Overture Center for the Arts is southcentral Wisconsin’s hub for artistic expression—from free and low-cost performances to local performing and visual arts to national-touring Broadway productions. We offer all people a place to gather for soul-awakening music, exploration and adventure, and awe-inspiring performances. While we extend our hand to you through diverse and moving art, we are grateful when our community takes our hand in return, showing us an outpouring of love and support through patronage, subscriptions and donations.

The 2019/20 fiscal year was different than any year in our history, our programming and projections drastically changing mid-year due to the COVID-19 pandemic. The resulting circumstances could not have been imagined a year ago, but here we are today with a new future before us, a future in which we will continue to prove our ability to adapt and to prevail through change and hardship, and a future where we remain committed to our community, to the arts industry and to our mission to support and elevate our community’s creative culture, economy and quality of life through the arts.

In this report, we will summarize our financial position, share our story, show how your support keeps the arts alive in our community and communicate all we have to look forward to next year. Many say this community would not be complete without Overture Center. We agree, and at the same time, we believe Overture would not be complete without our community.

Thank you for believing in Overture Center for the Arts!
THE START OF SOMETHING BEAUTIFUL

Single tickets went on sale in September for the much-anticipated run of HAMILTON with fans waiting overnight and lines wrapped around the block. Staff extensively prepared for the big day and executed their plan with precision, pleasing patrons who declared the wait was worth it.

Meanwhile, Saturday morning Kids in the Rotunda continued to draw standing-room-only crowds. Duck Soup Cinema kicked off with a salute to the leading women of early 20th century filmmaking and the galleries showcased expressive paintings and sculptures in the fall exhibits.

In November, HAMILTON came to town, eliciting rave reviews from critics and sell-out crowds alike. HAMILTON was everything we expected and hoped for!

But during the HAMILTON run, one elite individual was missing from the seats: Overture’s CEO and president Sandra Gajic, who fought a courageous battle but succumbed to cancer on December 6, 2019.

As 2020 began, Overture staff carried out its plans for Frostiball in January, gathering the community together in our beautiful space to celebrate the arts. The second big event of the year was the 39th International Festival, representing 50-plus cultures, in February.

Two Local Legends were announced for the spring match campaign, challenging the community with a $200,000 match. At the same time, the programming and marketing teams worked hand in hand to finalize the 2020/21 season, inviting the community to “see what moves you.” In early March, as the season brochure was prepared for press and final details for the season announcement were settled, WICKED returned to Overture Hall.

Eight months of the fiscal year were complete. Overture was thriving and positioned for a record year, thanks to a strong line-up of performances and generous donations, attesting to the dedication to and desire for the arts in our community.

The 2019/20 fiscal year was off to a phenomenal start in July 2019. Subscriptions were at an all-time high—with Broadway subscriptions up 29% and overall subscribing households up 13% from the previous year and almost 1,000 new subscribers. The community eagerly awaited a season of nearly 100 performances, including a nine-show Broadway series, highlighted by the first Madison appearance of HAMILTON along with returning favorites THE BOOK OF MORMON and WICKED.
**NOTEWORTHY**

1. **OVERTURE’S RISING STARS**
   Water Street Dance Milwaukee was the grand prize winner of the 2019 Rising Stars talent search. They received $1,000 and a digital marketing consultation, and will perform in Capitol Theater on Saturday, Oct. 23, 2021. Andres Jimenez was the youth winner, Stevie Peterson was the teen winner and Soul Doctors were the adult winners.

2. **LATINO ART FAIR**
   Through a showcase of art, music and poetry, the seventh annual Latino Arts Fair on Saturday, Oct. 12 explored the power of art to heal, empower and bring people together.

3. **HAMILTON**
   HAMILTON sold out every show during the 24-show run.

4. **SANDRA GAJIC**
   Former CEO and President Sandra Gajic believed in the transformational role the arts play in Madison’s culture, economy, education and quality of life. She believed the arts help promote inclusion and diversity. And she believed Overture Center is an incredibly important asset that should forever be a part of Madison.

5. **FROSTIBALL**
   Madison area art enthusiasts came as flappers and gangsters, stepping into a boisterous era of glitz and glam for an unforgettable evening at Frostiball 2020 on Saturday Jan. 25. The event raised almost $255,000.

6. **CABARET FT. ROYAL WOOD**
   Singer/songwriter Royal Wood entertained guests with romantic ballads on Thursday, Feb. 13 as part of our cabaret series, which began with a gourmet dinner on the historic Capitol Theater stage.

7. **INTERNATIONAL FESTIVAL**
   The 39th International Festival on Saturday, Feb. 29 featured nearly 40 performances along with 37 arts and crafts vendors and 10 food vendors, attracting nearly 15,000 guests.

8. **MEET THE ARTISTS**
   Ticket holders participated in informal discussions with a diverse lineup of artists at eight free Meet the Artist engagements.

9. **ONSTAGE FIELD TRIPS**
   Students from 600+ schools enjoyed 22 OnStage performances this year, with $33,104 provided in ticket and transportation subsidies.

