



Overture Center for the Arts Annual Performance Contract Report
Prepared for Madison Arts Commission
Reporting period: July 1, 2023 – June 30, 2024 (FY2024)

Executive Summary

Thank you to the City of Madison Room Tax Commission for the \$2,137,500 grant to support Overture Center for the Arts' general operations and capital investments in fiscal year 2024. The City's support is essential to ensuring Overture Center can sustain the delicate balance of maintaining an incredible architectural landmark, investing in the equipment necessary to create extraordinary experiences in the arts, and upholding its steadfast commitment to high-quality, accessible arts experiences for all through free and low-cost programming.

We are proud to share Overture Center's fiscal year 2024 results with the Madison Arts Commission in this report and the attached appendices.

Respectfully submitted by Overture Center's Executive Leadership Team,

Mike Conway, Chief Operations Officer
Jenie Dahlmann, Chief Marketing & Communications Officer
Emily Gruenewald, Chief Development Officer
Tim Sauers, Chief Artistic Experiences Officer
Chris Vogel, Chief Financial Officer/Chief Business Officer

Appendices

- A. Overture Center for the Arts Annual Report to the Community
- B. FY2024 Audited Financial Statements—to be submitted after approval by Overture Center Foundation Board
- C. Education and Engagement Budget Report
- D. Resident Company and Local Arts Subsidy Report
- E. 2023/24 Season Artists List
- F. Community Ticket Program Partners
- G. City Grant Funding Accounting Summary

Overture Center for the Arts Mission

To support and elevate our community's creative culture, economy and quality of life through the arts.

Vision

Extraordinary experiences through the arts

Land Recognition Statement

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.

Annual Economic Impact

Released in May 2023, an economic and fiscal impact analysis by the University of Wisconsin-Whitewater Fiscal and Economic Research Center reported that Overture Center contributed \$34,480,000 to the Madison economy during its 2021/22 season (September 2021-June 2022).

View the full report here: [Overture Center Economic Impact Survey by Overture Center for the Arts - Issuu](#)

Annual Report to the Community

Please review Appendix A Annual Report to the Community for an overview of Overture's community impact through programs, partnerships, performances and the organization's financial performance. The Annual Report to the Community includes much of the requested data regarding artistic experiences breakdown, touring and local artist engagement, local versus visitor ticket sales, and program service.

FY24 Organizational Goals and Progress

Overture Center's shared leadership team develops annual organizational goals in alignment with the strategic plan, which are communicated to all Overture regular employees. Departments create operational plans to achieve organizational goals and employees are required to align their personal goals with departmental goals to support direction, alignment and commitment throughout the organization. The four pillars of Financial Stability, Artistic Excellence, Operational Excellence and Engaged Workforce are steadfast. However, the goals and key performance indicators change from fiscal year to fiscal year to build upon the previous year's work and address forward-looking challenges and opportunities.

Fiscal Year 2024 was the third season following the pandemic-related shutdown, and the first season with uninterrupted performances and a full calendar of education and engagement programs. A few pre-pandemic programs were discontinued due to flagging interest and changing community needs. Resources were instead directed towards growing newer initiatives. For example, the Middle School Program grew to work with 4 middle schools, following a pilot program in FY2023; the Lullaby Project partnered with Madison Public Library to offer one-day songwriting workshops in addition to its typical weeks-long programming; Kids in the Rotunda expanded to include summer performances in and around Madison. Overture's employee base has also grown to support program quality and to evaluate, develop and launch new programs to engage people in the arts in every stage of life.

Financial Stability: The financial freedom to create extraordinary experiences for all.

