The Tommy Awards Photo by Mark Frohna



POINTS REPORT TO THE COMMUNITY

OVERTURE'S MISSION

To engage the community in the arts, we

- Present a broad spectrum of high-quality performing arts programming
- Develop audiences for the arts through high-quality outreach and programming
- Advance the missions of resident arts organizations
- Advocate for the development of the arts in the community
- Provide a world-class forum for diverse artistic expression

OVERTURE CENTER FOUNDATION BOARD OF DIRECTORS

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Dear Friends,

More than ten years ago I was sitting in my office at the Tennessee Performing Arts Center when I learned of an amazing gift to the arts and to the good people of Madison. News of Jerry Frautschi's gift spread quickly around the country with envy because it was the largest single gift to the arts anywhere. All eyes followed the Overture story as it unfolded. No one had ever seen such an act of generosity. Madison was truly breaking new ground for the future support of arts that fulfilled a need to further capacity so the local arts could grow. Everyone on the national scene had high hopes, of course, even as we followed the ups and downs of Overture's first few years. We all shared the impact of the global financial crisis, which affected us all in one way or another, but especially hit hard the Overture model. Regardless, the general nationwide sense was that Overture would survive and eventually thrive. It had to. There was so much at stake.

Imagine my excitement, then, to have the opportunity to oversee and quide Overture through its first years as a new, fully independent private nonprofit organization. It is a unique opportunity for Greater Madison, and for the arts nationwide, to create a new model for a performing arts center and the relationship to its community. We find ourselves in a unique moment, at the threshold of a new way of connecting a community to the arts through a single, state-of-the-art building, an anchor for a downtown neighborhood, a performance home for local artists, and programs to engage everyone of every age in the arts. How we came to be, and what we are doing now, has never really been done before in guite this way. This is our moment to begin building a stronger future and to shine.

This report is just one glimpse of that story. One might think of this as the last chapter of the first volume, and the first chapter of the second volume, of the Overture story. The 2011/12 season will be remembered as a pivotal one: halfway through, we flipped the switch on fully private management, moving from the auspices of city government. We have installed a nearly all-new executive management team and several new key staff members. And you, as a community, tripled your financial support of Overture and its programs. Looking ahead, we have more popular shows and more community programs with access to all. Along with that comes a need more than ever for your continued support.

Throughout this report, you'll see ways in which you can play a part in Overture's continued success — and most of them have nothing to do with money. I sincerely hope you take notice of one of these suggestions and find your own way to deepen your involvement and enjoy everything we do.

On a personal note, I must express my sincere gratitude to the Overture Center family, the local arts community and the community as a whole for welcoming my wife, Gail, and me to Madison. In a short period of time we have experienced so much of what makes Madison unique, and are looking forward to meeting as many people possible and enjoying everything this community has to offer – especially the arts, and especially at Overture Center.

Warm Regards,

Ted DeDee



WHAT MAKES MADISON...MADISON?

Play your part:

Brag! Tell your out of town friends about the world-class arts center that Madison built, and show them around when they visit.

Ask ten people that guestion, and you'll get ten answers. (That very fact may contain some of the answer, actually.) But ask 100 people, and you'll start to see trends.

You'll start to hear words like "commitment." We are committed to our communities, however we define them...from our neighborhoods to our affiliations to our global community. We take a great deal of pride in our community and we very often put our money where our mouth is.

Only in Madison could one person give a gift of more than \$200 million to local artists and art lovers – and refuse to attach his name to the building he built.

Only in Madison could the public and private sectors form a partnership that could launch an enterprise like Overture Center, and then dramatically modify that partnership when necessary.

Only in Madison would the community expect, in fact demand, a world-class arts center to provide cultural and educational experiences for all citizens, And only in Madison would that arts center say, "Yes, of course."

No. Overture Center alone does not make Madison Madison. But it does show us a great deal about what does. In short, Madison is the only place where Overture Center could exist.

CREATING POSSIBILITES: **COMMUNITY ENGAGEMENT** PROGRAMMING

"Being onstage in a wonderful location like Overture Center, where I've seen so many incredible performances, was amazing. To think that some of my favorite Broadway performers have used that stage is kind of crazy. Singing and dancing up there was such a thrill."

These are the words of Sierra Bingham, a student at Deerfield High School and Tommy Award recipient who performed, along with a couple hundred fellow honorees, in the gala award ceremony in June. She may or may not go on to a career on Broadway, but her Overture experience told her it's possible. And if that's possible, anything is possible.

become real, and impossibilities become possible. And this is why we strive every day to fulfill our mission to engage the entire community in the arts.

