

REPORT
TO THE
COMMUNITY



OVERTURE
CENTER FOR
THE ARTS

2021/22

A R T S



B U I L D I N G

P E O P L E

A Y E A R O F R E O P E N I N G A N D R E B U I L D I N G

Overture began 2021/22 at an important crossroad. After reducing staff and expenses in 2020/21 by more than 65 percent and the building sitting dormant for more than a year, the organization cautiously reopened and once again began presenting live performances and in-person events.

Health, safety and security concerns were addressed ongoingly for staff, patrons and artists, assuring a safe and healthy environment within Overture. At the same time, investments were made in our aging center, so we can continue to serve as the “home for the arts” for Overture’s programs, resident companies, national and international touring groups and local arts for generations to come.

The infrastructure was rebuilt thoughtfully, including recruiting, hiring and training employees and intentionally creating an organizational culture to inspire an engaged, curious and effective workforce. The civil unrest from the previous year affirmed Overture’s commitment to elevate equity, diversity and inclusion in our practice and seek to promote the ideals of racial and social justice in our community.

Our reopening was an opportunity to consciously rebuild Overture by focusing on the internal structures to support our greatest asset – our relationship with the community. Investing in the fundamentals now will lead to measured, intentional growth to achieve long-term sustainability, increased mission impact and an environment that truly provides extraordinary experiences in the arts for all.

Our organizational pillars are our foundation, and we cannot exist without them. “Arts,” “People” and our “Building” reflect why we are here, who we serve and where we do it. The following pages of this 2021/22 annual report will focus on our productivity and achievements in these three areas.

Much of our success depends on the support from our community. We are grateful for your contributions that help ensure we can continue our mission to support and elevate our community’s creative culture, economy and quality of life through the arts.

Sincerely,

Jacque Goetz, Chief Operations Officer

Emily Gruenewald, Chief Development and Communications Officer

Dr. Ed Holmes, Chief Equity and Innovation Officer

Tim Sauers, Chief Artistic Experiences Officer


Chris Vogel, Chief Financial Officer/Chief Business Officer

Acknowledging Ho-Chunk Nation’s ancestral lands, Overture Center for the Arts celebrates the rich traditions, heritage and culture that thrived long before our arrival. Overture respectfully recognizes this Ho-Chunk land and affirms that we are better when we stand together.

ARTS



ALVIN AILEY AMERICAN DANCE THEATER | PHOTO BY DARIO CALMESE



THE ARTS ARE WHY WE EXIST.
ART IS OUR PASSION, WHAT WE
CAN DO BETTER THAN ANYONE
ELSE AND OUR ECONOMIC
DRIVER. IT IS THE MEANS
OF OUR MISSION, INCLUDING
PRESENTING PERFORMANCES AND
EDUCATION AND ENGAGEMENT
PROGRAMS ALONG WITH
SUPPORTING RESIDENT ARTS
COMPANIES, LOCAL ARTS, ARTIST
DEVELOPMENT AND EMPLOYMENT.
THE ARTS ARE CENTRAL TO ALL
WE DO.



A R T S H I G H L I G H T S



Known as Madison's "home for the arts," Overture Center takes this title seriously. In 2021/22, our programs presented 611 City of Madison artists as well as 1,097 Dane County artists and 549 touring artists. In addition, our nine resident companies presented 169 performances and events featuring hundreds of local and national artists. Overall, Overture patrons enjoyed 223,475 in-person experiences and 498,423 online engagements, equaling 721,898 experiences and engagements. Add in 64,675 resident company experiences and the total is 786,573 artistic experiences!

OVERTURE PRESENTS

In first quarter, audiences were welcomed back to Overture for Tom Segura performances on Sept. 15-16. Two nearly sold-out shows equaled 4,082 attendees.

COVID-19 continued to impact business in the second and third quarters with three cancellations and two reschedules. Altogether, Overture presented 25 shows, which brought in 15,854 attendees. "Mike Birbiglia Live!," "Mannheim Steamroller Christmas by Chip Davis" and "An Evening with David Sedaris" in Q2 along with "Dancing with the Stars - Live Tour 2022," "Alvin Ailey American Dance Theater" and "Alton Brown Live: Beyond the Eats" in Q3 drew the largest audiences.

The year ended with an abundance of live performances! Twenty-five shows accrued 17,619 attendees in fourth quarter. Highest selling shows were "STOMP," "Harry Potter & The Goblet of Fire in Concert with the Madison Symphony Orchestra," "Whose Live Anyway?" and "RAIN - A Tribute to The Beatles."

OVERTURE PRESENTS SPONSORS ARE BELL LABORATORIES, BURISH GROUP OF UBS, EXACT SCIENCES, JEFF & TIFFANY MACK, NELNET, STATE BANK OF CROSS PLAINS AND SUPRANET COMMUNICATIONS, INC.



More than **2,200 artists** were featured in Overture programs and exhibits.



BROADWAY AT OVERTURE

Broadway 2021/22 subscriptions exceeded our goal! We received 800+ new subscriptions for more than 8,500 total subscriptions.