Goal	Result
\$1.5 million Endowment/Capital Fund cash gifts/pledges	Exceeded
Meet Operating & Capital Expenditure budget expectations	Achieved
Maintain reserves equal to 12 months of operating cash flow	Achieved
Set criteria to include revenue generating/cost-saving capital projects	Achieved

- In spring 2024, the Overture Forever Campaign received a transformational \$10 million gift from W. Jerome Frautschi. His generosity catalyzed the public announcement of the campaign at Overture's July 25th Take The Stage event, which invites Overture's major household and institutional donors to hear about the organization's activities. By the end of FY2024, over 80 donors, including 100% of Overture's board and Executive Leadership Team, private households, businesses and foundations, had contributed \$21.8 million towards the campaign's \$30 million goal to build an endowment supporting capital maintenance and improvements.

Programming Excellence: The public thinks of Overture first for their artistic experiences.

Goal	Result
4+ Star Artistic Quality Rating	4.55
Expand artistic experiences to 600,000	461,426
80% Artistic quality rating	91%
Establish integrated marketing & communications practices across digital & traditional media to broaden reach and grow "buzz"	3,391 PR stories 8,859,868 web views 1,967,858 web sessions
Create and implement 20 th Anniversary theme & stories to create long-term "buzz" and inspire donor engagement	20 th Anniversary theme created and implemented

- Artistic quality rating is based on post-show survey responses.
- See artistic experiences in the Annual Report to the Community (Appendix A) for a breakdown. Notice Overture galleries provided 116,633 experiences and all other education and engagement programs provided 61,312 experiences, for a total of 177,945 free and low-cost experiences.
- Web views are the number of website pages viewed, and web sessions are the number of visits to the site during which multiple pages may be viewed.

Operational Excellence: Consistently deliver extraordinary experiences for all.

Goal	Result
4+ Star Patron Facility Rating	4.6
4.5+ Star Customer Experience Rating	4.7
4+ Star Event Customer Rating	100%
Invest in building to complete Capital Projects Priority "A" on-time and on-budget	19 projects completed on time & on budget

- Patron facility rating is based on post-show survey responses. Recent capital improvements have improved access to wi-fi and recycling infrastructure, as well as building security (see below).
- Customer service rating is based on post-show survey responses.
- Event customer rating based on a post-event survey sent to meeting/event contacts.
- \$2,115,000 was invested in 19 capital projects to protect the building's integrity, replace outdated equipment and support mission-critical operations:
 - Created 3 accessibility carts for guests
 - Installed bulletproof glass on building façade
 - Installed water softening system
 - Installed uninterrupted power supply for all IT closets
 - Remodeled ticket office
 - Replaced Overture Hall rigging
 - Replaced Capitol Theater stage floor
 - Replaced lighting consoles in performance spaces
 - Replaced Overture Hall lobby coolers
 - Replaced sewage sump pump and basin
 - Replaced fire door openers and associated circuit boards
 - Updated network switches
 - Replaced VAV actuators
 - Replaced ice machines
 - Repaired air curtain
 - Repaired valance
 - Replaced roof sections
 - Installed portably bars and furniture
 - Replaced security radios and headsets

Engaged Workforce: World-class employee engagement to drive extraordinary experiences for all.

Goal	Result
Maintain employee engagement >90%	Postponed to 2025
Increase employee participation >90%	Postponed to 2025
Maintain E&I training participation >90%	Achieved
70% of employees attend a performance	72% of employees attend a performance
Increase employee satisfaction rating to 4.0	Postponed to 2025

- In May 2024, Overture welcomed Jessica Zimbelman as Director of Human Resources. As this position was vacant from December 2023 until Zimbelman's hiring, Overture's Executive Leadership Team postponed the deployment of employee surveys relevant to the aforementioned annual goals. Zimbelman is slated to administer these surveys in FY2025.
- Employees were encouraged to attend performances using complimentary staff rush tickets as well as the discounts offered to the general public. Their experience as patrons better informs organizational efforts to optimize patron experience and also fortifies their investment in Overture's mission.

Operating Reserves Progress

Overture Center's operating reserves as of June 30, 2024, total \$18,629,838. This consists of general operating funds of \$16,459,838 and a Board Designated Reserve of \$2,170,000.

