



**Let's join together in the
commitment to extend the gift
of Overture to everyone in
our community forever.**



OVERTURE CENTER FOR THE ARTS
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OVERTURE. FOREVER.
A Lifetime of Encores for Everyone.

OVERTURE. FOREVER.

A LIFETIME OF ENCORES FOR EVERYONE

Overture Center educates, inspires, and connects people throughout Wisconsin and across the country. Preserving this icon is essential to sustaining a vibrant local arts community and ensuring that future generations have the opportunity to enjoy its diverse performances and programs.

Exceptional buildings like Overture must be consciously cared for to thrive. Like an amplified version of our own homes, most of this tending takes place where it can least be seen—from the foundation, roof, and windows, to the electrical, heating, and air conditioning systems. For example, Overture has 26 different roofs designed to last 20–25 years in Wisconsin weather. In 2023, three of



these roofs are slated for required maintenance at a cost of \$783,000.

The \$30 million Overture Forever Campaign is designed to provide ongoing care and in doing so, ensure longevity and vibrancy. The campaign is divided into three essential phases. The first, which has already been completed, raised \$6 million to **SECURE** our community cornerstone by addressing capital investments critical to continued operations and performances.

In the second phase we aim to raise an additional \$9 million to **PROTECT** the Overture experience. This will safeguard Overture's status as a premier arts destination that continues to attract and entertain audiences from near and far. Additionally, achieving this level of support enables the endowment to begin producing enough interest to help update aging systems and technology throughout a complex building like Overture to maintain program continuity.

In the third phase, we seek to raise a final \$15 million to **PRESERVE** this community treasure. The full actualization of the \$30M Overture Forever campaign guarantees that future generations will have continuing access to exceptional arts and newcomers will be drawn to live and invest in our thriving community.



SECURES our Community Treasure— \$6 million—COMPLETE!

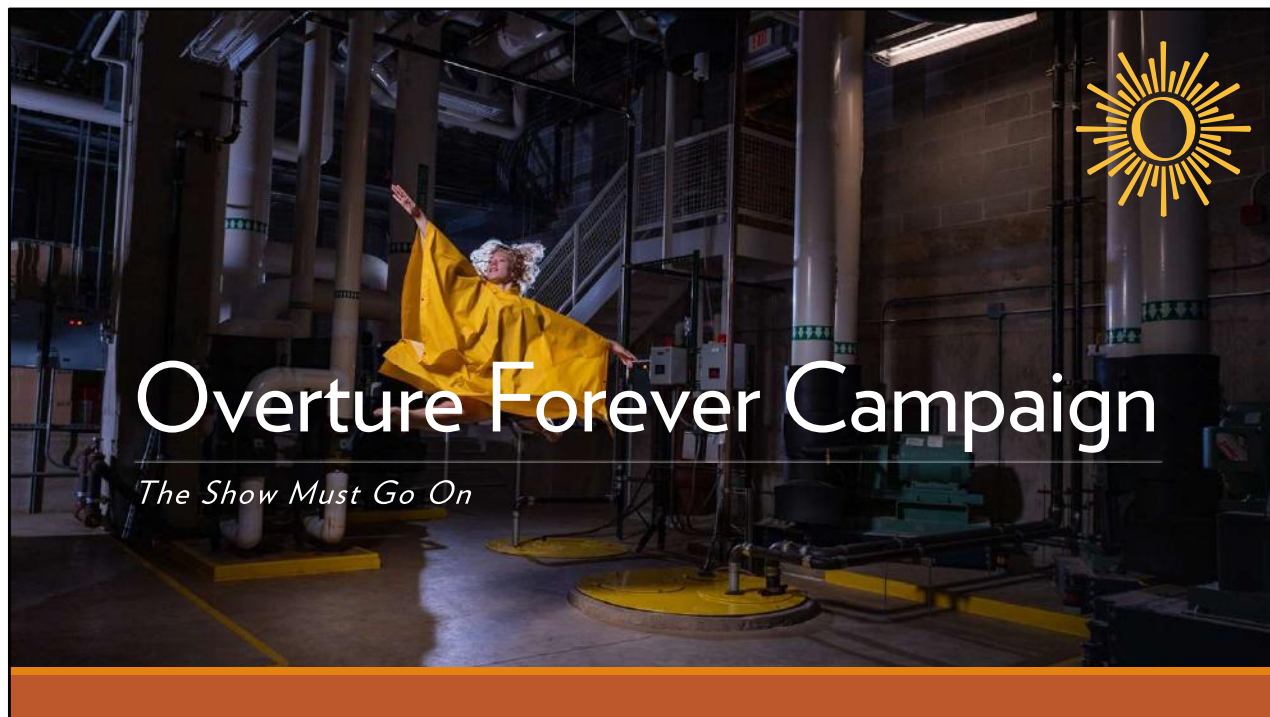
- ✓ Completing \$2.5 million in additional projects including:
 - Exterior building envelope restoration
 - Multiple roof replacements and repair
 - Overture Hall rigging, fire curtain and Rotunda Stage lighting for safe performances