Broadway returned to Overture with a special Broadway Club performance of “Kerry Butler: Breaking Broadway” on Saturday, Oct. 9 followed by “Fiddler on the Roof,” Tuesday, Nov. 16 through Sunday, Nov. 21. Ten performances accrued 12,924 attendees.

Broadway’s first show of 2022, “Mean Girls,” was rescheduled to Aug. 30 through Sept. 4, 2022, due to COVID-19. February and March brought two successful Broadway runs – “Hairspray” and “The Prom” – with 16 performances and 22,891 attendees.

In fourth quarter, Broadway continued with two show runs of eight performances each: “Dear Evan Hansen” and “Ain’t Too Proud: The Life and Times of The Temptations,” filling 27,548 seats.

The 2022/23 season, featuring the Broadway, Overture Presents, National Geographic Live, Cabaret and new Up Close series, was announced on Monday, May 2 in a live (and livestreamed) event from Overture Hall. About 350 patrons attended in person and 1,200 attended virtually.

New this year, the development team hosted its first “Business to Broadway” donor events, drawing 35 community business leaders to two pre-show events.

BROADWAY AT OVERTURE SERIES IS PRESENTED BY AMERICAN FAMILY INSURANCE. 2021/22 BROADWAY COMMUNITY PARTNERS ARE ASSOCIATED BANK, J.H. FINDORFF AND SON INC., PARK BANK AND SUPRANET COMMUNICATIONS, INC.

Overture
patrons enjoyed
223,475
in-person
experiences.



EDUCATION & ENGAGEMENT PROGRAMS

In 2021/22, Education & Engagement programs presented 342 events, attracting nearly 56,000 attendees and viewers.

While many events returned in-person, we continued to offer limited livestream options for Kids in the Rotunda, Cocktails with Tim & Karra, the Jerry Awards annual show and more. Digital programs achieved 25,590 engagements.

The Lullaby Project

In November, we relaunched the Lullaby Project, which uses the creative process of songwriting to help new and expectant parents express their hopes and dreams for the future through music. The project pairs local singer-songwriters with new and expectant parents and caregivers to create personal lullabies for their children, supporting maternal health, aiding child development and strengthening the bond between parent and child. Teaching artists worked with pregnant teens and new moms in Madison Metropolitan School District’s Capital High Parenting Program and UnityPoint Health - Meriter’s family and parent support groups, providing one-on-one writing and recording sessions virtually and in person. Over the year, the project featured eight local artists working with parents and caregivers at 57 events.



THE LULLABY PROJECT IS FUNDED BY UNITYPOINT HEALTH-MERITER, DANE COUNTY CULTURAL AFFAIRS COMMISSION AND CONTRIBUTIONS TO OVERTURE CENTER FOR THE ARTS.

“ Mocha bean, my mini-me, You’re making me want to be, better and better, stronger and stronger, So you can look up to me, for the rest of your life. ”

- LULLABY VERSE

Kids in the Rotunda

Kids in the Rotunda, Overture's free, family-friendly Saturday arts performance series, returned with virtual shows in January. In-person programming returned in February with livestreams available once a month to increase accessibility for families. Twenty-five performances featuring 86 artists entertained 7,787 attendees.

Kids in the Rotunda "On the Road" visited Madison's Allis Elementary School and Olson Elementary School in June for two events featuring artist Angela Puerta, with 250 students attending each show. Performances continued over the summer, visiting elementary schools as part of a special Summer Arts Academy.

KIDS IN THE ROTUNDA IS FUNDED BY THE AMERICAN GIRL'S FUND FOR CHILDREN, MADISON GAS & ELECTRIC, KUEHN FAMILY FOUNDATION, UNITYPOINT HEALTH-MERITER, IAN'S PIZZA ON STATE AND CONTRIBUTIONS TO OVERTURE CENTER FOR THE ARTS.



ANNA KUBILUS



FOCAL FLAME

International Festival

On Saturday, March 19, International Festival returned live throughout Overture Center, featuring 30 free performances by 523 local artists who call Dane County home, plus food vendors, local artisans and other community organizations. Select performances were livestreamed on our Facebook page. More than 130 school groups participated virtually, including all language teachers in Madison Metropolitan School District who collaborated on a lesson. In all, the event provided 12,801 in-person and online international arts experiences.

COMMUNITY PARTNERS FOR INTERNATIONAL FESTIVAL ARE HO-CHUNK GAMING MADISON, CUNA MUTUAL GROUP, MADISON COMMUNITY FOUNDATION AND THE DANE COUNTY CULTURAL AFFAIRS COMMISSION.

OnStage Field Trips

In-person OnStage Student Field Trips returned in the fourth quarter with six shows, equaling 4,189 attendees and 60 touring artists. Highest attended shows were Afrique en Cirque and Mariachi Herencia de México.

Teacher feedback:

"School opportunities at Overture may be the only time some of our students get to experience theater."

"Many of our students very rarely leave our small town or see opportunities to participate in music outside of school. This performance was an exciting way for students to experience the world outside of their small bubble."

ONSTAGE STUDE FIELD TRIPS ARE FUNDED BY THE AMERICAN GIRL'S FUND FOR CHILDREN, GREEN BAY PACKERS FOUNDATION, THE DANE COUNTY CULTURAL AFFAIRS COMMISSION AND CONTRIBUTIONS TO OVERTURE CENTER FOR THE ARTS.



