I am pleased to offer this report recapping another successful year for Overture Center for the Arts. You will see in the pages ahead that this past year, we put on a simply magnificent 10th Anniversary celebration. We added several new programs to entertain, engage and educate members of our community; sold out *The Book of Mormon* in less than a day; and ended the year in the black. We increased access to the arts for people of every economic status; we brought more arts into the classrooms and gave more students the opportunity to have their first theater experience. None of this would have been remotely possible without the generosity of people like you — people passionate about the arts, their community, and the arts in their community. As you peruse this report and reflect on your own Overture experiences, I hope you understand that Overture is your center for the arts — your home for extraordinary experiences. I remain grateful to lead the talented and hardworking staff who take such good care of your arts center, and who make so many extraordinary experiences possible. Thank you!

TED DEDEE
President and CEO, Overture Center for the Arts

I am always astounded at the reach and impact of this organization. As Chair of the Board of Directors, I am continually reminded that Overture is a building, with all the needs of a building — new carpet, mechanical repairs, constant cleaning and upkeep from a heroic team of custodians, technicians and mechanics. I also see what Overture does as a nonprofit arts organization, engaging the community at a level many never thought possible. It is simply a thrill to see in this report that this beautiful building hosted, and its incredible staff created, more than half a million extraordinary experiences in one year alone. Amazing! I hope you will take this report and share it — and help us spread the word — that after its first ten years, Overture Center has become a cornerstone of downtown and a bustling hub of artistic activity. Overture’s impact will continue to grow — but only if we continue to receive the generous support of the entire community. Thank you for taking the time to have a look at this Report to the Community, and please don’t hesitate to be in touch.

DIANNE CHRISTENSEN
Chair, Overture Center Foundation Board of Directors

Overture Center for the Arts ENRICHES THE LIVES of individuals and the community by creating, encouraging and catalyzing extraordinary experiences.

Local acrobatic troupe, Cycropia at 10Fest
Martin Jenich Photography

2014/15
Nearly 20 years ago, people in the local arts community started to talk. Informally at first, just chatting over coffee here and there, but it didn’t take long for the conversations to become audible. Madison was becoming — and honestly, had always been — a hotbed of arts, artists and extraordinary audiences. Local, professional, nonprofit arts companies were growing. They needed — and deserved — new, state-of-the-art venues in which to perform their world-class work.

With these conversations as the backdrop, Jerry Frautschi and Pleasant Rowland made a stunning and unprecedented investment in those local arts groups, building a home for the arts and creating an endowment to support their work.

We celebrated our 10th Anniversary this past year, and we recalled some incredible Broadway engagements and some unforgettable performances by touring celebrities and many community engagement programs. But we will always remember that Overture Center exists in this city, and has become a part of the fabric of this community, because this community produces and attracts artists of an unusually high caliber.

We celebrate and salute these, our resident companies and all local artists.
Last fall we celebrated our 10th Anniversary. With it, we celebrated the success of our community. We celebrated this anniversary with unprecedented, one-time events, including:

**10Fest** a community festival full of free performances inside and out, including circus wagons and other displays from Circus World Museum, and

**American Kaleidoscope** the first-ever combined performance of all ten of Overture’s resident companies.

We also launched two new ongoing programs to carry into our next ten years, including:

**Club10** (See page 10) for people of modest means to buy balcony tickets to many performances for $10, allowing individuals and families more access to the arts, and

**Overture’s Rising Stars** a local talent search that discovered many talented performers in our own neighborhoods and communities, and gave 24 individuals and groups the opportunity to perform on the Capitol Theater stage.

Photos by Martin Jenich Photography.
MORE THAN A SHOW

40% of ticket buyers attend shows specifically to spend quality time with family or friends.

78% discussed the performance over food or drinks.

Each party of friends and family spent, on average, $107.20 doing so, in addition to the price of their tickets.

9 Number of hours it took to sell out eight performances of The Book of Mormon, an Overture record

5,744 Number of Broadway subscriptions sold in 2012/13, the previous record

6,370 (and counting) Number of Broadway subscriptions sold for 2015/16, a new record!

40% of ticket buyers attend shows specifically to spend quality time with family or friends.

IT’S THE LITTLE THINGS

Actual patron comments remind us that attention to detail matters!

“The ushers are always so nice.”

“Sparkling restroom!”

“I had enough room to sit comfortably, and enough space to cross and uncross my legs during the show.”

TOTAL ATTENDANCE

TICKETED PERFORMANCES

ENTERTAIN

Mark Evans.
THE BOOK OF MORMON National Tour
Joan Marcus, 2013

BLUE MAN GROUP
CLUB10, our new $10 ticket program, provided affordable access to 116 performances. Based on actual quotes from members, we know the program provides...