The Tommy Awards program is the most recent and fastest-growing fulfillment of that mission. The number of participating schools has doubled from 22 to 44 in just the third year of the program, which now reaches a radius of more than 75 miles. The success of this program caught national attention, and for the first time this year Overture sent two local students – Tommy Award recipients Sheridan Hearn of Edgewood

This is the power of the arts. Possibilities and Sam Burns of Beloit Turner – to New York to participate in the National High School Musical Theater Awards.

> In addition to the organic growth of the Tommy Awards, many of Overture's other community engagement programs are poised to expand. Looking ahead to the 2012/13 season, the everpopular Kids in the Rotunda will increase from 27 to 30 performances – not a coincidence, since it'll be the program's 30th year. Additionally, Overture After Work will be renamed MadCity Sessions and refocused as a showcase for local musicians and increase from six free concerts to eight.



The programs will continue to develop and find new ways to engage new communities thanks to the efforts of the new Community Advisory Board. Twenty-three community leaders volunteered their time and talent to come together and bring Overture staff the needs of their communities, as well as new ways to engage those communities. The CAB's work has just begun, and hopes for its ability to make a real and lasting impact are high.

Naturally, none of our 14 community engagement and educational programs turn a profit. They exist solely thanks to strong partnerships with local businesses and the generosity of individual donors.



COMMUNITY PROGRAM ATTENDANCE	2009/10	2010/11	2011/12
Artist Residencies, Workshops & Pre-show Talks	2,351	1,263	710
Arts Education Initiative	N/A	420	420
Community Arts Access	20,092	20,741	20,608
Community Ticket Vouchers	2,801	4,227	1,434
Duck Soup Cinema	2,523	2,046	2,808
International Festival*	6,500	6,500	14,097
Kids in the Rotunda	25,137	25,137	30,697
Meet the Artist	640	1,260	1,500
Musical Memories/St. Mary's AM Series	1,215	N/A	N/A
Overture After Work	3,400	1,975	2,900
Overture OnStage	36,632	33,086	34,315
Special Engagement Events	3,250	2,190	1,030
Take 10	228	262	200
Tommy Awards	3,669	3,600	5,100
Wisconsin Writers Series	180	N/A	N/A
TOTAL COMMUNITY PROGRAM ATTENDANCE	108,618	103,064	115,819

* We have changed the manner in which we count attendance at International Festival. This accounts for the increase in program attendance.



Alvin Ailey American Dance Theater Photo by Andrew Eccles

FORWARD: MAINSTAGE PROGRAMMING

It was only fitting, in a year marked by newness and change, that Overture welcomed Forward Theater Company as its newest resident organization, joining nine other local arts organizations in creating most of the performance events on our stages. Madison Symphony Orchestra, Wisconsin Chamber Orchestra, Madison Opera, Madison Ballet, Kanopy Dance, Li Chiao Ping Dance, and Children's Theater of Madison all put forward incredible seasons, and the Wisconsin Academy of Arts, Sciences and Letters provided viewers the finest work of Wisconsin's visual artists in the James Watrous Gallery, in addition to providing enlightening lectures and discussions free of charge.

Overture's own offerings included some things new — a live-action graphic novel, for example — as well as a few tried and true favorites like the Second City and *Fiddler on the Roof.* The season met every goal — subscriptions, ticket sales, and revenue. On the whole, the season sold at 77 percent of capacity, a very strong result in any year, which led to a final ticket sale result 16 percent ahead of projection.

In addition, the second full season of the Concerts at the Capitol series featured ten engagements of popular artists presented in partnership with Frank Productions and True Endeavors. This series held the top three sellers in the Capitol Theater (listed at right).

Our ticketed performance offerings, theater rental, event rentals and other sources of non-donated revenue amounted to 77 percent of our revenue for the year, much higher than the typical 35 to 50 percent at most performing arts centers.

TOP FIVE MULTIPLE-NIGHT RUNS

Blue Man Group Beauty and the Beast Billy Elliot the Musical The Addams Family Cats

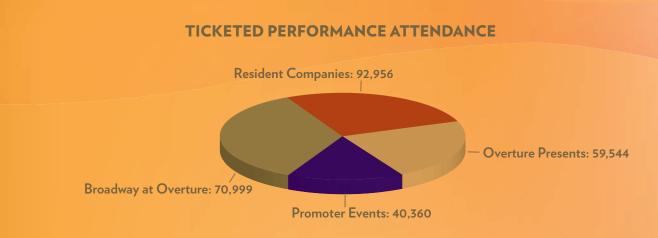
TOP FIVE ONE-NIGHT ENGAGEMNTS, Overture Hall

David Sedaris Rain Ira Glass Whose Live Anyway? Itzhak Perlman

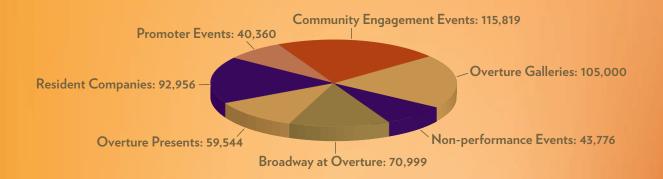
TOP FIVE ONE-NIGHT ENGAGEMNTS, Capitol Theater