ANNA KUBILUS



Jerry Awards & Ensemble

This year Jerry Awards reviewers reviewed 85 high school musical performances. On Sunday, June 12, the annual Jerry Awards show was held live in Overture Hall, welcoming nearly 700 participants on stage to a sold-out house. The livestreamed show received more than 12,000 views. Following the show, two Jerry Awards recipients (Catherine Gernetzke and Brendan Moore) represented Overture Center at the National High School Musical Theater Awards (The Jimmy Awards) in New York City.

THE JERRY AWARDS ARE SPONSORED BY OLD NATIONAL BANK AND AMERICAN GIRL'S FUND FOR CHILDREN WITH ADDITIONAL FUNDING PROVIDED BY KATIE DOWLING-MARCUS & BEN MARCUS AND CONTRIBUTIONS TO OVERTURE CENTER FOR THE ARTS.

Cocktails with Tim & Karra

Ten Cocktails with Tim & Karra events were held in 2021/22. These Broadway talks were themed for "Fiddler on the Roof" (November), "Mean Girls" (January), "Hairspray" (February), "The Prom" (March) and "Dear Evan Hansen"/"Ain't Too Proud" (May) and featured 42 local artists and attracted 1,733 total attendees.



Cocktails with
Tim & Karra attracted
1,733 attendees.

Meet the Artist

Approximately 2,500 ticket holders participated in Q&A with performers during nine "Meet the Artist" sessions. The most popular events included the National Geographic Live shows ("When Women Ruled the World," "The Secret Life of Bears," "Improbable Ascent" and "Invisible Wonders"), "What the Constitution Means to Me" and "Alvin Ailey American Dance Theater."





SHILOAH COLEY AND YOUTH



EVERYTHING COVID, PLAYHOUSE GALLERY

GALLERIES

On Thursday, Sept. 9, after more than a year of empty walls, Overture Galleries introduced four exhibitions, featuring colorful, engaging artwork by 90 local artists, including a powerful “Everything COVID” exhibit in Playhouse Gallery.

Overture Galleries joined forces with University of Wisconsin-Madison’s School of Human Ecology to present the Día de los Muertos Community Altar Project, Oct. 28-Nov. 14, a participatory project drawing on the Day of the Dead altar-making traditions of Mexico and remembrance traditions worldwide. The project featured altars by 80 community members. The Day of the Dead Community Altar Sharing Story & Celebration on Monday, Nov. 8 drew 120 attendees.

Overture Galleries opened its winter/spring cycle on Tuesday, Jan. 25, featuring four printmaking exhibitions and 55 artists. The exhibits coincided with the Southern Graphic Council International’s “Our Shared Future” printmaking conference in Madison.



DÍA DE LOS MUERTOS COMMUNITY ALTAR PROJECT

Spring/summer exhibitions opened on April 26 and explored how we understand our world. Sixteen artists were featured in Galleries I, II and III and 15 artists were featured in “Life As We Don’t Know It” in Playhouse Gallery.

The Latino Art Fair celebrated Latino art and artists on Saturday, May 7. The event featured 15 local visual artists and various arts activities. The evening concluded with a ticketed performance to Mariachi Herencia de México in Capitol Theater. Partners included Latinos Organized for Understanding and Development (LOUD) and the Wisconsin Latino Chamber of Commerce.

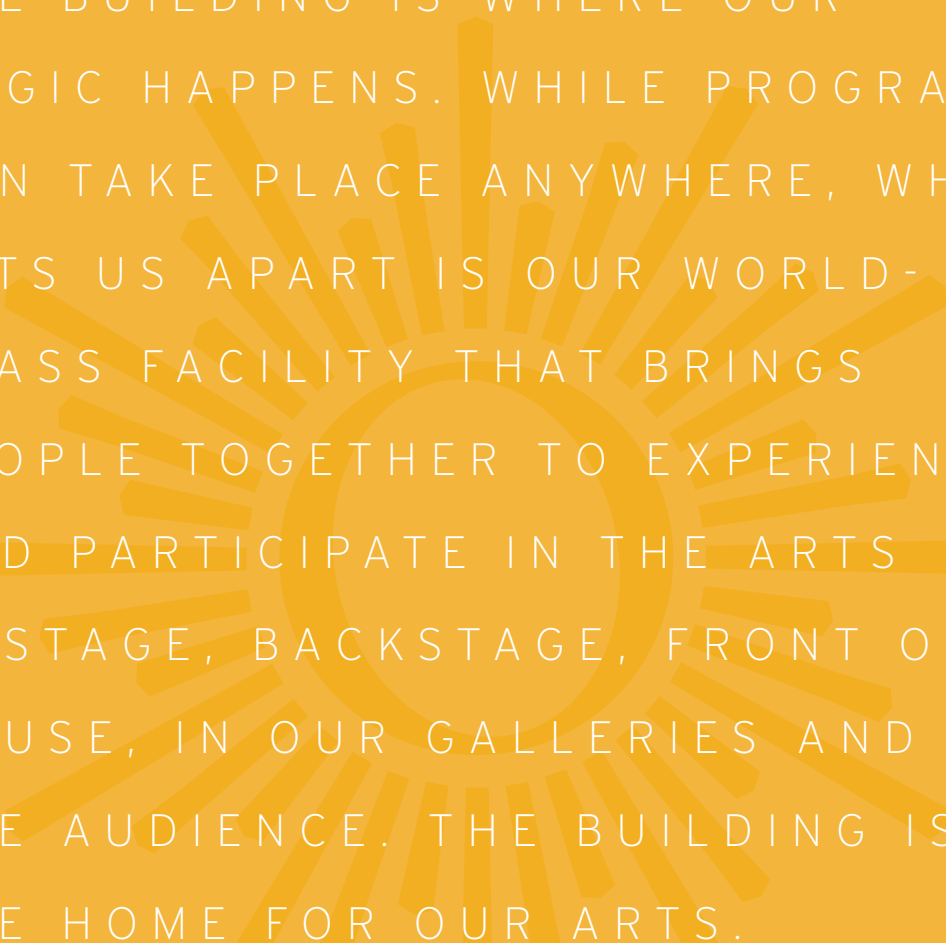
Throughout the year, partnerships with UW-Madison Cartography Lab, Vox Populi Print Collective, Southern Graphic Council International, UW-Madison Art Department and the Marie Christine Kohler Fellows Program at the Wisconsin Institute of Discovery helped recognize and display a variety of local and regional art.