PROTECTS the Overture Experience— raising \$9 million, bringing our overall fundraising to \$15 million.

- ✓ Interest earned on endowment can cover annual expenses of \$500,000.
- ✓ Completing projects that impact visitor experience including:
 - Updated carpeting, theater seating, restrooms, elevators, concessions outlets, and signage to support patron comfort and accessibility
 - Heating and air conditioning updates to support patron and artist comfort, health, and safety
 - Fire safety and security improvements to provide a safe environment for all

PRESERVES Overture Forever— raising the final \$15 million and reaching our final goal of \$30 million.

- ✓ Building endowment to \$20 million
- ✓ Securing \$10 million that is dedicated to the capital fund for current needs.
- ✓ Ensures the health and well-being of Overture for future generations as interest earned on endowment can support ongoing building maintenance.



Thank you for the opportunity to share our campaign concept with you. In fall 2024, Overture will be 20 years old. Overture has weathered the great recession, transitioned from a city-owned entity to an independent non-profit and sustained the COVID-19 pandemic that closed its doors (and the arts industry) for 18 months. More importantly, Overture has provided over 7 million arts experiences in our community and continues to support and elevate our community's creative culture, economy, and quality of life through the arts. Overture Center has become a downtown Madison centerpiece and as we look to our next 20 years, it is critical that we invest in our infrastructure and equipment to ensure Overture remains a vibrant home for the arts.

Each year Overture provides...



700,000 arts experiences, half in free/low-cost programs



\$28M

Local economic impact

395

Events

300

Days in use

39%

Patrons from beyond Dane County



Home to 9 resident companies and local arts events

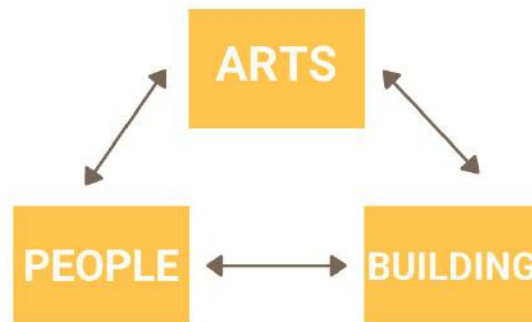
Since Overture opened in 2004, the organization has worked to create a sustainable business model focusing on growing audiences, programs and resources to expand access to exceptional arts experiences in our community. Overture is central in the local, regional and state arts ecosystem providing opportunities for people to engage in the arts as patrons, artists and participants to tap into their own everyday creativity and create social and emotional bonds with others. Overture offers 16 education and engagement programs that provide free and low-cost options out in the community and in the center. Overture works with over 500 schools in 32 counties, 200 non-profit and community groups as well as its nine resident companies and additional local arts organizations to provide opportunities for everyone in the arts.



Mission and Vision

Overture Center's mission is to support and elevate our community's creative culture, economy and quality of life through the arts.

Our vision is extraordinary experiences for all.



Our mission and vision to remain relevant. Prior to 2020, it was almost unthinkable that there would be a time when we couldn't enjoy the arts in person. Post-pandemic, there is a new sense of appreciation for the social and emotional impact of the arts that builds community by bringing diverse people together through shared experiences. Now more than ever, we understand what the arts mean to us personally, and as an organization, we understand the role our building provides in bringing people together through the arts. Our building isn't necessary just for our programs and performances. It is critical for the resident companies, local arts groups and the greater community who host events at Overture.