Ingrid Michaelson Mat Kearns Matt Nathanson Celtic Nights Treasured Stories of Eric Carle

DATE	ATTENDANCE
1/24–1/29/2012	16,906
12/6–12/10/2011	16,246
7/10-7/15/2012	12,481
5/1–5/8/2012	9,601
3/16–3/18/2012	9,173
DATE	ATTENDANCE
10/28/2011	2,228
3/2/2012	2,210
2/18/2012	2,209
5/19/2012	2,191
4/19/2012	2,154
DATE	ATTENDANCE
4/14/2012	1,255
11/19/2011	1,243
10/14/2011	1,227
2/29/2012	1,122
2/18/2012	1.080
2/10/2012	1,000



TOTAL ATTENDANCE



Play your part:

Bring a friend to a performance. Buy a ticket to a performance by a resident company you've never seen. Come to a preshow talk or a post-show Meet the Artist event.





NEW STRUCTURE SAME GREAT **EXPERIENCE!** AN UPDATE ON OUR TRANSITION



time you're here. (They're the ones with the nametags.) Apply for a job here, or tell your friends about positions we have open. Volunteer!

As December 31, 2011 slid into January 1, 2012, Overture Center was dark. We were all celebrating the new year with family and friends. There was no ribbon cutting, no handing over of the keys. We came to work that Tuesday and had a nice breakfast supplied by some generous members of our board of directors, and then got to work.

Nothing immediately seemed different to anyone but Overture's staff. We remained committed to our mission. Our performance spaces were still state of the art. We still had kids to educate, people to amaze, artists to amplify. And no change in management structure was going to slow that down for even a moment.

Internally, however — behind the scenes, you might say — the story was guite different. For the year prior to that quiet moment of transition and for several

months into this first year as a private nonprofit, an intense and impressive amount of work went into the minutest details of the change. A few tasks undertaken and accomplished included:

- Forming a means by which employees could decide whether to keep City employment in a different City department or take the same job with the new Overture Center Foundation.
- Retaining 70% of the staff who were given that choice.
- Creating from scratch all human resources functions, including health insurance benefits, 401(k), vacation policy, work hours, payroll, and so on.
- Partnering with local firm 5NINES to create an information technology infrastructure.
- Hiring a new CEO and several key members of the executive team.
- Ramping up a fundraising effort with a goal triple that of the best fundraising year we'd had previously.
- Forming a Community Advisory Board to help guide community and educational programming.
- Developing initial plans for institutional marketing, fundraising and strategic planning.

In other words, we had to continue running a major arts organization while simultaneously starting a new business. It was a huge challenge and there were many long days and sleepless nights, but we are now poised to refocus one hundred percent of our energy on creating and curating extraordinary experiences for all.

All of this, of course, followed several years of intense work, deep and long discussions, and difficult negotiation. But we were able to arrive at this place, and report amazing success, because of what Paul Fanlund of The Capital *Times* called one of the best examples of "civic problem solving" on record. We owe a debt of gratitude to the City of Madison, our board members, our staff and other stakeholders for sticking with us and helping us through a difficult but very exciting time.

FINANCIAL INFORMATION

STATEMENT OF FINANCIAL POSITION	2011/12 SEASON (June 30, 2012)	2010/11 SEASON (June 30, 2011)
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	3,391,220	2,444,740
Accounts Receivable (net)	241,088	445,076
Pledge Receivable	688,665	607,337
Prepaid Expenses and Other Current Assets	258,343	84,969
TOTAL CURRENT ASSETS	\$4,579,316	\$3,582,122
NVESTMENTS AND OTHER NONCURRENT ASSETS		
Investments (Endowment Fund)	1,135,476	
Pledge Receivable (noncurrent net)	506,661	
TOTAL INVESTMENTS AND OTHER NONCURRENT ASSETS	\$1,642,137	
PROPERTY AND EQUIPMENT (NET)	\$160,095,213	\$189,638,715
OTAL ASSETS	\$166,316,666	\$193,220,837
IABILITIES AND NET ASSETS CURRENT LIABILITIES Accounts Payable	129,831	261,456
Accrued Liabilities	630,479	922,434
Due to the City of Madison	21,416	408,523
Equipment Lease Payable	50,751	
Unearned Revenue	4,172,849	2,499,042
TOTAL CURRENT LIABILITIES	\$5,005,326	\$4,091,455
OTHER NONCURRENT LIABILITIES		
Compensated Absences		500,388
Due to the City of Madison	192,740	
TOTAL LIABILITIES	\$5,198,066	\$4,591,843
IET ASSETS		
Unrestricted	158,643,232	188,021,657
Temporary Restricted	1,645,388	607,337
Permanently Restricted	830,000	
TOTAL NET ASSETS	\$161,118,600	\$188,628,994



Promoters: 6%

Resident Companies: 11%

On January 1, 2012, Overture Center Foundation, Inc. (OCF), a private nonprofit organization, became the sole operator of Overture Center for the Arts. Comparative results shown below represent Madison Cultural Arts District (MCAD), a component unit of the City of Madison, combined with OCF for both fiscal periods ending June 30, 2012 and 2011, with intercompany balances removed.