OVERTURE GALLERIES ARE SPONSORED BY THE ARTS ACCESS FUND, A COMPONENT FUND OF THE MADISON COMMUNITY FOUNDATION AND BY CONTRIBUTIONS TO OVERTURE CENTER FOR THE ARTS.

Fourteen
pieces of artwork
were sold in
2021/22 for
\$4,178 total.

BUILDING





THE BUILDING IS WHERE OUR
MAGIC HAPPENS. WHILE PROGRAMS
CAN TAKE PLACE ANYWHERE, WHAT
SETS US APART IS OUR WORLD-
CLASS FACILITY THAT BRINGS
PEOPLE TOGETHER TO EXPERIENCE
AND PARTICIPATE IN THE ARTS
ONSTAGE, BACKSTAGE, FRONT OF
HOUSE, IN OUR GALLERIES AND IN
THE AUDIENCE. THE BUILDING IS
THE HOME FOR OUR ARTS.



BUILDING HIGHLIGHTS



SHUTTERED VENUE OPERATORS GRANT

In spring 2021, we completed the Shuttered Venues Operators Grant application, and Overture Center received a \$10 million grant in the summer. These funds were essential in the ramping up and reopening phases when earned revenue was little to none.

REOPENING

We reopened the building to staff on Monday, Aug. 16 and to the public on Monday, Aug. 30. In December, we returned to a remote workplace for all but essential employees due to the rise in COVID-19 Omicron cases. In April, remote workplace rules eased as COVID-19 cases dropped, with a hybrid work model option available as appropriate.

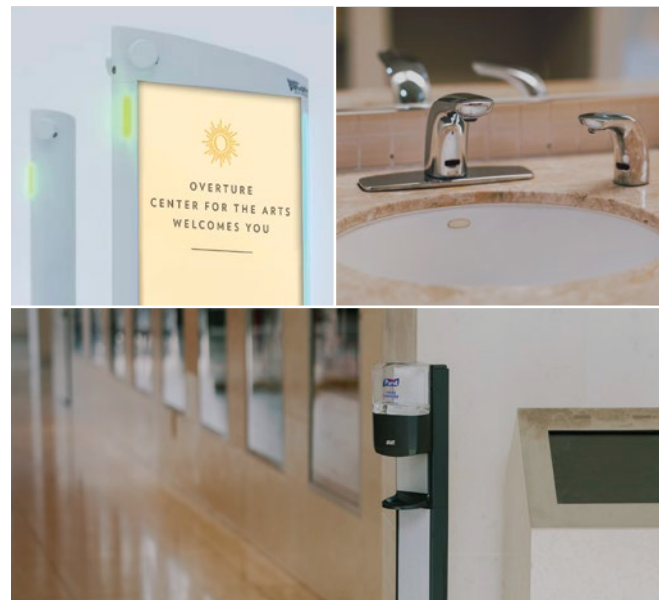
BEST PRACTICES

We engaged McKinstry to provide an independent third-party review of our mitigation measures related to the facilities HVAC systems. The "Summary of Findings" stated that we "have been diligent in preparing the facility to re-open for performances, have taken action to comply with all relevant guidelines published by ASHRAE, the CDC and PHMDC, and have implemented industry best practices." Based on the HVAC system improvements combined with the physical and behavioral COVID-19 safety measures and protocols in place, McKinstry's opinion is that "Overture is taking more than adequate COVID-19 mitigation measures to provide their staff, performers and patrons with a safe environment."

