Great art is best experienced in person. Not on television, film, your mobile device or the internet. The passion, excitement and power of seeing performance or visual art unfold, right there in front of you... it doesn’t get any better than that!

As Overture Center enters its fifteenth year, our commitment to be the region’s preeminent stage for wondrous artistry, to develop diverse and emerging talent, and to be the arts’ epicenter for community engagement is unwavering. It is who we are, what we do, and why we matter.

Looking back over the 2018/19 season of remarkable exhibitions, performances, special events, films, lectures, forums and community partnerships, it was a watershed time with record ticketing numbers, memberships and support. People came to Overture Center from all over Wisconsin as well as from Iowa, Minnesota and Illinois. In fact, of the 690,175 patron experiences last year, nearly seven percent of all ticket buyers came from outside a 50-mile radius. Thousands flocked to the facility to enjoy Broadway and Overture Presents shows as well as free and low-cost programs like the International Festival, which boasted more than 30 free performances by a widely diverse group of talented Dane County residents.

Ticket sales and regional draw were not the only part of the story in 2018/19. The Jerry Awards, now one of Wisconsin’s largest high school music awards show included more than 9,500 students, teachers and community members from across 30 counties and the Rising Stars program continued to expand. In addition, 32,784 participated in Kids in the Rotunda programs, 11,346 in the Disney Musicals in Schools and more than 324,000 were part of community programs ensuring Overture’s commitment to be a welcoming, inclusive and accessible arts center.

This thriving is without a doubt a testament to our board of directors, community partners, staff, volunteers, and donors, who during the last 12 months, helped Overture exceed its annual fundraising goals. Thank you for always championing our mission with your generosity and support of the arts. We would not be the organization we are today without you!

As we forge ahead, these achievements lay the groundwork for a successful future, which in the next year will include rebranding, a new website, expanded community programming and a continued commitment to diversity and our resident companies.

We cannot wait for the next act!

Sincerely -

A LETTER FROM OUR CEO
AND BOARD CHAIR

OVERTURE CENTER
PRESIDENT AND CEO
SANDRA GAJIC
AND
BOARD CHAIR
BETTY HARRIS CUSTER
Overture Center’s influence extends far beyond the Madison area, drawing audiences from across Wisconsin and from Illinois, Iowa and Minnesota. Its incredible lineup of shows has turned it into an emerging regional arts center. In 2018/19, the Center experienced a 15 percent increase in total attendance, with nearly seven percent of ticket buyers coming from outside a 50-mile radius. Some of those audience members stayed overnight in a hotel and patronized local restaurants and stores during their stay. “Our vision is to continue to expand our audiences and programming beyond Madison, remove barriers, and make the Overture Center accessible to everyone,” said Sandra Gajic, Overture’s CEO and president. “We want people to know we are an inclusive center where patrons from all parts of Wisconsin — as well as from neighboring states — feel comfortable and welcome.”

Meanwhile, subscriptions continue to grow: As of press time, Broadway subscriptions had grown 31 percent to 9,800. This can be attributed in part to all the exposure Overture has received — last year, it was featured in more than 2,200 news stories with an earned media value of more than $1.9 million. On social media, Overture has 48,600 Facebook users, 6,873 Twitter followers and 4,865 Instagram followers.

But tickets sales and publicity are only part of the story of Overture’s success. The Jerry Awards has grown into one of Wisconsin’s largest high school music awards programs, with more than 9,500 students, teachers and community members from across 30 counties. Talented high school students from across the state have the opportunity to be part of the Jerry Ensemble, and aspiring journalists can be student critics for performances. Additionally, the Rising Stars program — which discovers, develops and celebrates local talent — added an audition location in Janesville and plans to expand with more audition sites around the state.