Overture Forever Capital Campaign Progress

The Overture Forever Campaign was slated to launch a silent phase in 2020 to secure early leadership gifts before the campaign would be made public. The death of then-CEO Sandra Gajic and the pandemic delayed these plans. However, since that time, \$21.8 million has been raised for the campaign through cash gifts, pledges and planned gifts, including a \$10 million gift from W. Jerome Frautschi. His generosity catalyzed the public announcement of the campaign at Overture's July 25, 2024 Take The Stage event, which invites Overture's major household and institutional donors to hear about the organization's activities. The campaign goal is to secure \$30 million to establish a capital fund (\$10 million target) for current capital projects and a capital endowment (\$20 million target), the returns of which will fund future capital projects.

FY2024 City Grant Expenditures

Per the terms of Overture Center's Structural Agreement with the City of Madison, the City Grant shall be used by Overture Center for general operations and capital expenditures. In FY2024, the City Grant was used for such expenses, allowing Overture to further invest and expand many of the Education and Engagement Programs described below. The funding from the City Grant specifically was used to fund approximately \$915,000 of the more than \$2.1 million in capital projects that were purchased and installed during fiscal year 2024. In addition, this funding was used to pay the wages of employees across the organization that worked directly and behind the scenes on the performances and programs held at Overture during the 23/24 season. These wages and benefits for our unionized employees included \$601,000 in direct wages and \$254,000 in benefits and taxes, including employer paid medical insurance and 401(k) contributions for full-time AFSCME employees, \$148,000 in wages paid to our variable AFSCME and IATSE stagehands whose work directly supported our Education and Engagement programs, and another \$109,000 in wages paid to our full-time staff who worked directly on our Education and Engagement programming. Finally, \$110,000 of the grant funding was used to defray the approximately \$916,000 in annual utility costs that are incurred each year to heat, cool, and maintain a pleasant environment for our employees, performers, and guests. A summarized accounting detail of the above may be reviewed in Appendix G.

Free and Low-Cost Education and Engagement Program Descriptions and Service

Disney Musicals in Schools: Creating sustainable musical theater programs in elementary schools.

Overture Center for the Arts partners with Disney Theatrical Group to bring Disney Musicals in Schools to the Madison area. The program creates sustainable musical theater programs in elementary schools by providing school instructors with the training and tools necessary to do so and to share their students' success. Over the course of 22 weeks, a team of Overture's Teaching Artists guides school instructors through the process of mounting a musical starring students in grades 3-5. Schools receive performance rights, rehearsal materials and Teaching Artists at no cost. The residency culminates in a 30-minute Disney KIDS Musical at each school. In late spring, all schools are invited to the Student Share at Overture's Capitol Theater where each school performs a production number from their show for an audience of peers, parents and community members.

Learn more about this program here: <https://www.overture.org/blog/2024-may-disney-musicals-in-schools/>

- 272 participating students
- 5 participating schools
 - Hawthorne Elementary Schools
 - Henderson Elementary School
 - Leopold Community School
 - Nuestro Mundo Community School
 - Mendota Elementary School

The Middle School Program: Supporting school theater programs at every age.

A pilot program at Akira Toki Middle School in FY2023 addressed a gap in Overture's Education & Engagement programming. Disney Musicals in Schools serves students grades 3-5, and the Jerrys (see below) serve high-school-aged students. In FY2024, Overture expanded that pilot to support musical theater programs in four middle schools. With the permission of Disney Theatrical Group, staff modified the Disney Musicals in Schools curriculum to serve the needs of students grades 6-8. Multiple instructors and administrators expressed interest in participating in the program on account of familiarity with Overture's Education & Engagement programs, such as the Jerrys. Some of the participating schools had staged student productions before—those groups benefited from workshops offering production-specific enrichment. Other schools had never staged student productions before, so Overture's Teaching Artists provided more hands-on guidance to school instructors. As requested, Overture's technical theater staff consulted on technical needs, such as soundboard operation. This program is expected to grow in future years to fulfill the needs of more middle schools.

