence in high school musical theater. In the 2015/16 season, educators and industry professionals reviewed productions at more than 70 high schools in 23 counties to provide valuable feedback.

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In July 2013, Madison, Wisconsin was named the 12th city in the John F. Kennedy Center for the Performing Arts’ Ensuring the Arts for Any Given Child program. Overture Center for the Arts is proud to take a leading role, representing the arts community, in partnership with the City of Madison and Madison Metropolitan School District.

Peggy Pyle, Sue Bakke and Diane Ballweg, three of this year’s Overture’s Local Legends, also serve on the National Committee of the Performing Arts of Kennedy Center. Their efforts in arts education helped bring Any Given Child to Madison and continue to allow Overture to be a part of an initiative that prepares our young people to be college, career and community ready by ensuring a well-rounded education that includes the arts.

Overture Center was awarded $100,000, a grant that funds two years of programming, from Disney Theatrical Group (DTG) to bring Disney Musicals in Schools to Madison area public schools. This outreach initiative, developed by DTG, is intended to create sustainable theater programs in under-resourced elementary schools. Madison area public schools with 50% or more enrollment in free and reduced lunch are eligible. Third through fifth grade students will participate.

Up to five elementary schools each year will participate in a 17-week musical theater residency, led by a team of teaching artists trained by Overture Center and DTG. Each school will receive performance rights, education support materials and guidance from the teaching artists. Participating local school teachers partner with Overture Center teaching artists to learn how to produce, direct, choreograph and music direct their first school show. The program will culminate in a 30-minute Disney KIDS musical at each school site. As a capstone to the experience, Overture Center will host a Student Share Celebration in which each school performs one number from their show on the Capitol Theater stage for an audience of students, teachers, family, and community members.

Using the unique world of musical theater, Disney Musicals in Schools helps to foster positive relationships between students, faculty, staff, parents and the community. Students and teachers work in teams, developing the wide spectrum of skills needed when producing a piece of musical theater, including: critical thinking, problem solving, ensemble building, communication, self-confidence, and interpersonal skills.

“Overture is grateful to be selected by Disney Musicals in Schools as one of the major performing arts centers in the country to offer this incredible opportunity to Madison area elementary schools,” says Overture Center’s President and CEO Ted DeDee. “We value the positive impact a program like Disney Musicals in Schools has on a child when they have an opportunity to actively participate in the arts. Their reading and speaking ability increases, their confidence grows as they learn how to tell stories in front of others, they learn of their own capabilities in creativity, collaboration, movement, problem-solving and taking direction. They build stronger relationships and respect for their teachers, parents and especially fellow students, and the child feels happier for it all.”

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STATEMENT OF FINANCIAL POSITION
2015/16 SEASON
(June 30, 2016)

ASSETS
Cash and Cash Equivalents 7,735,069
Accounts Receivable (net) 178,192
Unconditional Promises to Give (net) 926,698
Beneficial Interest in Assets Held by Madison Community Foundation 1,194,997
Prepaid Expenses 291,502
Property and Equipment (net) 148,097,164
TOTAL ASSETS $158,421,623

LIABILITIES
Accounts Payable 299,330
Accrued Liabilities 728,744
Equipment Note Payable 218,329
Unearned Revenue 5,830,733
Due to the City of Madison 210,383
TOTAL LIABILITIES $7,287,519

NET ASSETS
Unrestricted 148,741,840
Temporarily Restricted 1,504,014
Permanently Restricted 888,250
TOTAL NET ASSETS $151,134,104

TOTAL LIABILITIES AND NET ASSETS $158,421,623

STATEMENT OF ACTIVITIES
2015/16 SEASON
(FY ended June 30, 2016)

REVENUE AND SUPPORT
Ticket Sales and Fees 15,473,205
Facility Rentals and Services 1,811,155
Other Revenue 1,035,698
Contributions, Grants and Sponsorships (net) 2,436,856
City of Madison Support Grant 1,750,000
TOTAL REVENUE AND SUPPORT $22,506,912

EXPENSES
Salaries, Wages and Benefits 6,857,742
Artist and Performance Fees 8,835,182
Advertising 1,135,729
Purchased Services 1,442,617
Professional Services 207,066
Ticketing Fees 33,584
Supplies 659,108
Utilities 723,105
Information Technology 232,312
Insurance 152,284
Other Expenses 20,500
Depreciation and Amortization 3,521,726
Interest Expense 6,821
TOTAL EXPENSES $25,827,577

Revenues and Support Less Expenses $(1,320,665)

OTHER REVENUES AND EXPENSES
Interest Income 6,761
Endowment Income (net of expenses) (46,094)
TOTAL OTHER REVENUES AND EXPENSES (41,333)

CHANGE IN NET ASSETS $(1,361,998)

NET ASSETS – BEGINNING OF YEAR $152,496,102
NET ASSETS – END OF YEAR $151,134,104

Audited Financial Statements are available at overture.org or by contacting the Overture Center Administrative Office.
PUBLIC SUPPORT
An annual commitment from the City of Madison helps support Overture Center. Mayor Paul Soglin, the Madison Common Council and City of Madison residents deserve our gratitude for their generous support.