HEALTH & SAFETY

To create the healthiest and safest environment for the return of employees, patrons, artists, volunteers and guests, we made several updates to our facility and operations:

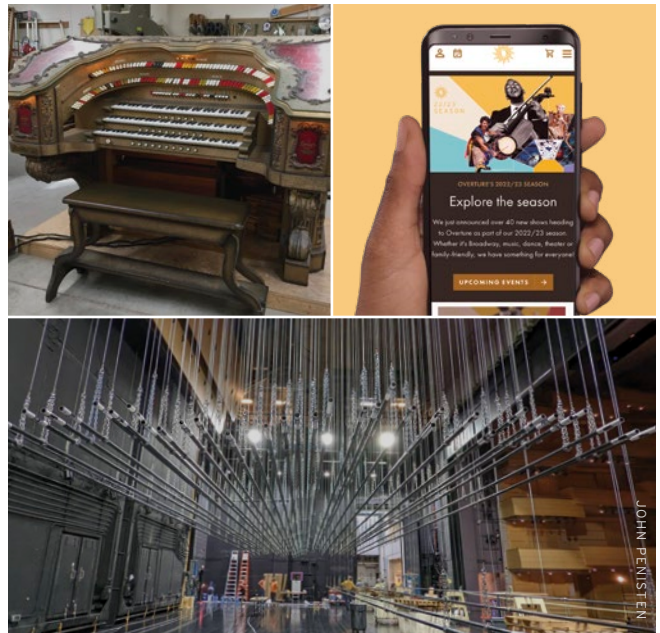
- Installed touchless walkthrough security systems at entrances.
- Installed touchless credit card readers at the ticket office.
- Installed touchless ticket scanning devices.
- Installed touchless fixtures in all restrooms.
- Provided touchless hand sanitation stations throughout the building.
- Increased routine cleaning and sanitation throughout the building.



IMPROVEMENTS

In 2021/22, we conducted 20 major facility-improvement projects:

- Refinished Overture Hall Main Lobby floor.
- Replaced and repaired Henry Street doors.
- Replaced damaged stair tread near Henry Street entrance.
- Installed video conference system in conference rooms.
- Upgraded Rotunda cove lighting.
- Replaced three roofs and repaired one damaged roof.
- Upgraded video monitors in Overture Hall, Capitol Theater and Playhouse dressing rooms and green rooms.
- Upgraded camera and controls in Playhouse theater.
- Remodeled tech and catering offices.
- Began building envelop restoration project.
- Upgraded elevator software with new fiberoptic cable.
- Began Overture Hall manual counterweight rigging system renovation.
- Replaced security cameras building-wide.
- Replaced cooling coil in air handler.
- Upgraded digital marketing computer and camera.
- Upgraded CATV system.
- Restored Steinway piano.
- Restored Grand Barton Organ.
- Redesigned overture.org website.
- Fireproofed Overture Hall main curtain.



PRIVATE EVENTS

Overture Center continued to serve as a destination venue for conferences, banquets, weddings and meetings, offering five theaters and multi-level spaces with onsite catering, advanced audio-visual technologies and incredible downtown views. Throughout the year, we presented 136 private events.

POLICIES

Upon reopening, proof of vaccinations or negative COVID-19 tests along with face masks were required to enter the building. In March and April, we eased COVID-19 requirements, transitioning from “mask required” to “masks optional but recommended” and removed the requirement for proof of vaccination or a negative test as a condition for entry. Some resident companies continued to require masks for their performances.

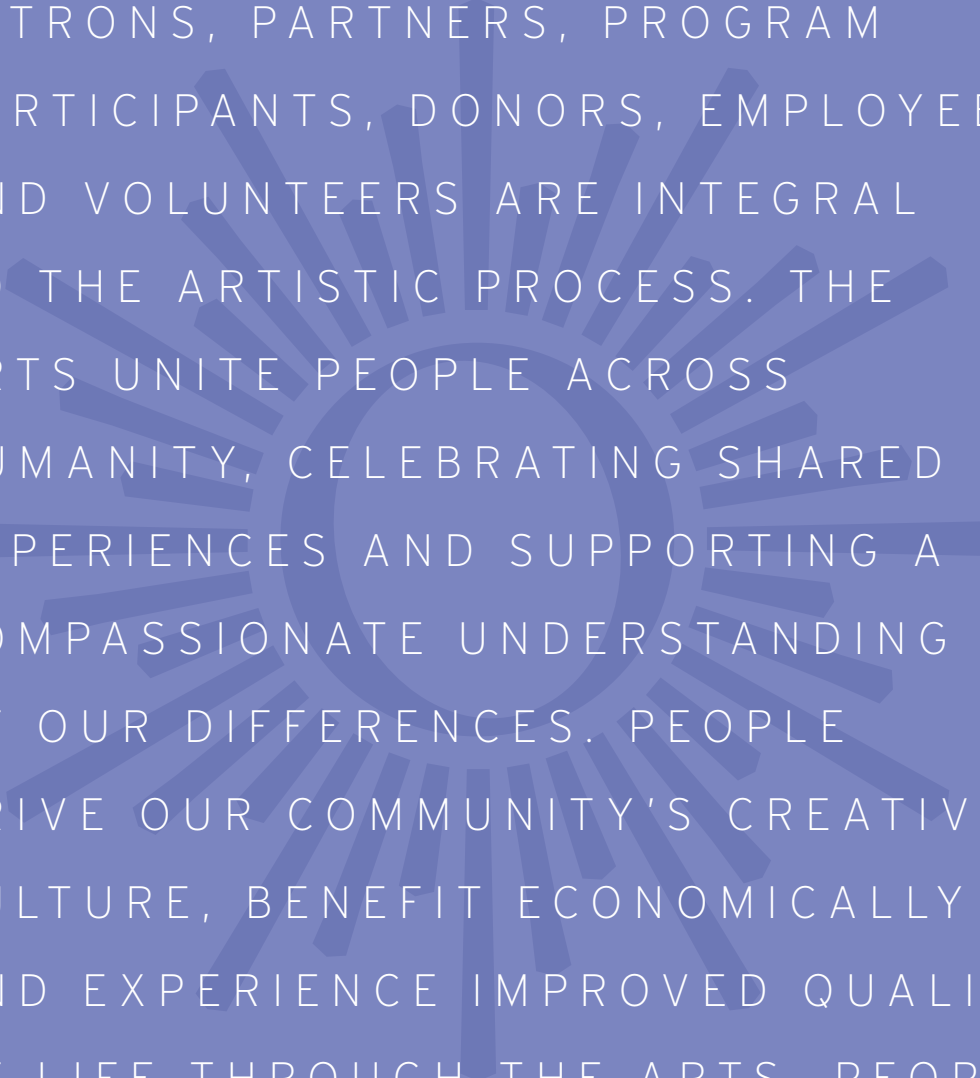
“Overture is taking more than adequate **COVID-19 mitigation** measures to provide their staff, performers and patrons with a **safe environment.**”