- 160 participating students
- 4 participating schools
 - Akira Toki Middle School
 - DC Everest Middle School
 - Whitehorse Middle School
 - Verona Middle School Theater Program

Lullaby Project: Creating lullabies to help new and expectant parents express their hopes and dreams through music.

The Lullaby Project 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, mothers and mothers-to-be to create personal lullabies for their children, supporting maternal health, aiding child development, and strengthening the bond between parent and child. Overture Center is pleased to be one of over thirty organizations across the country and the world to be a Lullaby Project partner, a program of Carnegie Hall's Weill Music Institute.

Current community partners in the project are MMSD's Capital High Parenting, UnityPoint Health – Meriter and Madison Public Library.

"We came into our session with some ideas, and our amazingly talented teaching artists collaborated with us to write the most special lullaby dedicated to our boys," said participant Cassie Carley, whose family's lullaby is "Love Comes Easy." "We were so impressed with the musical talent of our team and their ability to turn our vision into a cherished gift for our family that will span across generations."

This season, the Lullaby Project partnered with Madison Public Library to offer one-day Lullaby Circles for the first time. These workshops afford new and expectant parents the opportunity to build community by

collaborating on a lullaby together in a relaxed, supportive environment. Tracy Moore, an early learning librarian at Pinney Library, shared this reflection, “There’s a strong tie between singing and literacy, which makes this a meaningful partnership. This is such a joyful project, and the families take pride in creating something personal for their child.”

More information on the Lullaby Circles may be found here: <https://www.overture.org/blog/2023-november-lullaby-project/>

- 67 events
- 33 completed lullabies
- 1 fully recorded album, released on all major streaming platforms and has been accessed from 51 countries

The Jerrys and the Jerry Ensemble: Recognizing excellence in high school musical theater.

The Jerrys, one of Wisconsin’s high school musical awards programs, encourages, recognizes and honors excellence in high school musical theater. The program began in the 09/10 school year as the Tommy Awards and was renamed in the 17/18 season The Jerrys after philanthropist and arts supporter W. Jerome Frautschi. Educators and industry professionals review productions at nearly 100 high schools in 31 counties around the state providing valuable feedback. The program elevates the importance of musical theater within high schools.

School and student achievements are honored and featured in an awards show held at Overture Center in June and two outstanding performers are selected to represent the program at **The National High School Musical Theater Awards** (The Jimmys) competition in New York City. See student reflections on the program here: <https://www.overture.org/blog/2024-july-jerry-winners/>

- 108 productions reviewed
- 98 participating schools and community centers
- 10,800 participating students
- 500 students participated in The Jerry Awards Show in Overture Hall in June

Kids in the Rotunda: Free Saturday performances designed to captivate families of all ages.

For over forty years, Kids in the Rotunda (KIR) has presented free Saturday arts experiences to Madison-area families every fall, winter and spring. From renowned folk singers to drum lines, from hilarious kid-friendly improv to vibrant Indian dance, our handpicked lineup guarantees an unforgettable experience for families. During the 2023/24 season, KIR returned to its pre-pandemic schedule of three performances on October-April Saturdays at 9:30 am, 11 am and 1 pm. The 1 pm performances feature an American Sign Language interpreter. One performance each month is livestreamed reaching, on average, an additional 100 households. Overture also invested in a sensory-sensitive area, with coloring materials, noise-canceling and fidget toys. This comfortable space welcomes overstimulated guests to self-soothe during performances. In summer 2024, Overture debuted the KIR Summer Sessions, which took performances outside of Overture, from Memorial Union Terrace to Verona Senior Center and Black Earth Children’s Museum.

See Appendix E for the roster of 2023/24 Kids in the Rotunda artists and community partners.

