



OVERTURE CENTER
FOR THE ARTS

ANNUAL REPORT
2019/20





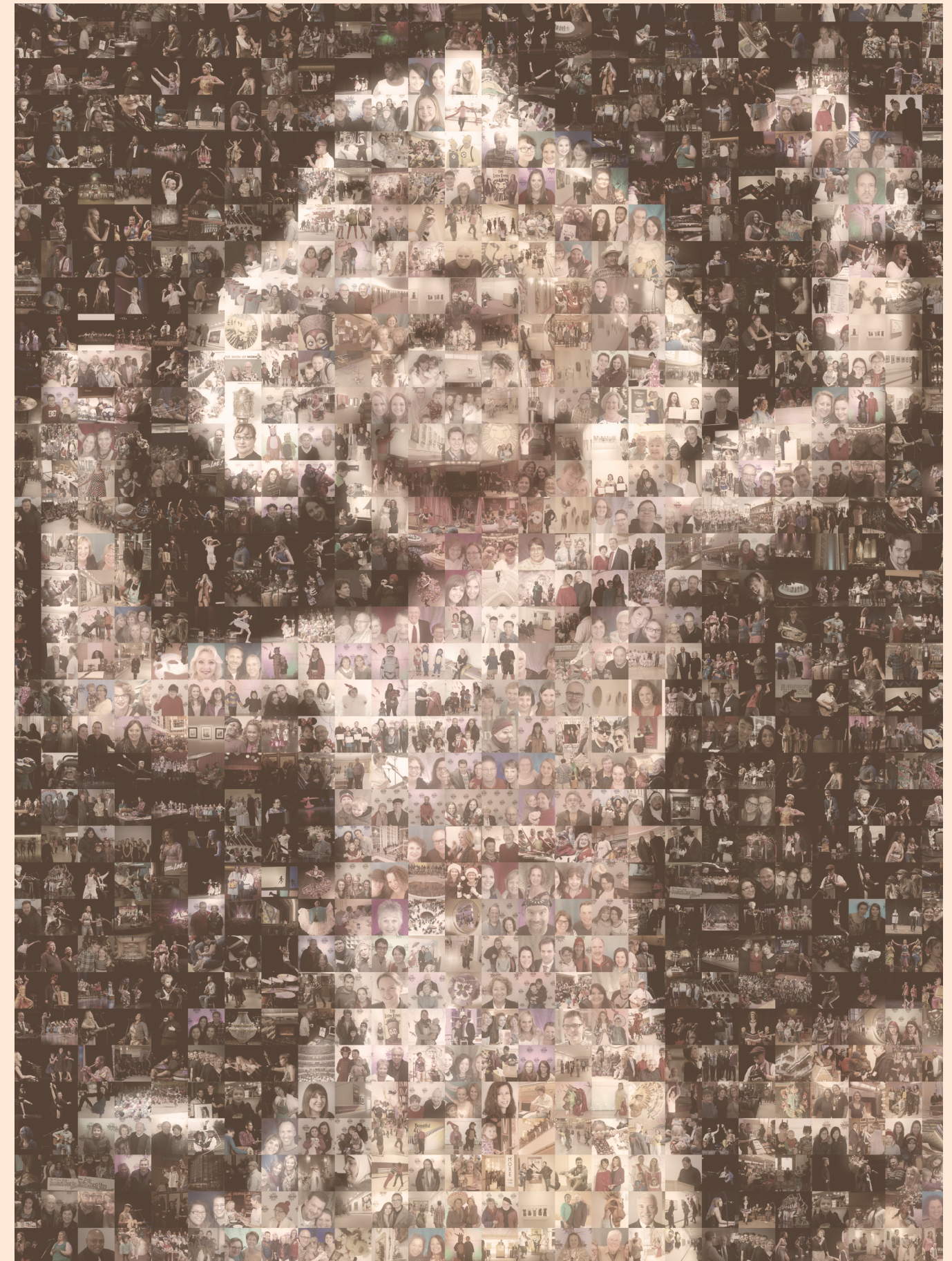
A LETTER FROM THE OVERTURE FAMILY

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



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.

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.

~ ELICITING RAVE
REVIEWS FROM CRITICS
AND SELL-OUT CROWDS
ALIKE, 'HAMILTON' WAS
EVERYTHING WE EXPECTED
AND HOPED FOR!

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.



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.





ADAPTING TO THE TIMES



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.

~ 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.