- MCKINSTRY SUMMARY OF FINDINGS



AMADOU KROMAH

PEOPLE



RELATIONSHIPS DRIVE OUR WORK. PATRONS, PARTNERS, PROGRAM PARTICIPANTS, DONORS, EMPLOYEES AND VOLUNTEERS ARE INTEGRAL TO THE ARTISTIC PROCESS. THE ARTS UNITE PEOPLE ACROSS HUMANITY, CELEBRATING SHARED EXPERIENCES AND SUPPORTING A COMPASSIONATE UNDERSTANDING OF OUR DIFFERENCES. PEOPLE DRIVE OUR COMMUNITY'S CREATIVE CULTURE, BENEFIT ECONOMICALLY AND EXPERIENCE IMPROVED QUALITY OF LIFE THROUGH THE ARTS. PEOPLE ARE WHO WE SERVE.



SHARED LEADERSHIP

Overture announced its shared executive leadership team on July 6, 2021.

“The Overture Center Foundation Board unanimously approved the shared leadership model, and we are confident in our team to help lead this organization,” said Overture Foundation Board Chair Pablo Sanchez.

OVERTURE’S EXECUTIVE LEADERSHIP TEAM, PICTURED FROM L. TO R.: DR. ED HOLMES, CHRIS VOGEL, EMILY GRUENEWALD, TIM SAUERS, JACQUIE GOETZ



MARTIN JENICH

“ Using a shared leadership model lessens the organization’s dependence on any one person and strengthens strategic thinking and decision-making capacity across a broader range of staff members. ”

PABLO SANCHEZ, OVERTURE FOUNDATION CHAIR



REOPENING

In late spring and summer 2021, some regular full-time and part-time staff were recalled to work on projects to get the building ready for guests to return. At the same time, we started to plan for the return of some of our variable positions to help with summer events. We continued bringing back staff and by July had no remaining employees on temporary layoff. In August and September, we welcomed 25 new employees. In October, we welcomed 10 more new employees. In November, we added 40 new staff members – moving from 35 percent of pre-pandemic employee levels to 80 percent.

VACCINATIONS

In the ramp up and reopening phases, Overture established policies and processes requiring staff and volunteers to be fully vaccinated, with nearly 100 percent compliance. The organization implemented proof of vaccination or negative COVID-19 test requirement for patrons.



AMADOU KROMAH

FEEDBACK

Overture team rose to the occasion to provide extraordinary experiences in the arts for our community, reopening amidst challenging conditions and new policies. Many patrons shared positive feedback in our post-show surveys:

“ I was very pleased with all the precautions the Overture Center has implemented to ensure the safety of its patrons. **Thank you.** ”

We were very impressed with your system of protection from COVID that was in place. Thank you for helping us enjoy the show and stay safe.

We were very impressed and appreciative of the steps taken to ensure everyone's safety during these crazy times. We noted at least three ushers asking patrons to put their mask back on. Kudos to them and to Overture for including that in the safety process!

“ It felt so good to be back at **Overture Center for live theater!** Thank you for being so diligent with your COVID-19 protocols. ”

Face-masks and vaccination verification was appreciated. Easy access in and out. Beautiful, clean environment.

“ **Love, love, love** the tactful and intelligent handling of COVID-19 status and security. ”

Glad to be back. Getting through security and showing our vaccine record and ID was fast and easy. Thanks for providing a safe environment and a great show.

“ The upfront check-in was a **very smooth** process, and everyone wore their masks, so I felt very safe in the theater. **Thank you!** ”

SO GOOD TO BE BACK!