30-Year Facility Audit by McKinstry-Concord



Safety & Security



Building Integrity



Technology



Aesthetics



Energy & Environment



Just as with a personal home or car, a performing arts center has finite period before capital reinvestment is necessary. That time is now for Overture Center. In 2019, Overture engaged the firm McKinstry-Concord to conduct a comprehensive facility audit to understand the current condition of the building and provide a 30-year capital investment forecast.

Facility Needs Replacement



Fire Safety System
 Building Access System
 Security Camera & Radio System
 Roof Replacement
 Remove Environmental Staining
 Exterior Stone Replacement
 HVAC Upgrades
 Plumbing Updates
 Carpet and Tile Replacement
 Furnishings
 Restroom Renovation
 Architectural Lighting
 Digitization
 Theater Equipment & Systems



Average \$3.7M investment annually to address critical projects

The building was rated in “good” condition, however, as it nears its 20th year, a long-view capital investment plan is critical to ensuring it continues to function well. While year-to-year needs may vary, McKinstry-Concord recommended budgeting \$3.7M annually to address critical projects to prevent major failures that could take the center or theaters offline. Over the 30-year period, Overture should expect to invest a total of \$138.5M in capital projects.

Overture Forever Campaign Timeline



Overture stands at a critical point. In order to continue to provide extraordinary experiences in the arts, the organization must shift from focusing on regular maintenance to including capital investment. We can no longer be reactive, using budget surpluses to fund which ever projects fall within the amount available. The McKinstry-Concord audit has given us a tool to become proactive in creating a plan to address issues before system or equipment failure occurs to ensure the show can go on at Overture. However, we need to have the resources to fund these critical projects.

A capital campaign has been explored for nearly a decade and the formalized planning process began in 2019 with the facility audit followed by a fundraising feasibility study. It was planned to begin quietly fundraising for the campaign in 2020, however, the pandemic required Overture to focus on survival. After reopening in fall 2021, the organization is on steadier financial footing and is beginning to return to long-term planning. Currently, we are asking close stakeholders, like you, for your feedback on the campaign to help inform a public campaign launch in 2024 to coincide with Overture's 20th anniversary. A two-year campaign is anticipated.

\$30M Overture Forever Capital Campaign Goal



\$10M Gajic Capital Fund

- Address critical projects over next 5-10 years to support programs and performances

\$20M Capital Endowment Fund

- Provide reliable annual funding in perpetuity
- Reduce reliance on capital fund as endowment grows

Thanks to the federal Shuttered Venue Operators Grants and generous support from the community, Overture has begun a capital investment transition to during the pandemic by creating a 5-year capital budget and project schedule. 20 capital projects have been completed in the past two years. Budget surpluses will continue to support capital projects, however, we need to develop adequate resources to address projects in the next 5-10 years while growing an endowment to provide reliable funding into the future. Without these additional resources, Overture may have to reduce programming in order to invest in infrastructure and equipment. Thus, Overture plans to embark on \$30M Overture Forever Campaign to address near and long term capital investments to ensure Overture can continue to provide 700,000 arts experiences annually.



ENSURING THE SHOW GOES ON



26 roofs to be replaced on an ongoing basis



14 elevators to support patron accessibility and productions



50,000 square feet of carpeting



Serves 32,000 families annually

Investing in our building has a direct impact on Overture's ability to safely and appropriately support programs and performances. For example, Kids in the Rotunda has provided free early arts experiences for kids and families for over 40 years. In recent years, this program served roughly 32,000 arts experiences through 90 performances per season. It's critical to have a safe, functional space to support free and low-cost education and engagement programs like this. In addition to a stage, lighting and sound equipment, basics like a roof that doesn't leak, working elevators to transport strollers and well-maintained carpeting for our smallest crawling patrons are essential to a family's KIR experience. A few fun facts:

- Overture has 26 roofs! Each roof has a 20 year estimated life expectancy and we began replacing 2 per year in 2019 to prevent leaking before it starts. Overture will need to spend upwards of \$300,000 on roof maintenance annually into perpetuity.
- While the carpeting on the Playhouse level has been replaced once since opening, the tan carpet throughout the facility is original. Overture plans to replace 50,000 square feet of carpeting over the next three years, estimated to cost \$1.25M.
- Overture has 14 elevators to support patron accessibility and productions. You may have noticed some elevators have been offline at performances recently. After 18 years of use, software upgrades and more regular maintenance are

necessary. Working elevators are essential to every function at Overture and will eventually need to be replaced at a cost of \$250,000 per elevator.