A reflection from longtime Kids in the Rotunda artist Angela Puerta is available here: <https://www.overture.org/blog/2024-march-angela-puerta/>

- 30 featured performance groups
- 89 performances
- 225 performers
- 23,469 in-person attendees
- 697 livestreamed sessions

OnStage Student Field Trips: Offering diverse performances that connect to content across school curriculums.

The OnStage Student Field Trip series is designed for students from schools and homeschools. They offer a diverse range of performing art forms, connect to content across the curriculum and feature various cultural perspectives. To deepen the student experience, we write and distribute Educator Resource Guides filled with curriculum-focused lesson ideas for each show. Overture provides ticket and transportation subsidies to under-resourced schools. In FY2024, those subsidies exceeded \$33,000. See Appendix E for the 2023/24 artist roster.

- 19 performances
- 168 participating schools/groups (78 of which were new to the program)
- 18,346 participating students

Information about the program from a school instructor's perspective may be found here:

<https://www.overture.org/blog/2023-december-onstage-student-field-trips/>

Overture Galleries: Creating a forum for diverse artistic expression

Overture Galleries are always free and open to the public, with most artworks available for purchase. The annual exhibits feature mostly local artists with a handful of Wisconsin and national featured artists and a range of expertise, media, and perspectives. All artists are compensated for the exhibition of their work. Exhibits have included children's artwork; work by people early in their careers and those who are well-established; artist collectives; public art projects and exhibits inspired by upcoming performances.

In April 2024, Overture welcomed Stephanie Barenz as the new Director of Overture Galleries, following the retirement of Beth Racette. Barenz is interested in the possibilities of immersive installations, as well as providing career support, such as networking opportunities, to local artists.

A complete list of Overture Galleries artists is found in Appendix E.

Total exhibitions: 19

Total artists = 75

- Dane County artists = 58
- WI and National = 17

International Festival: A free festival celebrating the rich cultural heritage and diversity of our community.

For over 40 years Overture Center has presented International Festival, a free open house-style event to celebrate the rich cultural heritage and diversity of our community. Performances are primarily local/regional groups sharing dance, music, language, history and cultural traditions with people of all ages. In addition to

performances, guests can shop and learn about local cultural groups in the marketplace and enjoy the cuisine from different countries and cultures from food vendors. The festival lasted two days. Additionally, Overture's education team created a digital International Festival resource center for classrooms, which was used in over 100 classrooms in the state. See Appendix E for the artist, vendor and partner listing and enjoy an artist reflection here: <https://www.overture.org/blog/2024-june-zaibas-lithuanian-dancers/>

- 8,500 people attended in-person activities
- 24 cultures
- 29 performing groups
- 29 craft/arts and food vendors
- 50+ teachers joined the festival virtually from their classroom

Community Ticket Program: Ensures all people, regardless of economic ability, have access to the performing arts

The Community Ticket Program helps ensure that all people, regardless of economic ability, have access to the performing arts. Through partnerships with more than 60 local social services organizations, our program reaches families throughout Dane County who can receive tickets for \$3, and Broadway touring shows for \$4.25. This program is continuing to rebuild due to changes with partner organizations (staffing, capacity, client needs). Participants receive a coupon code from their organization, which may be redeemed online, over the phone or in-person at the box office. See Appendix F for the complete list of Community Ticket Program partners.

- 65 partnerships with local social services organizations
- 1,282 low-cost tickets distributed

In addition to these programs, Overture also provides general arts education and engagement opportunities throughout the year through partnerships with non-profits, schools and arts organizations to support their programming, such as teacher training and field trips with a participatory aspect. These are tailored to each situation.

Overture Center is also a member of the Kennedy Center Partners in Education program with multiple city partnerships, hosts pre-show public art projects in its Performance Plus program and hires local artists as vaudeville artists in the Duck Soup Cinema silent movie series in Capitol Theater.