Total annual fundraising exceeded our goal, totaling **\$3.5 million.**

FUNDRAISING

Our annual match campaign from October-December 2021 raised \$536,681. Thank you to our Local Legend, Dierdre Garton, and Corporate Champion, J.H. Findorff & Son Inc., for their generous match and inspiration to the community.

The development team hosted 76 donor events with more than 3,300 attendees. Total annual fundraising exceeded our goal, totaling \$3.5 million.

CREATING BUZZ

We created positive “buzz” through public relations and communications to support sales and fundraising goals. Over the course of the year, we achieved more than 1,000 media impressions, reaching 1.2 billion people, valued at \$11.4 million.

EQUITY & INNOVATION

Staff members continued their education in justice, equity, diversity and inclusion through a variety of workshops, meetings and resources.

- Dr. Kenneth Hardy presented two workshops to staff, board, Community Advisory Council and resident company members: “Talking About Race: Strategies for Staying in the Conversation” in October and “Beyond Escalation and Impasse” in January.
- Paul Forbes of Leading with Hearts & Minds presented two workshops on Wednesday and Thursday, June 1-2, 2022, to staff, volunteers, board, Community Advisory Council and resident company members.
- The Employee Inclusion Council presented six Let’s Break to Educate lunchtime learning opportunities for staff, discussing racism in the touring industry, land acknowledgments, Fannie Lou Hamer and white supremacy culture in non-profit organizations.
- Overture staff participated in virtual sessions of the Madison 365 Leadership Summit, Oct. 18-22, 2021.



- We celebrated Black leadership in Madison at the screening of a new documentary, Leaders of Madison's Black "Renaissance," in February and partnered with UW-Madison's Office of Multicultural Arts Initiatives to provide tickets to students to the Alvin Ailey American Dance Theater performance in March and to host the Line Breaks Festival in April.
- Distribution of the bi-monthly digital Equity & Innovation newsletter increased dramatically from 300 recipients in Q1 to 966 recipients in Q4.
- Overture Center's Equity and Innovation Statement and Organizational Commitments were approved by the board and shared with all staff.



Equity and Innovation Statement

Overture Center for the Arts is committed to social and racial justice through a focus on access, equity, diversity and inclusion. We aspire to breakdown the social constructs that have served to divide us by race, ethnicity, gender identity, sexual orientation, religion and range of abilities.

We support an arts community that engages and uplifts people of diverse backgrounds, especially those who have historically been marginalized and left on the periphery of traditional arts organizations. We aim to ensure members of our diverse community are represented and included in all facets of Overture Center, creating an environment where everyone is welcome and feels a sense of belonging.

As we embark on this important journey, we will continually strive to build a strong organization dedicated to the advancement of the arts by engaging our diverse community in all we do. Equity through innovation positions us to have a profound impact on those we serve today, tomorrow and into the future.



2021 / 22 FINANCIALS

STATEMENT OF FINANCIAL POSITION

As of June 30, 2022

ASSETS

Cash and Cash Equivalents	\$23,294,863
Accounts Receivable (net)	611,551
Unconditional Promises to Give (net)	1,009,100
Beneficial Interest in Assets Held by Madison Community Foundation	1,574,463
Investments	3,781,213
Prepaid Expenses	376,338
Property and Equipment (net)	132,594,245
TOTAL ASSETS	\$163,241,773

LIABILITIES

Accounts Payable	300,169
Accrued Liabilities	1,274,887
Notes Payable	523,134
Unearned Revenue	12,271,760
TOTAL LIABILITIES	\$14,369,950

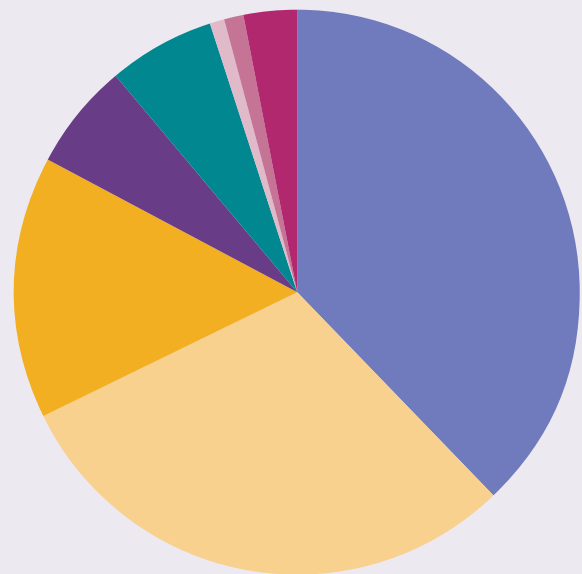
NET ASSETS

Without Donor Restrictions	144,190,815
With Donor Restrictions	4,681,008
TOTAL NET ASSETS	\$148,871,823