ENSURING THE SHOW GOES ON



Mechanical systems require greatest investment



74 restrooms



3,691 seats across three theaters



Theater equipment to support all performances

Over 17,000 people attend performances in a week-long Broadway run.

Over 17,000 people attend a weeklong Broadway run and often there are additional events and performances being held in Capitol and Playhouse theaters. This fantastic volume of people enjoying the arts also creates a lot of wear and tear on the center. When Overture reopened in 2021, we began asking patrons to complete a 3-question post-show survey to rate their artistic, customer service and building experience. We learned that while the building is well-appreciated, patrons are starting to notice wear and tear that is impacting their experience, such as uncomfortable, worn seats (a \$1M investment) and restrooms in need of renovation and accessibility updates (a \$2M investment). In order to maintain the artistic quality of the performances, Overture must invest in theater equipment and mechanical systems behind the scenes. For example, the Overture Hall rigging system was redone in summer 2022 at a cost of \$150,000 to ensure a safe, functional working environment for the crew and artists. The window curtain wall in Overture Hall Lobby has a hydronic heat system to heat the lobby and prevent frost. The McKinstry audit recommends replacement in 2029 at a cost of \$1.25M. Chillers, sump pumps, boilers, architectural lighting, speakers, acoustical panels – every aspect of our building impacts the activity that takes place within it.



Overture Forever Gift Considerations

Annual Gift*: \$2,000/yr x 5 = \$10,000

Continue giving an annual gift to maintain donor benefits and Overture programs

Campaign Gift Pledge: \$2,000/yr x 5 = \$10,000

Support near term capital projects for artistic quality, patron experience and safety

Planned Gift: \$50,000

Endow your annual gift to ensure Overture remains a vibrant arts center for future generations



Cash gifts may be pledged over 5 years.

Campaign gifts totaling \$100,000+ will be permanently recognized in Overture Hall Lobby.

*Annual gifts are not included in Overture Campaign totals.

We plan to ask donors to take a holistic approach to their campaign gift considerations. Annual giving is essential to the continuity of Overture's operations and maintains a household's donor benefits., however, annual gifts will not be credited to the Overture Forever Campaign since they do not support capital projects. Donors may pledge a cash gift to either the Gajic Capital Fund or the Endowment Fund and make installments over 5 years. Planned gifts, such as bequests, insurance policies or retirement account beneficiaries, can be pledged to either fund and will be credited to the campaign. Longstanding donors may consider endowing their annual gift through a planned giving vehicle. For example, someone who currently gives \$2,000 annually may consider a \$50,000 endowment gift in their estate to provide roughly \$2,000 each year in support as their legacy. Donors will receive updates on the campaign's progress and capital projects annually, as well as invitations to special events. Donors who contribute \$100,000 or more will be permanently recognized on a wall in Overture Hall Lobby.



It's an honor to be stewards of this great gift Jerry Frautschi gave Madison – a home for the arts. It always makes me smile to hear the excited voices of students entering the Rotunda on their way to an OnStage Field Trip. The awe on their faces when they walk in the building, the energy in the audience waiting for the curtain to go up, the laughter, dancing and applause during the show. It's loud in the all the best ways; they are fully connecting to the performance and with each other. It's an extraordinary experience for the students, teachers, employees, volunteers, and artists. To me, this is why we must ensure Overture has the equipment and infrastructure to make every performance, program and exhibit the best it can be. \$3.7M has been raised for this effort so far and it is already being invested in the building. With your help, Overture will be creating extraordinary experiences in the arts, forever.