Overture’s reach and message of inclusion has extended far beyond the city of Madison and continues to grow.
More than a Show

690,175
Patron experiences

22,910
First-time attendees for 2018/19 season

15%
Percentage of non-resident ticket sales

1.5M
Earned media value through editorial efforts

2,456
Media stories

Total Attendance

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kids in the Rotunda</td>
<td>32,784</td>
</tr>
<tr>
<td>Jerry Awards</td>
<td>14,729</td>
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<td>Overture Galleries</td>
<td>178,934</td>
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<td>Overture OnStage</td>
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<td>Community Tickets</td>
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<td>International Festival</td>
<td>13,227</td>
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<tr>
<td>Disney Musicals in Schools</td>
<td>11,346</td>
</tr>
<tr>
<td>Other Community Engagement Events</td>
<td>42,878</td>
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</table>

OVERTURE GALLERIES

Overture’s four galleries create a regional forum for diverse artistic expression and foster the growth of local artists, curators and arts organizations. During the 2018-19 season, Overture Galleries reflected both the quality and variety of the visual arts in the Madison area – presenting professional and emerging artists, visual art students, community projects and the creative endeavors of young people.

More than 178,000 patrons enjoyed the exhibits featured at Overture Galleries. Some of the year’s highlights include:

GALLERY SALES

Gallery sales increased by 27% from 2017/18. Paintings by Shelby Kahr in the spring show, *Folks*, was the first artist to sell-out at Overture Galleries.

COMMUNITY GROUP COLLABORATIONS

The Farley Center for Peace, Justice and Sustainability (*Sanctuary: Environmental Land Art*), PhotoMidwest (*10th biennial PhotoMidwest*), Latino Chamber of Commerce (*Latino Art Fair*), the Wisconsin Humanities Council (Immigrant Journeys from South of the Border | *Mi travesía hasta Wisconsin!* and Preschool of the Arts, Madison Public Library, North American Reggio Emilia Alliance (*The Wonder of Learning*)

Overture Galleries’s Community Programs:

- Painted Stones exchange and workshop with Laura Fletcher
- Talk. Write. Listen – Storytelling with Kayla Story
- Creative Play Collage workshop with Jerry Butler
- Amate Papermaking with J. Leigh Garcia and Maria Amalia Wood
- Artists/Mothers - A discussion on motherhood in the arts with Noel Ash
- Unauthorized Occupation music performance by Robert Lundberg
- Entomophiles – Conversation with Insect People led by Jacki Whisenant

THOUGHT-PROVOKING AND SOCIALLY RELEVANT

Veteran Print Project: The Transience of Narrative Fatherlessness: Into the Light
Immigration: Immigration X, Sólo una Milpa, *Immigrant Journeys from South of the Border | *Mi travesía hasta Wisconsin!* Future History Now
Whether it’s introducing teenagers to careers in the arts, bringing live theater to elementary schools, showing teachers how they can use theater skills in their classrooms, or offering internships for young adults of diverse backgrounds, Overture Center is committed to cultivating emerging talent.

**ARTS CAREER EXPLORATION SPOTLIGHT (ACES)**
Introduced in the spring, the Arts Career Exploration Spotlight program is for middle and high school students to learn about careers in the arts. During its first year, ACES students spent a day in a recording studio writing and recording a song, participated in backstage workshops, talked with resident company representatives about running an arts organization and took part in Q&As with performers. “When young people are looking for careers to choose, we want them to know there’s an arts industry out there for them,” said Ed Holmes, Overture’s senior vice president of equity and innovations.

**DISNEY MUSICALS IN SCHOOLS**
For the third year, Overture partnered with Disney Theatrical Group and Madison Metropolitan School District to develop musical theater programs for nine under-resourced schools. The schools created shows that strengthened their arts programming and contributed to building school community. More than 11,000 students, teaching artists, and teachers participated this season, culminating in performances at each school and a showcase at Overture’s Capitol Theater.

**PROFESSIONAL DEVELOPMENT WORKSHOPS**
During the 2018/19 season Overture worked with local artists to develop eight, new interactive workshops for teachers – empowering more than 200 educators throughout the state to use the arts as a tool to grow young talent.

**DIVERSITY AND INCLUSION INTERNSHIPS**
New this year, Overture employed three interns as part of an equity and innovation initiative to prepare young adults of diverse backgrounds for entry-level positions in arts administration. The interns worked in marketing and programming as part of an ongoing program to dismantle barriers that prevent individuals from careers in the arts.