NOTEWORTHY

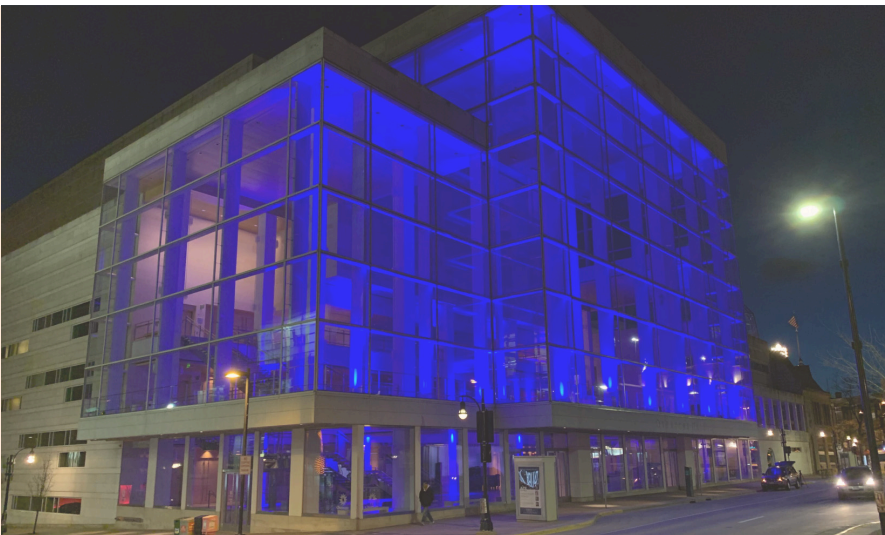


1 GALLERIES

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.

2 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.



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, a program of Carnegie Hall's Weill Music Institute. 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.



A FOCUS ON THE FUTURE



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.

*~ WE LOOK FORWARD TO
THE DAY WHEN WE ALL
WILL GATHER TOGETHER
AGAIN TO CELEBRATE
AND EXPERIENCE THE
TRANSFORMATIVE POWER
OF THE ARTS.*

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
Unearned Revenue	7,859,061
Due to the City of Madison	42,828
TOTAL LIABILITIES	\$10,992,674

NET ASSETS

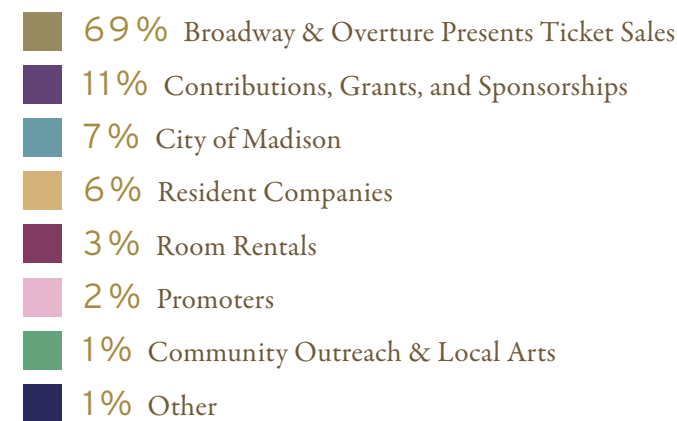
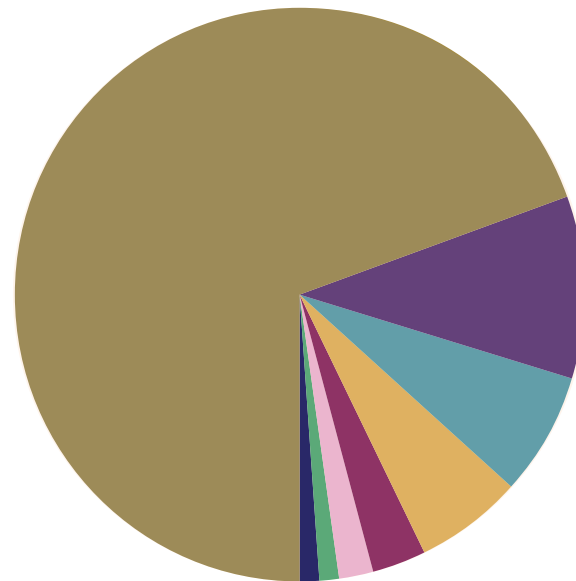
Without Donor Restrictions	137,664,812
With Donor Restrictions	3,658,496
TOTAL NET ASSETS	\$141,323,308