See Appendix C for the Education and Engagement Budget breakdown.

Diversity, Equity, and Inclusion Workshops and Participants

At Overture, we strive to cultivate a welcoming, inclusive, and diverse organization. To this end, Overture offered four diversity, equity and inclusion workshops through the Equity and Innovation Dept to spark thoughtful dialogue, self-reflection, and greater understanding. Approximately 288 attendees participated in the four training sessions, which included Overture employees FT/PT and Variable, volunteers, Board members, committee members of the board, Community Advisory Council, resident companies' staff and board members, MMoCA and IATSE local stagehand union members. These programs were offered at no cost to partner organizations.

- Aaric Guerriero - LGBTQ+ Workshop: Beyond Bathrooms Part I
- Aaric Guerriero - LGBTQ+ Workshop: Beyond Bathrooms Part II

- Aaric Guerriero – LGBTQ+ Workshop: Moving Towards Action
- Roberto Rivera: “Art as a Modality for Building Community, Healing, and Social Change”

Efforts to Program, Hire and Engage with Diverse Artists and Audiences

Overture Center for the Arts is committed to social and racial justice through a focus on access, equity, diversity and inclusion. 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.

Overture achieves this through community partnerships; programs; educational workshops; employee task forces; event sponsorships; recruiting individuals from a variety of backgrounds for employment, board and volunteer service; working with media outlets that serve many local populations and programming a diverse series of performances.

Arts Career Exploration Spotlight (ACES) program

Piloted in the summer of 2019, the ACES program returned in the summer of 2024 to expose middle and high school students of color to the vast array of careers available in the arts. The programming included site visits, guest speakers and panels, attending live performances and projects. Students also attended a financial literacy workshop and engaged in daily writing exercises. The program hosted two cohorts for three weeks each, serving 20 students in total. The Equity & Innovation Department created and hired a new position to provide sufficient logistical support to this program. Additional information about the program is available here: <https://www.overture.org/blog/2024-august-aces-program/>

Engaging Diverse Artists

Overture Center is committed to presenting a diverse season of productions and artists in its Broadway at Overture, Overture Presents, Changemaker Speaker Series, Duck Soup Cinema, OnStage Student Field Trips, Kids in the Rotunda, International Festival and Overture Galleries. However, we do not ask artists nor productions to indicate their personal or cast/crew members race, ethnicity or other identity markers. Therefore, it would be disrespectful to report percentages based on assumptions. Overture is unable to share a defined dollar amount paid to diverse artists for that reason. Additionally, artist contracts are considered confidential in the industry. Publicizing aspects of artist contracts would negatively impact Overture's ability to program professional performances. Lists of the productions, artists and groups presented are provided in Appendix E to share the breadth of touring and local artists engaged at Overture Center.

Community Partner Groups and Key Community Leaders in Madison and Dane County

In 2023/24 the Equity and Innovation team worked with 65 community partner groups and key community leaders to advance access and engagement in the arts as well as provide vital feedback to Overture Center on opportunities to expand opportunities for those who have traditionally been left out of traditional arts spaces. This work has resulted in co-sponsorship of arts events taking place at Overture, arts career panels and behind-

the-scenes experiences, pop-up shops and vendor relationships, tickets to performances and community conversations. Last season, Overture worked with:

- YWCA
- Nuestro Mundo
- St. James School
- Wingra School
- Kromrey Middle School
- Middleton High School
- Latin American, Caribbean, Iberian Studies Dept.
- DEI Professionals, UW Madison
- Madym
- Omega School
- One City Schools
- Color In the Outdoors
- Madison College Office of Equity and Inclusion
- Rotate Theater
- LaFollette High School
- Madison Symphony Orchestra
- Foundation for Black Women's Wellness
- MI Wisconsin
- Latino Professionals Association
- GSAFE
- CTM
- LOUD
- Root 2 Rise
- Stephen's Elementary
- Climb USA
- Dane Arts
- UW Madison South Community Partnership
- Melly Mel's Catering
- Foster of Dane County
- UW Madison Division of the Arts
- UW Madison School of Music
- UW Madison Jazz Ensemble
- UW Madison Student Affairs
- Madison Links
- Jack and Jill of America – Madison Chapter
- Black Girl Magic
- Hmong Women Elders Group – Mai Zong Vue
- Black Men Coalition of Dane County
- Urban League Guild
- Café CODA
- UW Madison School of Medicine and Public Health-Alzheimer's' Research Center
- Madison Network of Black Professionals
- The Park Bank
- Anesis Mental Health and Wellness Therapy
- Four Season's Theater
- National Guard's WI Youth and Families Program
- Verona High School
- McFarland High School
- Sauk Prairie High School
- Forward Theater
- OPEN
- Rainbow Happy Hour
- UW Madison's LGBTQ Faculty and Staff - with the assistance of the GSCC (Gender and Sexuality Campus Center)
- Old National Bank's LGBTQ+ ERG
- Mount Zion Baptist Church Couples Ministry
- Lupus Support Group of Madison
- ACES
- UW Madison Black Student Union Ball
- Madison College – Micaela Salas Tribal Liaison for Culture and Community Impact
- Hmong Institute-Hmong Day at the Capitol
- Open Doors for Refugees
- UW Health Equity, Diversity, and Inclusion Department
- OMAI/First Wave
- The Hitterz Collective
- UW Alzheimer's Research Center
- Centro Hispano
- KLJ Movement

Equity and Innovation Community Partner Tickets

Last year Overture Center provided 940 tickets to community partners at a cost of over \$34,200 to the organization to support audience development and engagement with diverse populations. As a presenting organization, Overture does not have access to unlimited complimentary tickets to performances. However, attending a performance is often the centerpiece that inspires wrap-around programming to add depth to the experience. For example, UW-Madison Jazz Studies students were invited to a sound check with Delfeayo Marsalis & the Uptown Jazz Orchestra, a cross-generational meal with community partners, and that group's performance.

- Six
- Aladdin
- Les Misérables
- Mamma Mia
- Tina: The Tina Turner Musical
- Up Close: Magos Herrera
- Up Close: Gabriel Royal
- Matthew Shepard: 25 Years Later
- Tito Medina: Unplugged
- Greg Zelek y Amigos
- What The Constitution Means to Me
- LOVE
- Intocable
- Shen Yun Dance
- The Hello Girls: A New American Musical
- Drumline Live
- Spider-Man: Into The Spideverse
- Delfeayo Marsalis & the Uptown Jazz Orchestra
- Eliades Ochoa
- Kite Runner
- Mariachi Herencia de Mexico
- Cenicienta

Overture In-Kind Co-Sponsored Activities

Each year Overture partners with local arts, civic groups and small business leaders through in-kind rental and equipment rentals outside of Overture's regular local arts subsidies to attract and support events led or owned by people of color. Last year Overture co-sponsored 8 activities.

- CEO's of Tomorrow student event (in collaboration with MMoCA)
- Tito Medina: Unplugged (in collaboration with Division of the Arts)
- Hmong Institute Day at the Capitol
- Bad River Documentary in collaboration with Madison College Tribal Liaison
- Office of Multicultural Arts Initiatives/First Wave-Line Breaks
- Kernel of Truth produced by Black Men Coalition of Dane County
- Matthew Shepard: 25 Years Later (in collaboration with GSAFE/CTM/Forward Theater)
- Mariposa Learning Center annual end of summer event

Community Advisory Council

In accordance with the Structural Agreement with the City of Madison, Overture Center maintains a Community Advisory Council (CAC). Members of this council provide feedback on outreach activities; connect Overture with community partners, broadening outreach efforts; and serve as ambassadors in the community to support diversity, equity and inclusion efforts. Four meetings of the Community Advisory Council were held last fiscal year.