"THANK YOU SO MUCH FOR MAKING OUR LION KING KIDS PRODUCTION POSSIBLE! WE ARE SO GRATEFUL THAT YOU VALUE THE ARTS AS MUCH AS WE DO--FOR THE CHALLENGE, FOR THE LEADERSHIP, FOR THE CREATIVITY, FOR THE EMPOWERMENT IT BRINGS TO OUR AWESOME STUDENTS. MIL GRACIAS!"

**MS. HAYDEN**
**NUESTRO MUNDO COMMUNITY SCHOOL**
OVERTURE CENTER HAS TURNED MADISON INTO ONE OF THE TOP DESTINATIONS IN WISCONSIN FOR CAPTIVATING ENTERTAINMENT. EACH YEAR, ARTS AFICIONADOS HAVE MORE THAN 600,000 EXPERIENCES AT OVERTURE; IT IS NOW THE NO. 1 DESTINATION FOR BROADWAY IN WISCONSIN.
In the 2018/19 season, thousands of people flocked to the facility to see seven spectacular Broadway at Overture hits, including, *ANASTASIA, A BRONX TALE* and *SCHOOL OF ROCK*. Meanwhile, the Overture Presents series included Los Vivancos, *B – The Underwater Bubble Show*, a collaboration with the Bach Dancing & Dynamite Society and 19 other amazing shows.

While the Broadway and Overture Presents series always features a breathtaking lineup, Overture also offers plenty of free and low-cost community programs, as well. The International Fair in February 2019 boasted more than 30 free performances by a widely diverse group of talented Dane County residents. It also featured foods from around the world and artesian vendors showcasing many local businesses with global connections.

Overture prides itself on offering a wide array of unique theatrical experiences that complement its already robust lineup. The Duck Soup Cinema silent film series gives patrons an authentic silent film experience in the historic Capitol Theater. Film showings include vaudeville entertainment with an emcee, door prizes, and a classic feature film with organ accompaniment on the theater’s original 1928 Grand Barton organ. Listen Local is a new series that highlights local musicians in free pre-show concerts. This series included disco/funk group VO5, Golpe Tierra and the Jerry Ensemble to name a few that provided “bonus” entertainment before the main attraction of the evening.

Because of Overture’s consistently incredible lineup of shows, community programs and educational initiatives, the center continues to experience regional as well as local growth.

The arts have a long history of bringing people together and at Overture Center we take great pride in offering spectacular performances as well as free and low-cost programs to nurture creativity, curiosity, and diversity while helping drive the local economy and supporting a vibrant and growing city. Thanks to the charitable support we receive each year from volunteers, individual donors, foundations and corporate sponsors, we were able to provide:

**690,175+ Patron Experiences**

to Broadway and Overture Presents performances and community programs

**265,000+ Artistic/Educational Experiences**

for children, students, individuals and families to enjoy free and low-cost community programs

**Kids in the Rotunda**

32,784 children and families attended one of 100+ free Kids in the Rotunda performances

**OnStage Student Field Trips**

26,523 students enjoyed wonderful and diverse performances from 16 performing groups

**157 Artists**

exhibited in Overture’s four galleries

**$45,000**

of ticket and transportation subsidies were provided to students and teachers to attend OnStage Student Field Trips

**International Festival**

13,000 patron experiences enjoyed 65 cultures, 30 performers and 40 vendors

**Arts Career Exploration Spotlight**

33 students participated in the Arts Career Exploration Spotlight (ACES) pilot program, interacting and learning from 40 arts professionals in Madison and the surrounding areas

**The Jerry Awards**

98 high schools and community theaters from 30 Wisconsin counties performed in Wisconsin’s largest high school musical awards show

**MORE THAN A BUILDING**
COMMUNITY ENGAGEMENT

"THE COMMUNITY TICKET PROGRAM GIVES THOSE OF US WHO WOULDN’T NORMALLY BE ABLE TO GO, THE OPPORTUNITY TO ATTEND THESE PERFORMANCES. WE APPRECIATE IT SO MUCH."