STATEMENT OF ACTIVITIES	2011/12 SEASON (FY ended June 30, 2012)	2010/11 SEASON (FY ended June 30, 2011)
REVENUE AND SUPPORT		
Ticket Sales and Fees	5,662,248	9,002,499
Facility Rentals and Services	1,721,905	1,430,819
Other Revenue	895,627	716,387
Contributions, Grants and Scholarships (net)	2,323,237	1,224,729
City of Madison Support Grant	1,822,936	1,795,872
TOTAL REVENUE AND SUPPORT	\$12,425,953	\$14,170,306
EXPENSES		
Performance Presentations	5,284,669	7,203,332
Facilities Management and Services	2,289,368	2,353,436
Marketing and Sales	1,952,242	1,884,996
Management and General	1,816,432	2,423,237
Fundraising	271,268	214,824
Depreciation and Amortization	3,386,837	3,829,684
Payment in Lieu of Taxes (City of Madison)	249,200	498,000
TOTAL EXPENSES	\$15,250,016	\$18,407,509
Revenues and Support Less Expenses	(2,824,063)	(4,237,203)
OTHER REVENUES AND EXPENSES		
Interest Income	13,482	37,594
Interest Expense on Advance from City of Madison		(35,577)
Endowment Income (net of expenses)	40,735	100,000
TOTAL OTHER REVENUES AND EXPENSES	\$54,217	\$102,017
CHANGE IN NET ASSETS (before extraordinary items)	(2,769,846)	(4,135,186)
EXTRAORDINARY ITEMS		
Resolution of Lease/Debt		20,403,467
Addition of Endowment Assets	1,174,403	
Adjustment for Compensated Absences/Pension Funding	675,485	
Transfer of Building (condo unit) to MMoCA	(26,590,436)	
CHANGE IN NET ASSETS (after extraordinary items)	(27,510,394)	16,268,281
NET ASSETS - BEGINNING OF YEAR	\$188,628,994	\$172,360,713
NET ASSETS - END OF YEAR	\$161,118,600	\$188,628,994

14 | Overture Center for the Arts

Production Costs: 34%



-Salaries and Wages: 26%

Payment in Lieu of Taxes: 2%

YOU AMAZE US: DEVELOPMENT AND FUNDRAISING

In our first year as an independent nonprofit organization, we set an incredible goal — almost \$2.4 million in contributions and pledges to help support our community and education programming. That was three times the goal we set for the previous year — but we knew you'd come through. We knew this community values the arts, and we knew you'd support what we do to bring the arts to all. And we were right! We met our goal and are already off and running on meeting the same goal again this year.

How did we do it?

- 1,705 individuals gave donations
- 485 individuals donated for the first time
- 688 individuals gave between \$1 and \$99
- 170 individuals gave \$1,000 or more
- I1 foundations committed to grants of almost \$250,000

Our efforts were helped along considerably by two incredible matching grants. MGE Foundation offered to match \$100,000 in individual contributions, and Overture Center Foundation Board Member Dianne Christensen pledged to match another \$250,000. For several months, \$350,000 in small donations were matched, dollar for dollar, and doubled, thanks to these two amazing benefactors.

We have the same goal to meet in the coming year, and it won't get any easier. We are confident, however, in our ability to keep up the momentum, and in the community's commitment to supporting our mission.

Play your part:

Join the ranks of first-time donors. Increase your donation from last year. Tell five friends why you support Overture Center, and invite them to do the same.

ANNUAL CONTRIBUTIONS AND NUMBER OF CONTRIBUTORS

SUN, MARTI Z

2011/12 SEASON



otal Dollar:

Total Number of Contributors

International Festival Photo by John Mania

- 56 local companies gave donations or sponsored programs

THANK YOU

Overture gratefully acknowledges the following contributors to Overture Center for the Arts who help support Overture's free and low-cost community and education programming.

This list reflects donations received between 7/1/11 & 6/30/12.

PUBLIC SUPPORT

An annual \$2 million commitment from the City of Madison helps support Overture and our 14 community engagement programs.

LEGACY SPONSORS

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PLATINUM (\$20,000 +)

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HELPUS INSPIRE

This report offers some ideas for the part you can play in Overture's future. With your help, we truly can engage the entire community in the arts!

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