The CAC co-sponsored two events. The first event, in October 2023, commemorated the 25th anniversary of Matthew Shepard's killing with a reading of *The Laramie Project*, acts one and two, followed by a moderated

panel of LGBTQ+ experts, allies and community members. This event offered an opportunity to reflect on Shepard's death, as well as the changes and continuities in the LGBTQ+ community over the past quarter-century. The CAC co-sponsored this event, partnering with GSAFE and resident organization Children's Theater of Madison; additional support was provided by MyArts and resident organization Forward Theater Company. In February 2024, the CAC co-sponsored its second event, complementing Four Seasons Theatre's production of *The Hello Girls: A New American Musical*. Prior to a performance, guests were invited to view *I Am Not Invisible*, a photography exhibit highlighting the experiences of woman service members. After the performance, a moderated panel discussion, cosponsored by the Wisconsin National Guard Child and Youth Program, reflected on the experiences of women who've served in the armed forces, both historically and recently. The CAC is proud to create events that promote deeper engagement, learning and community-building.

More information on the respective events may be viewed here: <https://www.overture.org/equity-and-innovation-news/2023-oct-remember-matthew-shepard/>

and here: <https://www.overture.org/equity-and-innovation-news/2024-feb-hello-girls-panel/>

Resident Company Advisory Council

In accordance with the Structural Agreement with the City of Madison, the resident arts companies of Overture Center meet every other month to discuss national and local industry trends, share successes and challenges, and work collaboratively on residency issues and opportunities. This year the council formed task forces on accessibility to share best practices, lessons and resources from all groups to enhance accessibility across activities and performances. A second task force has formed to examine opportunities for audience development for all resident companies through cross-promotion, audience engagement and shared marketing strategies.

Resident arts companies receive rental subsidies as part of their Overture Center resident agreement. A listing of events and total subsidy amounts are available in Appendix D, Res Company and Local Arts Subsidies. Also included in Appendix D is the list of local arts organizations and events that Overture provided rent and equipment subsidies to in FY2024.

Pay-What-You-Wish

On October 7, 2023, Mariachi Herencia de Mexico, a Chicano mariachi group, performed at Overture to a 99% capacity audience, up from 70% capacity in their previous Overture appearance in 2022. This was due in part to Overture's first Pay-What-You-Wish promotion, which invited patrons to choose their ticket price (as little as five dollars). This promotion generated an average ticket price of \$11.49. Of the nearly sold-out audience, 37% of tickets were purchased by first-time ticket-buyers. Initiatives like this help Overture reach new audiences, which may enjoy easily accessible programming. Staff continue to review opportunities for more Pay-What-You-Wish performances.

Tactile Tours

Overture Center hosted three tactile tours for guests with visual impairments to enhance their experience attending performances of national tours Disney's *Aladdin*, *Beetlejuice* and *TINA: The Tina Turner Musical*. These events are hosted by cast and crew members who invite guests to touch sets, costumes, and props and explain how visual elements contribute to the storytelling during a performance. The tours are hosted before

audio-described performances, in which guests receive audio equipment to hear descriptions of the stage action and visual elements in real-time. More information on tactile tours can be viewed here:

<https://www.overture.org/blog/2024-july-tactile-tours/>

Leadership Diversity

In addition to programming, Overture continues to promote diversity within its employees, board and volunteer leadership. Overture submits an annual Equal Employment Opportunity report to the City of Madison in December of each year in compliance with the Structural Agreement. Self-identifying persons of color are represented among current board, administrative leadership and Community Advisory Council makeup as follows:

- 8 of 23 (approximately 33%) Overture Center Foundation board members
- 1 of 6 (15%) Executive Leadership Team members
- 8 of 10 Community (80%) Advisory Council members represent diverse communities

Overture does not solicit other self-reported demographic information from these parties.