2018/19 PATRON

Overture Center is a proud member of the greater Madison community, engaging both adults and children while also promoting and encouraging involvement in the arts.

COMMUNITY TICKET PROGRAM
All people should have access to high-quality performing arts, and Overture’s Community Ticket Program helps ensure that they do. Each year, the center partners with nearly 100 Madison-area social service and community organizations to distribute ticket coupons to those who might not otherwise be able to afford tickets.

KIDS IN THE ROTUNDA
Nearly every week of the school year, families gather at Overture to enjoy free entertainment through the Kids in the Rotunda series. The series gives families a wonderful opportunity to bond through art before, during and after the show, and kids have the chance to interact with the performers. New this season, the series included special guest Brazilian singer-songwriter Viviane Juguero; a premiere of Columbian performer Angela Poierre’s special Spanish-English show; and a story time with a first responder. “The Kids in the Rotunda performance space is, hands down, one of the most intimate stages I’ve ever had the pleasure of performing on in my almost 40 years of singing with children for a living,” said performer Tom Pease.

MADISON ARTS EDUCATION ROUNDTABLE
The Madison Arts Education Roundtable is a service community of cultural organizations that Overture helps coordinate. Information sharing, professional development, communications with the public to promote work in schools, and advocating for arts education all are part of the roundtable.

MEET THE ARTISTS
Last season, more than 16 Meet the Artist engagements took place for patrons to participate in informal discussions with some of the performers. Nationally and internationally recognized artists shared their process, inspiration and hosted open Q & A sessions. Each year the Meet the Artist series features a diverse lineup of artists and art forms, and is free to all ticket holders.
Statement of Financial Position
2018/19 Season (June 30, 2019)

Assets
Cash and Cash Equivalents 10,868,720
Accounts Receivable (net) 704,516
Unconditional Promises to Give (net) 1,015,620
Endowment Investments 1,080,598
Beneficial Interest in Assets Held by Madison Community Foundation 1,451,947
Prepaid Expenses 397,672
Property and Equipment (net) 140,495,296
TOTAL ASSETS $156,014,369

Liabilities
Accounts Payable 297,629
Accrued Liabilities 944,915
Equipment Notes Payable 1,041,607
Unearned Revenue 8,711,157
Due to the City of Madison 64,244
TOTAL LIABILITIES $11,059,552

Net Assets
Without Donor Restrictions 140,824,966
With Donor Restrictions 14,129,851
TOTAL NET ASSETS $154,954,817

Revenues by Source
July 1, 2018 – June 30, 2019

50% Broadway & Overture Presents Ticket Sales
13% Contributions, Grants, and Sponsorships
11% City of Madison
10% Resident Companies
6% Promoters
4% Room Rentals
3% Community Outreach & Local Arts
3% Other

Statement of Activities
2018/19 Season (June 30, 2019)

Revenue and Support
Ticket Sales and Fees 10,579,662
Contributions, Grants and Sponsorships 2,333,035
Facility Rentals and Services 2,228,915
City of Madison Support Grant 1,950,000
Other Revenue 1,111,159
TOTAL REVENUE AND SUPPORT $18,202,771

Expenses
Salaries, Wages and Benefits 7,874,740
Artist and Performance Fees 5,291,365
Advertising 1,033,686
Purchased Services 1,587,259
Professional Services 356,809
Ticketing Fees 38,700
Supplies 484,431
Utilities 767,555
Information Technology 154,081
Insurance 157,246
Other Expenses 46,413
Depreciation and Amortization 3,765,237
Interest Expense 32,551
TOTAL EXPENSES $21,550,073
Revenues and Support Less Expenses $(3,347,302)

Other Revenues and Expenses
Interest Income 66,687
Endowment Income (net of expenses) 157,089
TOTAL OTHER REVENUES AND EXPENSES $223,776
CHANGE IN NET ASSETS $(3,123,526)