Affordability and Access. “I am a low-income woman who loves the arts. Club10 opens a whole new world of affordable possibilities. My quality of life seems to be dependent upon the arts. I admit it.”

Access for families. “It gives me an opportunity to bring my whole family to a show that I would otherwise go to individually with a friend.”

More options. “With a limited budget, I tend to only choose to see shows with which I am already familiar and know I will like. Having access to $10 tickets lets me see shows I otherwise wouldn’t be able to and expand my access to the arts.”

More exposure. “I attend performances that I would not normally attend. I like the exposure to new artists and shows.”

More inclusion. “On a limited income with three kids, we wouldn’t be able to experience performing arts otherwise.”

391 Households who took advantage of $10 tickets for Broadway, touring and local arts performances

1,843 Tickets sold for $10 each

9 Local arts groups that made tickets available through Club10

OVERTURE GALLERIES

“Artwork can reach people who might otherwise not want to have those conversations about race and race relations. In Madison, we have a rosy picture of our city. We’re often rated one of the best places to live. We were wondering how art might be a way to challenge that viewpoint.”

Simone Doing, co-curator of Justified Art!, displayed in Overture Gallery I this spring and quoted in the Capital Times. The exhibit gathered visual work from Dane County and around the nation to respond to Rev. Alex Gee’s essay “Justified Anger,” itself a response to ongoing racial tensions and inequities in the community.
KIDS IN THE ROTUNDA

83% attended to spend quality time with family
46% left with an impulse to be more creative
61% attended to expose their children to new art forms

“The high quality of events with such easy access is very satisfying. I’m so glad that I do not need to drive to Milwaukee or Chicago for access to quality arts programs — for my daughter as well as for myself and husband!”

Kids in the Rotunda Parent

THEY TOOK A CHANCE ON US

Najme and Faton weren’t planning on a big wedding. They were going to exchange vows at the courthouse, then host a family reception in the summer. But we felt like they deserved more magic than that. So with the help of the Broadway tour of Mamma Mia! (a show about a wedding), and many generous local partners, on opening night we gave them An Overture Wedding! (And yes, “Take a Chance on Me” was the processional.)

PROGRAMS FOR THE COMMUNITY

ATTENDANCE AND PARTICIPATION

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>10Fest</td>
<td>5,000</td>
</tr>
<tr>
<td>Arts Education Roundtable</td>
<td>156</td>
</tr>
<tr>
<td>Arts Education Fair</td>
<td>250</td>
</tr>
<tr>
<td>Cocktails With Tim</td>
<td>1,500</td>
</tr>
<tr>
<td>Community Arts Access</td>
<td>9,963</td>
</tr>
<tr>
<td>Community Ticket Vouchers</td>
<td>1,942</td>
</tr>
<tr>
<td>Duck Soup Cinema</td>
<td>4,184</td>
</tr>
<tr>
<td>International Festival</td>
<td>16,000</td>
</tr>
<tr>
<td>Kids in the Rotunda</td>
<td>31,154</td>
</tr>
<tr>
<td>MadCity Sessions</td>
<td>1,100</td>
</tr>
<tr>
<td>Meet the Artist</td>
<td>1,680</td>
</tr>
<tr>
<td>Overture Galleries</td>
<td>143,000</td>
</tr>
<tr>
<td>Gallery Receptions</td>
<td>2,200</td>
</tr>
<tr>
<td>Overture OnStage</td>
<td>26,920</td>
</tr>
<tr>
<td>Overture’s Rising Stars</td>
<td>2,317</td>
</tr>
<tr>
<td>Tommy Awards</td>
<td>7,700</td>
</tr>
<tr>
<td>Special Engagement Events</td>
<td>805</td>
</tr>
</tbody>
</table>

Najme and Faton Ibrahim-Krasniqi in Overture Hall, just after being wed.

Martin Jenich Photography

Tommy Award recipient and Tommy Ensemble member Kailey Boyle

Mark Frohna

Singer/songwriter Tom Pease at Kids in the Rotunda.
As part of our ongoing partnership with the Kennedy Center for the Performing Arts, Madison Metropolitan School District and the City of Madison, we hosted three Arts Education Roundtables and an Arts Education Fair, where 250 educators connected with 30 local vendors to bring more arts into classrooms in all subject areas.

Studies show that arts infused throughout the curriculum improve educational outcomes. This year Overture held 16 professional development workshops, helping hundreds of teachers bring the arts to their classrooms.

Additionally, Overture’s new Teaching Artist Training program prepares local working artists to develop six-week (or longer) residencies in schools. In its first year, the program prepared 14 artists — musicians, actors, writers and visual artists — to bring their skills, experience and unique viewpoints to students of all ages. Four area schools hosted residencies in the 2014/15 academic year, with many more expected next year. Overture Center will act as the agent to connect these artists with classrooms.