10. **KIDS IN THE ROTUNDA**
    Kids in the Rotunda hosted 63 in-person performances on the Rotunda Stage, including Black Star Drumline in February. While end-of-the-season performances were canceled, fans were invited to enjoy recorded shows online.
As March progressed, headlines of an infectious respiratory disease, COVID-19, touched closer to home. When WICKED opened in Overture Hall, fans were elated to see the return of this beloved musical, but some decried the large public gatherings due to health and safety concerns.

Friday, March 13 ended in anguish as Public Health Madison and Dane County ordered a moratorium on mass gatherings of 250 or more people to mitigate the spread of COVID-19, closing the three-week WICKED tour after two nights and forcing employees to work from home. With touring groups unable to travel and patrons unable to visit the theater, shows were canceled one by one through March and April.

In mid-April, giving the community “something to look forward to,” we proceeded with our 2020/21 season announcement, moving from an in-person event to a Facebook Live show. Thousands of people joined the broadcast, expressing their excitement over the upcoming season and sentiment in missing live shows at Overture.

We understood our community’s appetite for the arts and the power of the arts to help us through challenging times. Our digital team collaborated with Overture Galleries artists to display the spring exhibits in a virtual gallery and we shared a plethora of educational and entertainment resources online, giving people access to the arts from home.

For the health and safety of our patrons, employees and performers, shows and events continued to be canceled in May and June. The development team began to explore new, more effective fundraising ideas, thus sunsetting the Frostiball gala.

We found some financial relief through the federal government’s Paycheck Protection Program; however, donations were our sole source of income. Generous patrons donated their tickets back to Overture, totaling over $250,000, while many others accepted gift certificates good for future shows, modeling support for Overture and belief in our future.

Participants of the Jerry Awards and fans of high school musical theater gave rave reviews to the livestreamed Jerry Awards Show in June. Meanwhile, Overture’s theaters sat empty and the COVID-19 pandemic continued to impact businesses and individuals around the country. While state economies began to reopen, Overture’s doors remained closed.

In June, in an act of financial preservation, we reduced our workforce by 60 percent, suspended the fall season, paused the search for a new CEO and drastically slashed overhead expenses. The year ended in a much different place than it began, but through cost-saving measures and support from our community, we know we will rise again.
1 ACCESS THE ARTS FROM HOME
While its doors were closed, Overture Center continued to offer arts through an online collection of educational resources and entertainment.

2 GALLERIES
Over 90 artists exhibited in Overture’s four galleries. The spring exhibits, exploring environmental topics in honor of the 50th anniversary of Earth Day, were offered as digital displays.

3 LIGHT IT BLUE
On Thursday, April 9, Overture Center’s exterior lights shined with large blue vertical streams in salute to healthcare workers across the world battling the COVID-19 global crisis.

4 JERRY AWARDS
The annual Jerry Awards show occurred Sunday, June 7 via Facebook Live. This year 101 schools and community theater groups from 32 counties across Wisconsin participated in the program with 85 productions adjudicated by trained Jerry Awards reviewers. 25 programs were affected by school closures due to COVID-19.

5 LULLABY PROJECT
New this year, the Lullaby Project was piloted in partnership with Harambee Village Doulas to match new mothers with musicians to write a personal lullaby for their children to support maternal health. Overture Center is pleased to be one of more than 30 organizations across the country and the world to be a Lullaby Project partner. The project culminated with a recorded CD and a Celebration Concert on Facebook Live on Friday, June 12.

6 PRIDE MONTH
Overture supported initiatives to promote equity and quality of life for LGBTQIA communities by lighting up its main lobby in rainbow colors on Wednesday, June 10.

7 MURALS
In the aftermath of George Floyd’s murder in Minneapolis, protests erupted across the nation and in our own community. We released a statement of support, standing with the protestors in their cries for justice and equitable treatment. At the same time, we worked with the City of Madison to have murals painted by local artists on the plywood protecting our windows, creating an outdoor gallery focused on understanding and change.

8 VOICE YOUR HEART
In June, we invited the community to express themselves through signs, songs, spoken words, poetry, doodles and drawings in a new public art project, Voice Your Heart.
In the midst of such unprecedented and unusual circumstances, it’s more important than ever to look to the future with a sense of hope and excitement for what’s to come. Overture’s vision to provide extraordinary experiences for all endures even as our doors are closed. Ahead is an unusual and exciting opportunity for Overture to explore new ways to further that vision and reach to serve our audience in the midst of a new landscape of experiencing the arts.

This autumn, Overture is dedicated to providing support for teachers, students and their families as they navigate months of virtual learning. We’ll provide new opportunities for virtual field trips, free professional development sessions for teachers and an entirely virtual version of the annual International Festival as well as explore other innovative ways of providing engaging artistic experiences to children and families.