Net Assets Beginning of Year $148,078,343
Net Assets End of Year $144,954,817

Audited Financial Statements are available at overture.org or by contacting the Overture Center Administrative Office.
supporting this great organization that we all love. We could not do it without you. Contributions help cultivate young minds, showcase the rich cultural heritage of our performances, and opportunities Overture Center provides. These offerings simply We see the powerful impact our gifts have on the community through the programs, sponsors, over 31,000 children and adults attend these programs every year! of three KIR performances. Thanks to the support of our wonderful donors and members. Every Saturday from October through April, the lobby is filled with the laughter and applause of hundreds of local children and their families attending one new to meaningful community investments. Old National Bank is proud to be a key sponsor of The Jerry Awards and has enjoyed the deep gravitation of involvement with the youth of Wisconsin at several different levels.

The 2018/19 season exceeded all expectations. The record-breaking sales for Broadway shows and incredible attendance at events, concerts, and performances has been a joy to witness. The outpouring of financial support from the community has been overwhelming and thanks to generous donors like you, Overture Center exceeded all fundraising goals. We know that everyone gives for reasons personal to them, but we also know that we all have one thing in common: our love of Overture Center and the joy and vibrancy it brings to Madison.

John and his family are loyal patrons of Overture Center’s many offerings. From Broadway shows and musical performances to comedians and illusionists, they attend it all! As Wisconsin’s Regional Executive for Old National Bank, Wealth Management, John advocated for establishing a partnership between the corporation and the Center. Although Old National is relatively new to Wisconsin, they are not new to meaningful community investments. Old National Bank is proud to be a key sponsor of The Jerry Awards and has enjoyed the deep gravitation of involvement with the youth of Wisconsin at several different levels.

Kate is one of thousands of parents across Wisconsin whose child’s life was impacted by Overture educational programs. Thanks to the many educational programs and residencies Daniel & Sherron Kohler made available to young people in Madison access to free performances and arts education no matter their age or background. Kids in the Round is a hallmark program providing free access to the arts to our youngest community members. Every Saturday from October through April, the lobby is filled with the laughter and applause of hundreds of local children and their families attending one of three KIR performances. Thanks to the support of our wonderful donors and sponsors, over 31,000 children and adults attend these programs every year! We see the powerful impact our gifts have on the community through the programs, performances, and opportunities Overture Center provides. These offerings simply could not exist without the incredible support of the Madison Symphony. Your contributions help cultivate young minds, showcase the rich cultural heritage of our community, give local artists a stage and a voice, and provide access to world-class performances for anyone who comes through the doors. We do it without you. For supporting this great organization that we all love. We could not do it without you.
LOCAL LEGENDS

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 2018/19 SEASON. HERE’S WHAT THEY HAD TO SAY:

Generously sponsored by:

NORMAN “NORM” BERNEN AND BARBARA MITTELSTAEDT BERNEN

“Art in all its forms is transformative. It can amuse us, it can inspire us and it can even provoke us. It shapes the way we see the world and it’s so enriching, we just want that experience for everyone.”

“It’s one of the things that makes Madison a very special place to live. It’s worth the support of the community both public and private support.”

DAN BROWN, HO-CHUNK GAMING MADISON

“In the last five (years) we’ve developed a really close relationship, a great partnership with the Overture,” said Dan Brown, executive manager of Ho-Chunk Gaming Madison. “What Overture and the arts bring to the community is something we want to be a part of. The opportunity for us as Ho-Chunk people to engage in some of the other arts and be exposed to other cultures and other arts is something that is very important to us.”

VANCE AND JODY TANG

“Everything from music to comedy to Broadway plays to magic - it is just fabulous that there really is something for everyone here.”

ANDERSON LEGACY CIRCLE

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

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OVERTURE CENTER

RESIDENT ORGANIZATIONS

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KANOPY DANCE
MADISON SYMPHONY ORCHESTRA

MADISON BALLET
MADISON OPERA

OVERTURE CENTER’S MISSION IS TO SUPPORT AND ELEVATE OUR COMMUNITY’S CREATIVE CULTURE, ECONOMY AND QUALITY OF LIFE THROUGH THE ARTS.

OVERTURE.ORG/PROGRAMS