“The Teaching Artist Training program has given me a wonderful template for teaching. I hope you guys know how useful it is for those of us who want to become more effective teachers.”

Karen Olivo, Tony Award winning actress now living and working — and teaching — in Madison!

WE BRING THE ARTS — AND ARTISTS — TO THE SCHOOLS

ENSURING THE ARTS FOR ANY GIVEN CHILD

As part of our ongoing partnership with the Kennedy Center for the Performing Arts, Madison Metropolitan School District and the City of Madison, we hosted three Arts Education Roundtables and an Arts Education Fair, where 250 educators connected with 30 local vendors to bring more arts into classrooms in all subject areas.
STATEMENT OF FINANCIAL POSITION
2014/15 SEASON
(June 30, 2015)

ASSETS
Cash and Cash Equivalents $4,715,029
Accounts Receivable (net) $350,057
Unconditional Promises to Give (net) $1,046,589
Beneficial Interest in Assets Held by Madison Community Foundation $1,288,491
Prepaid Expenses $244,188
Property and Equipment (net) $150,905,975
TOTA LASSETS $158,528,267

LIABILITIES
Accounts Payable $333,708
Accrued Liabilities $46,974
Capital Lease Obligation $3,863
Unearned Revenue $5,009,264
Due to the City of Madison $259,096
TOTA L LIABILITIES $6,032,165

NET ASSETS
Unrestricted $150,000,923
Temporarily Restricted $1,621,929
Permanently Restricted $875,250
TOTA L NET ASSETS $152,496,102

TOTA L LIABILITIES AND NET ASSETS $158,528,267

STATEMENT OF ACTIVITIES
2014/15 SEASON
(FY ended June 30, 2015)

REVENUE AND SUPPORT
Ticket Sales and Fees $8,550,316
Facility Rentals and Services $1,919,587
Other Revenue $909,121
Contributions, Grants and Sponsorships (net) $2,159,538
City of Madison Support Grant $1,675,000
TOTA L REVENUE AND SUPPORT $15,195,362

EXPENSES
Salaries, Wages and Benefits $6,115,837
Artist and Performance Fees $4,741,830
Advertising $741,814
Purchased Services $1,269,290
Professional Services $187,733
Ticketing Fees $30,991
Supplies $485,294
Utilities $717,704
Information Technology $292,591
Insurance $168,025
Other Expenses $4,662
Depreciation and Amortization $3,407,685
Interest Expense $7,911
TOTA L EXPENSES $18,221,365
Revenues and Support Less Expenses $(3,028,003)

OTHER REVENUES AND EXPENSES
Interest Income $4,296
Endowment Income (net of expenses) $7,965
TOTA L OTHER REVENUES AND EXPENSES $12,281
CHANGE IN NET ASSETS $(3,015,722)

NET ASSETS – BEGINNING OF YEAR $155,511,824
NET ASSETS – END OF YEAR $152,496,102

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

3,730 donors gave $2.1 million in 2014/15.
That’s a 12% increase in donations from nearly twice as many donors, compared to 2013/14.
This community continues to amaze me. Since we became a fully private nonprofit organization in 2012, our fundraising goals have gotten more ambitious every year, and the community has responded. Overture remains fully committed to providing access to the arts for all, and this community clearly joins us in that commitment. I am especially proud of our recent efforts to create long-term sustainability for Overture through our new planned giving program, allowing donors will find that their commitment to the community and to the arts runs deep, and I’m certain they’ll inspire even more success in the future. I will remain enthusiastically involved and can’t wait to see what the coming years bring for the arts in my beloved Madison!

Steve & Elaine Hathaway

This page includes text from the website, which contains information about the Overture Center for the Arts and its supporters. The content includes a thank-you note to the community, a list of contributors, and various categories of donors. The text highlights the importance of community involvement in the arts and the continued support for the arts in Madison, Wisconsin.
Ray Allen
Secretary, Wisconsin Department of Financial Institutions

Linda Baldwin*
Former Associate Publisher, Isthmus

Diane Ballweg
President, Endres Manufacturing Company Foundation

Anna Burish
Associate Director, The Burish Group

Bryan Chan
President, SupraNet Communications

Dianne Christensen* Chair
CEO, Christensen & Associates

Karen Christianson
Owner, Christianson Ventures, LLC

Betty Harris Custer*
Owner, Custer Financial Services

Greg Dombrowski
President, Johnson Bank

Deirdre Garton*
Owner, Quivey’s Grove

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

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

Shawn Guse
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 Mayoral 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 Tobs* Treasurer
Partner, Wipfli LLP

Mike Verveer* Mayoral Appointee
Alder, Madison Common Council

Lisa Viscardi
Attorney, White, Fleischner and Fino, LLP

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

* Indicates Executive Committee Member

Listing current as of 6/30/15