TOTAL LIABILITIES AND NET ASSETS **\$163,241,773**

REVENUES BY SOURCE

July 1, 2021– June 30, 2022



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

STATEMENT OF ACTIVITIES

For Fiscal Year Ending June 30, 2022

REVENUE AND SUPPORT

Ticket Sales and Fees	\$8,281,797
Facility Rentals and Services	1,477,101
Other Revenue	1,101,984
Contributions, Grants and Sponsorships	3,193,243
Shuttered Venue Operators Grant	10,000,000
City of Madison Support Grant	1,550,000
TOTAL REVENUE AND SUPPORT	\$25,604,125

EXPENSES

Salaries, Wages and Benefits	7,287,170
Artist and Performance Fees	4,063,409
Advertising	602,639
Purchased Services	1,355,147
Professional Services	194,131
Ticketing Fees	5,000
Supplies	495,548
Utilities	789,536
Information Technology	368,026
Insurance	142,902
Other Expenses	42,816
Depreciation and Amortization	3,704,683
Interest Expense	16,887
TOTAL EXPENSES	\$19,067,894
Revenues and Support Less Expenses	\$6,536,231

OTHER REVENUES

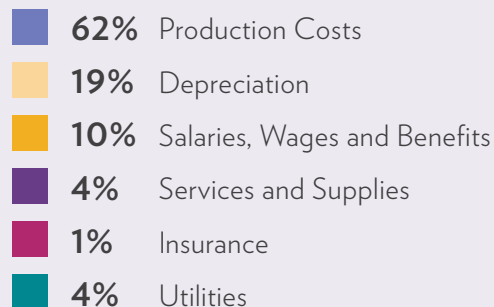
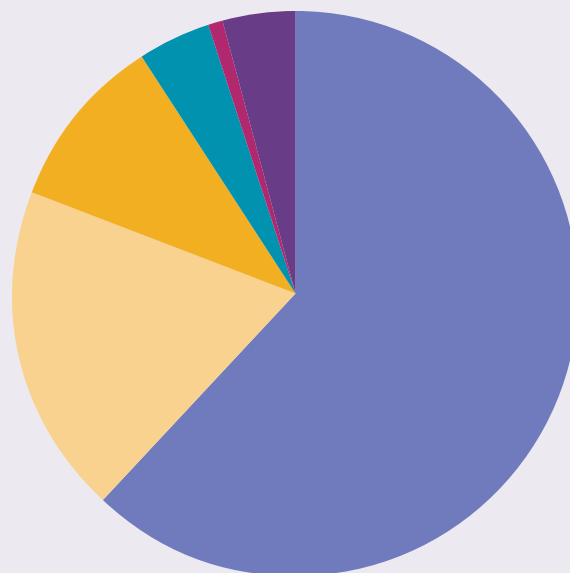
Investment Income	(85,133)
Endowment Income (net of expenses)	381,709
TOTAL OTHER REVENUES	\$296,576
CHANGE IN NET ASSETS	\$6,832,807

NET ASSETS BEGINNING OF YEAR \$142,039,016

NET ASSETS END OF YEAR \$148,871,823

EXPENSES BY SOURCE

July 1, 2021– June 30, 2022



T H A N K Y O U

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

PUBLIC SUPPORT

An annual grant from the City of Madison's Room Tax Commission helps support Overture Center. We extend our gratitude to Mayor Satya Rhodes-Conway, the Madison Room Tax Commission and visitors who enjoy our city for their generous support.

LOCAL LEGENDS AND CORPORATE CHAMPIONS

The Local Legends and Corporate Champions program honors individuals and organizations who lead by example in their support of the arts and community engagement. We celebrate those who wish to create a legacy through a transformative gift of \$100,000 or more to Overture and our community.

2021-22

Deirdre Garton
J.H. Findorff & Son Inc.

2019-20

Dianne Christensen
Bell Laboratories, Inc.

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 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, Inc.

CORPORATE AND FOUNDATION SPONSORS

The following list represents corporations and foundations who have committed annual gifts recognized during the time period of July 1, 2021 - June 30, 2022.

Historic Sponsor

American Girl's Fund for Children
Madison Gas & Electric Foundation, Inc.

Diamond (\$20,000+)

American Family Insurance
Associated Bank
Bell Laboratories, Inc.
Cambridge Winery
Exact Sciences Corporation
Jennie H. Olson Charitable Foundation
J.H. Findorff and Son Inc.
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With Overture Center's reopening in September 2021, we saw just how essential the arts are in creating a thriving community and fueling economic growth. As we learned to navigate the new "normal," we were overjoyed to welcome back our donors, patrons and artists to once again experience the exhilaration of live performances.

The strength of Overture's return was only made possible by the generous support of nearly 3,000 donors who gave more than \$3.5 million. Overture's education and engagement programs, capital projects and endowment were all bolstered through this financial commitment.

Overture Center is dedicated to ensuring everyone, both in Madison and around the region, has access to quality arts experiences. With your financial support, Overture will continue to harness the power of the arts and culture to improve communities across our region.

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Corporate Champions contribute \$100,000 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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In May 2020, Overture Center and its nine resident arts groups worked with Madison Community Foundation to establish an Overture Resident Company Rent Relief Fund. The fund helped organizations weather uncertainty as Overture reopened in 2021 by covering rental costs for practice, performance and exhibition spaces. The \$325,000 raised supported all nine resident companies:

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