TOTAL LIABILITIES AND NET ASSETS

\$152,315,982

REVENUES BY SOURCE

July 1, 2019 – June 30, 2020



STATEMENT OF ACTIVITIES

For Fiscal Year Ending June 30, 2020

REVENUE AND SUPPORT

Ticket Sales and Fees	\$15,926,172
Contributions, Grants and Sponsorships	2,298,918
Facility Rentals and Services	1,697,641
City of Madison Support Grant	1,600,000
Other Revenue	995,666
TOTAL REVENUE AND SUPPORT	\$22,518,397

EXPENSES

Salaries, Wages and Benefits	7,881,966
Artist and Performance Fees	9,972,801
Advertising	1,059,005
Purchased Services	1,608,404
Professional Services	566,503
Ticketing Fees	36,480
Supplies	393,612
Utilities	630,871
Information Technology	168,346
Insurance	136,317
Other Expenses	36,602
Depreciation and Amortization	3,790,938
Interest Expense	26,990
TOTAL EXPENSES	\$26,308,835
Revenues and Support Less Expenses	\$(3,790,438)

OTHER REVENUES AND EXPENSES

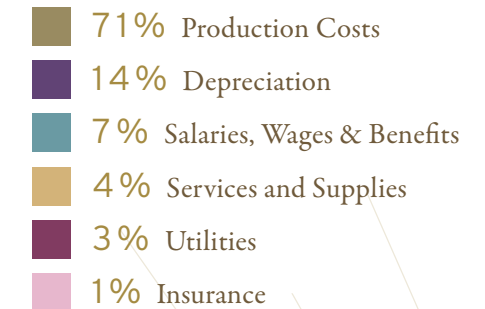
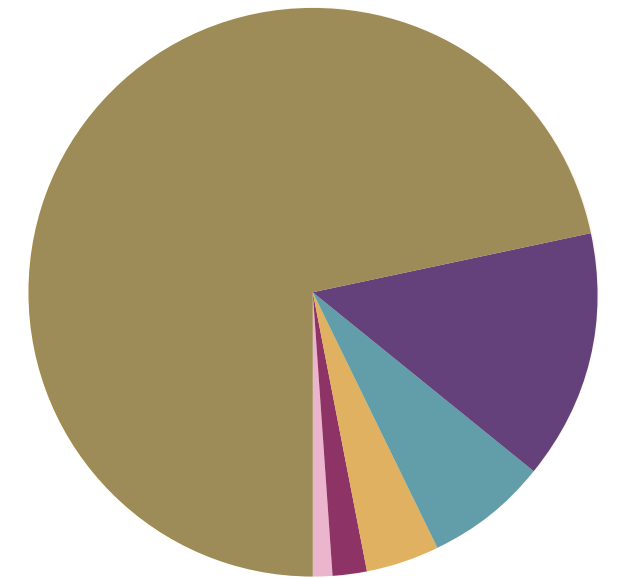
Investment Income	163,174
Endowment Income (net of expenses)	(4,245)
TOTAL OTHER REVENUES AND EXPENSES	\$158,929
CHANGE IN NET ASSETS	\$(3,631,509)

NET ASSETS BEGINNING OF YEAR \$144,954,817

NET ASSETS END OF YEAR \$141,323,308

EXPENSES BY SOURCE

July 1, 2019 – June 30, 2020



THANK YOU



We gratefully acknowledge the following contributors to Overture Center for the Arts.

Public Support

An annual commitment from the City of Madison helps support Overture Center. Mayor Satya Rhodes-Conway, the Madison Common Council and City of Madison residents deserve our gratitude for their generous support.

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 through a transformative gift of \$100,000 or more to Overture and our community.

2019/20

Dianne Christensen
in honor of Sandra Gajic
Bell Laboratories

2018/19

Norman Berven & Barbara
Mittelstaedt Berven
Vance & Jody Tang
Ho-Chunk Gaming Madison

2017/18

Connor Hughes Family
Betty Harris Custer & Custer
Financial Services
Charles & Barbara Saeman
Jack & Sarah Salzwedel
Vance & Jody Tang
Old National Bank

2016/17

Jun & Sandy Lee
Nick & Judy Topitzes
An anonymous couple in honor of Glenda Noel-Ney and Tim Sauers, VP of Programming and Community Engagement, for their dedication to the arts throughout their careers, and their tremendous influence on making Overture this wonderful place to be introduced to, experience and enjoy the arts
An anonymous couple because they believe Overture is a beautiful space that everyone should be able to enjoy
Exact Sciences Corporation

2015/16

Jim & Sue Bakke
Diane Endres Ballweg
Jim Imhoff & Kitty Kuhl
Jonathan & Susan Lipp
Tom & Peggy Pyle