As 2020 comes to a close, we will continue to plan for our future. Though we still face an unknowable world, we are confident that this future will welcome shows back into Overture Hall, the resident companies back into their performance home and our patrons back into their seats, all with the safety of our community as the guiding principle of our plans.

We look forward to the day when we all will gather together again to celebrate and experience the transformative power of the arts. Until then, we thank you for your support and loyalty as we build upon the hope of a stronger and brighter future.
2019/20 Financials

Statement of Financial Position

As of June 30, 2020

Assets

Cash and Cash Equivalents $10,881,425
Accounts Receivable (net) 460,978
Unconditional Promises to Give (net) 620,288
Endowment Investments 1,103,843
Beneficial Interest in Assets Held by Madison Community Foundation 1,381,002
Prepaid Expenses 328,800
Property and Equipment (net) 137,539,646
Total Assets $152,315,982

Liabilities

Accounts Payable 211,709
Accrued Liabilities 504,738
Equipment Notes Payable 2,374,338
Uncollected Revenue 7,859,061
Due to the City of Madison 42,828
Total Liabilities $10,992,674

Net Assets

Without Donor Restrictions 137,664,812
With Donor Restrictions 3,658,496
Total Net Assets $141,323,308

Total Liabilities and Net Assets $152,315,982

Revenues by Source

July 1, 2019 – June 30, 2020

69% Broadway & Overture Presents Ticket Sales
11% Contributions, Grants, and Sponsorships
7% City of Madison
6% Resident Companies
3% Room Rentals
2% Promoters
1% Community Outreach & Local Arts
1% Other

Revenues and Support Less Expenses

$15,926,172
2,298,918
1,697,641
1,600,000
995,666
Total Revenue and Support $22,518,397

Expenses by Source

July 1, 2019 – June 30, 2020

71% Production Costs
14% Depreciation
7% Salaries, Wages & Benefits
4% Services and Supplies
3% Utilities
1% Insurance

Other Revenues and Expenses

Investment Income 163,174
Endowment Income (net of expenses) (4,245)
Total Other Revenues and Expenses $158,929
Change in Net Assets $3,651,509

Net Assets Beginning of Year $144,954,817
Net Assets End of Year $141,323,308

Audited Financial Statements are available at overture.org or by contacting the Overture Center Administrative Office.
We want to acknowledge those who we believe Overture is a beautiful space that everyone should be able to enjoy. Exact Sciences Corporation

Individual Gifts

$25,000 - $49,999
Cummings-Thompson Family Foundation

$10,000 - $24,999

$2,500 - $4,999
Anonymously (3)

$100,000+

$10,000-$19,999

$5,000-$9,999

$1,000-$2,499

$500 - $1,499

$25,000 - $49,999
Cummings-Thompson Family Foundation

$10,000 - $24,999

$2,500 - $4,999
Anonymously (3)

$100,000+

$10,000-$19,999

It saddens me to see Overture Center closed month after month. I miss the hustle of students on field trips, artists rehearsing, sets being built on our stages, music in the air, and most of all, the hum of excited crowds gathered for a show. I’m grateful for our community’s generosity, especially this year. To everyone and company listed on these pages, for every ticket donation, handwritten check and online donation, THANK YOU! It’s going to take all of us to get through this year, and the next few, as Overture adapts to changes and recovers from financial losses. Knowing you are by our side is the first step, and we are forever grateful.

Douglas & Karen Zweizig
Marybeth Wilk & Katherine Brophy
Natalie Wheeler
Mr. Richard West
David & Cheryl Wersland
Mr. Richard W. Winzel
Debra Wrinzel
Cindy & Jeff Welch
David & Cheryl Winters
Mr. Richard Wist
Natalie Wright
Marybeth Witko & Katherine Bryner
Scott & Donna Wilson
Kenneth Winter
Bret Wipfler
Jeffrey Witt & Janet Chermerino
MWW & Julie Thies
Mr. Joan M. Ziehle
Dave & Sandy Zwietering
Douglas & Karen Zweizig
Local Legends are local companies, couples or individuals who’ve pledged $100,000 to challenge area residents and businesses to support the arts at Overture Center for the 2019/20 season.

Dianne Christensen with a gift in honor of Sandra Gajic

“As CEO, Sandra brought so much to us. She was an inclusionary leader changing our systems with input from everyone. We are now on a path to sustainability with our whole team working together. Sandra was a gift to Overture. She is a Local Legend.”

Corporate Champions contribute $100,000 over four years to bring extraordinary performances to Madison, to increase access to the arts through free and low-cost programs, to support the arts in area schools and to champion new program development to meet the emerging needs of the community.

Bell Laboratories, Steve Levy, President & CEO

“We see Overture Center as a jewel in our community. Bell Laboratories is proud to do our part to ensure that it continues to shine and remain vibrant as a Madison beacon for the arts.”

The Anderson Legacy Circle recognizes and celebrates those generous supporters who are leaving a gift to Overture through their will, retirement plans or other giving arrangements.

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*Indicates Executive Committee Member Listing

Community Advisory Council