LEGACY SPONSORS
BM&H Harris Bank Chase Bank US Bank

CHARTER PARTNERS
Alliant Energy First Choice Dental Goodmans’ Jewelers Fields Jaguar Land Rover Volco Madison TDS Telecom Wells Fargo Bank and Walk Bank Mortgage

LOCAL LEGENDS
The Local Legends program honors individuals and organizations who lead by example in their support of the arts and community engagement. We want to acknowledge those who wish to create a legacy with a transformative gift to Overture and our community.

2012/13 Local Legends
Dianne Christensen
Karen Family Foundation
Madison Gas & Electric Foundation

2013/14 Local Legends
Bea & Lau Christensen
Joe & Mary Ellen Skenesbnen

2014/15 Local Legends
Anonymous donor in honor of Ted & Gail DoDe
Ron & Deborah Knaat

WE GRATUALLY ACKNOWLEDGE THE FOLLOWING CONTRIBUTORS TO CENTER FOR THE ARTS.
It has been an awe-inspiring year of support and commitment to "Your, My, Our" Overture! Overture Center and its community programs, such as the Tommy Awards, Community Ticket Vouchers and Kids in the Rotunda, received fantastic financial support from outside grants and Cornerstone, our corporate giving program.

In addition to the launch of the Planned Giving program, our annual giving campaign grew this season thanks to support from people like this year’s five Local Legends, who challenged Overture’s fundraising efforts this year with a $500,000 total match of individual and corporate philanthropic gifts. Thanks to the fantastic financial support of the community, we met this match goal! The Local Legends and individual donors who gave $1,250 or more were honored at Take The Stage, a dinner event held on the Overture Hall stage, which included performances from Motown the Musical star Marva Hicks and Tommy Award recipient.

The Overture Center Foundation Board and development staff, committed to providing opportunities to open Overture’s doors more broadly, cultivated the support needed for the Racial Equity giving program.

Thank you for your generosity and all you do for Overture - and in turn our region and state! With your support, Overture continues to thrive as the epicenter of a vibrant area comprised of people who give so much to support free and low cost programs, bringing everyone together to celebrate the arts.
"I treasure what Overture Center is doing, because it is a huge investment in the future for our community."
PEGGY PYLE | 2015/16 Local Legend

"It’s just the only place to be. It’s exciting, it’s fun and I love every minute of being downtown and every minute of being inside this gift to our community. Overture is the best thing Madison could ever have."
SUSAN LIPP | 2015/16 Local Legend

Ray Allen
Secretary, Wisconsin Department of Workforce Development

Linda Baldwin*
Retired Associate Publisher, Isthmus

Diane Ballweg
President, Endres Manufacturing Company Foundation

Anna Burish
Associate Director, Burish Group of UBS Financial Services

Bryan Chan
President, SupraNet Communications

Dianne Christensen*
Owner, Christensen & Associates

Karen Christianson
Owner, Christianson Ventures, LLC

Betty Harris Custer* Vice Chair
Owner, Custer Financial Services

Greg Dombrowski
President, Johnson Bank

Katie Dowling-Marcus
Visual Artist

Deirdre Garton*
Owner, Quivey’s Grove Restaurant

Roberta Gassman*
Senior Fellow, UW-Madison School of Social Work

Lisa Girdharry
Senior VP & Chief Marketing Officer, UW Credit Union

Shawn Guse
President & CEO, Intuitive Biosciences, Inc.

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
Mayorial Appointee
Vice President - Mortgage Lending, BMO Harris Bank

Charles Saeman* Chair
Chairman, State Bank of Cross Plains

Richard Scott Mayorial Appointee
President, KOJO Productions

Pablo Sanchez* Secretary
Vice President, Park Bank

Joe Sensenbrenner* Former Mayor, City of Madison

Denes Tobie* Treasurer
Partner, Wipfli LLP

Mike Verveer* Mayorial Appointee
Alder, Madison Common Council

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

* Indicates Executive Committee Member

Listing current as of 6/30/16