2014/15

An anonymous donor in honor of Ted & Gail DeDee
Ron & Deborah Krantz

2013/14

Bea & Lau Christensen
Joe & Mary Ellyn Sensenbrenner

2012/13

Dianne Christensen
Kelly Family Foundation
Madison Gas & Electric Foundation

Corporate & Foundation Supporters

Historic Sponsor
American Girl's Fund for Children
Madison Gas & Electric Foundation

\$100,000+

American Family Insurance
J. Willard & Alice S. Marriott
Charitable Fund

\$20,000- \$99,999

Associated Bank
A. Paul Jones Charitable Trust
Bell Laboratories
Facility Services Group
Lexus of Madison
Madison Community Foundation
Marriott Daughters Foundation
McKinstry
Park Bank
Sub-Zero Freezer Company Inc
SupraNet Communications, Inc.
Vantegrity Consulting
The Walt Disney Company

\$10,000-\$19,999

Anonymous (2)
CUNA Mutual Group
Custer Financial Services
John J. Frautschi Family Foundation
Madison-Kipp Corporation
Oakwood Village
Perkins Coie LLP
UnityPoint Health - Meriter
Wisconsin Arts Board with funds from the State of Wisconsin and NEA

\$5,000-\$9,999

von Briesen & Roper, S.C.
Axley Brynerson, LLP
BMO Harris Bank
Bruning Foundation
The Burish Group of UBS
Dane Arts
DreamBank
Electronic Theatre Controls, Inc.
Exact Sciences Corporation
Food Fight Inc.
Full Compass Systems, LTD
Goodman's Jewelers
Kayser Automotive Group
Nelnet
Pepsi-Cola of Madison
Savant Capital Management
Stark Company Realty
State Bank of Cross Plains
Steinhafels
TASC
Tito's Handmade Vodka
TRICOR, Inc.
University Research Park

\$2,500 - \$4,999

Arts Midwest
Cedar And Spice
Chocolate Shoppe
Findorff
Hilldale Shopping Center
Ian's Pizza on State
The Madison Club
The Madison Concourse Hotel
Nutcrack
Veridian Homes

\$1,000-\$2,499

Adesys
American Risk Management
Resources
Broadway Across America
Celebrations Entertainment
Chance Productions
Daffodil Parker
DeMarb Brophy LLC
Event Essentials
Herb Kohl Philanthropies
Jewish Federation Of Madison
M3 Insurance Solutions, Inc.
Milwaukee Valve
Neider & Boucher SC
Nonn's Kitchen Bath & Flooring
Think Ink & Design
Soha Diamond Co.
University of Wisconsin - Division of Diversity & Equity
Veridian Homes
WIPFLI LLP

Individual Gifts

\$25,000 - \$49,999

Cummings Christensen Family
Foundation
Mike & Lee Ann Dillis
W. Jerome Frautschi Foundation
Roma E. Lenehan

\$10,000 - \$24,999

Anonymous (3)
The Blake Family
Anna & Andy Burish
Mr. Eliot Butler
Lau & Bea Christensen
The DeAtley Family Foundation
William and Jan DeAtley
Marjorie Devereaux & David Hall
Eric & Joann Eisenhart
Cedric Ellis
Sue & Rob Engelke
Betty & Jerry Fuller
Paul & Ana Hooker
Julie Marriott & David Harding
Jean & Walter Meanwell
J.P. Raymond
Sarah Schaettle, MD
Stephen & Carey Weiler

\$5,000 - \$9,999

Anonymous (2)
In Memory of Michael Aulik-Beere,
Mark Aulik-Beere
Philip & Helen Bradbury
Ellen L. Brothers
Dennis & Lynn Christensen
Steve & Shirley Crocker
Betty Harris Custer & J. Corkey
Custer
Katie Dowling-Marcus & Ben Marcus
Dan & Natalie Erdman
Lynette Fons
Curt & Dawn Hastings
Steve & Elaine Hathaway
Dr. Matthew Hebert and Mrs. Sherri Hebert
Kathleen J. Hempel
Joyce Knutson
Ron & Deborah Krantz
Peggy Lindberg
Jeff & Tiffany Mack
Norma & Doug Madsen
Amanda & Brian Mullen
Tim & Joy Neuville
Zorba & Penny Paster
Reynold V. Peterson
Catherine & David Potter
Larry & Doris Schauff
Dan & Lonnie Schmidt

John & Mary Schroeder
Jeanne & Joe Silverberg
Patty Spires-Merkel & Robert Merkel
Judith & Stuart Stair
Richard & Marcia Taugher
Greg & Jenny Williams
Jessica & James Yehle

\$2,500 - \$4,999

Anonymous (2)
Kristine & Paul Ashe
Tom & Martha Beach
Dianne Benson & Kristin Koeffler
Max Duckworth
Royle Eenigenburg & Jantina Vonk
Rabbi Irvin & Vivian Ehrlich
Roberta Gassman & Lester Pines
Thomas & Mary Beth Haunty
Drs. Debra & Fred Kirchner
Dr. Robert & Phoebe Love
Madigan Family
Jane & Dennis Masaki
James Matras
Dr. Patrick & Linda Mckenna
Joe & LuAnn Meyers
Dennis & Karen Neff
Alicia Ohnstad
Marshal & Millie Osborn
Maxine & Dennis Palmer
Rev. Tony & Dr. Katherine Patterson
John & Susan Pecotte
The Pollock Family in memory of
C. Fred Pollock
Jackie & Gary Rockweiler
Brad & Nicole Smith
James & Judith St. Vincent
Tim & Lori Stadelman
Jane Taves
Thomas E. Terry
LaRynda Thoen & Neil Salyapongse
John & Carol Toussaint
Brian & Jennifer Van Wyk
William Arthur Zorr

\$1,500 - \$2,499

Anonymous (3)
Carla & Fernando Alvarado
Randy & Sue Armstrong
George Austin & Martha Vukelich-
Austin
Jeff & Angela Bartell
Tom & Sally Basting
Dean & Nancy Baumgardner
Mark & Gail Bennett
Paul Berge & Patricia Sweeney
Linda & Niles Berman
Norm Berven & Barbara Mittelstaedt
Berven
Chris Biller
John Birbaum
Dale & Nanci Bjorling
Megan & Christopher Brakebush
Judy & Mark Bunge
Ann Casey
David Coe
Ann Coleman
Kristine & Mark Corey
Robert & Carol Cushing
Henry Daum III & Heidi River
Davis Family, in memory of William
P. Davis
Susan & Greg Decroix
Pamela Walgren & Dan Dooce
Russ & Jean Endres
David & Linda Flakne
Charles N. Ford & Sharon L. James
Michael & Susan Fox
Dennis Funk & Tom Sanew
Jim Sweet & Cate Furay
Deirdre Wilson Garton
Saul C. & Melody K. Glazer
Robin Sweet & John Grande
Emily Gruenewald
Wayne Harris
Susi Haviland
Benny and Jenny Iskandar
Charles & Valerie Kime
Randall Kimple
Larry M. Kneeland
Scott & Mary Kolar Household
Weed Man/ Terry & Kathy Kurth
Stuart Levitan
Kurt Lin & Diane Reeber Lin
Willis Long
Helen & Jeff Mattox
Colleen McCabe
Daniel & Mari Mc Carty
Barbara McGlynn
Laura Meffert
Gale Meyer
Nicholas & Elaine Mischler
Mark & Nancy Moore
David S. Morel
Barbie & Terry Murawski
Linda Baldwin O'Hern & Vince
O'Hern
Laura Peck & Gregory Anderson
Frank & Laurie Peregrine
Evan & Jane Pizer
Geoffrey & Christine Priest
Sara E. Rem
Tom Reps
Guenther & Sharon Ruch
Mrs. Jennifer Rupcich
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Chris Vogel
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Steve & Betsy Wallman
Jim & Linda Welch
William F. White
Theodora Zehner
Daniel & Irene Zimmerman
Jane (Ginger) Zimmerman

\$500 - \$1,499

Anonymous (9)
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Danny Andersen
Norman & Peggy Anderson
John & Donna Andres
Colin & Melissa Anglin
Dennis Appleton & Jennifer Buxton
Lucie Arendt
Mark & Dawn Ashley
B. Peter Austin & Jean Bjorenson
Alex Averbook & Samantha Daniels-
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Carleen Hanson
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Thomas Helscher
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Nick Lane
Donald Lang
Joshua Lang
Ms. Courtney Lanz
Timothy Lardinois
Mrs. Amanda J. Larson

Sid and Juli Larson
Barbara Lazewski
Christopher Lechner
Robert Leschke
Thomas & Margie Lindow
Joshua David Lindsey
Thomas Linley
Chet Lintz
Barbara Loftsgordon
Ronald Luskin & M. Therese Ruzicka
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Maija Maki-Laurila
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It saddens me to see Overture Center closed month after month. I miss the hustle bustle 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 every person 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.

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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.



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“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.”

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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.



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“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.”

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