

OVERTURE FOREVER CAMPAIGN

THE
SHOW
MUST
GO
ON



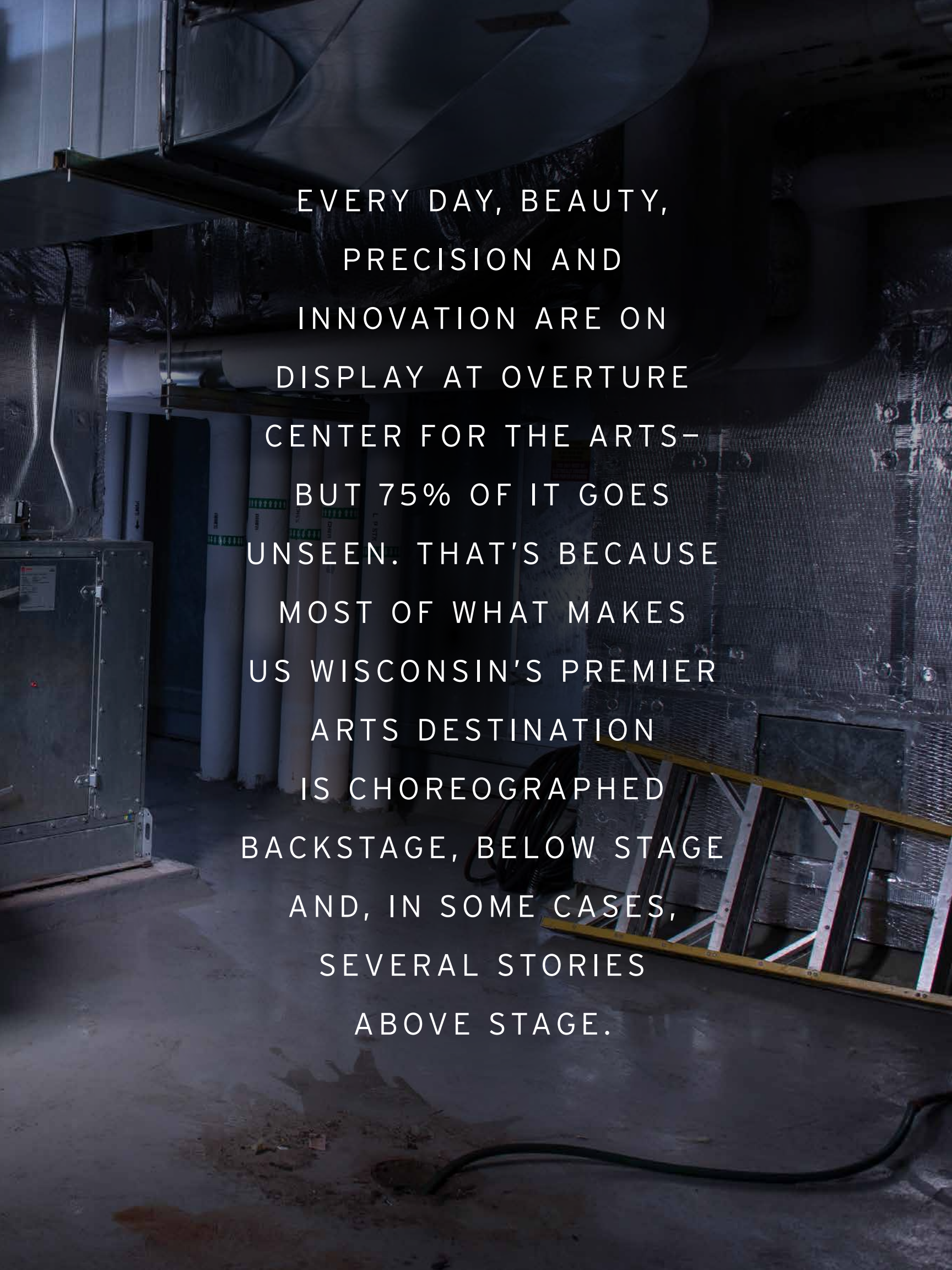
Overture
CENTER FOR THE ARTS

A photograph of a wastewater treatment plant interior. Two large white vertical pipes are prominent, each with a green band featuring white downward-pointing arrows. Below the pipes are large black cylindrical components of machinery. The background is a grey brick wall. On the left, vertical pipes are labeled 'CLEAR WATER WASTE' and 'CLEAR WATER VENT'. The floor is concrete with yellow safety markings.

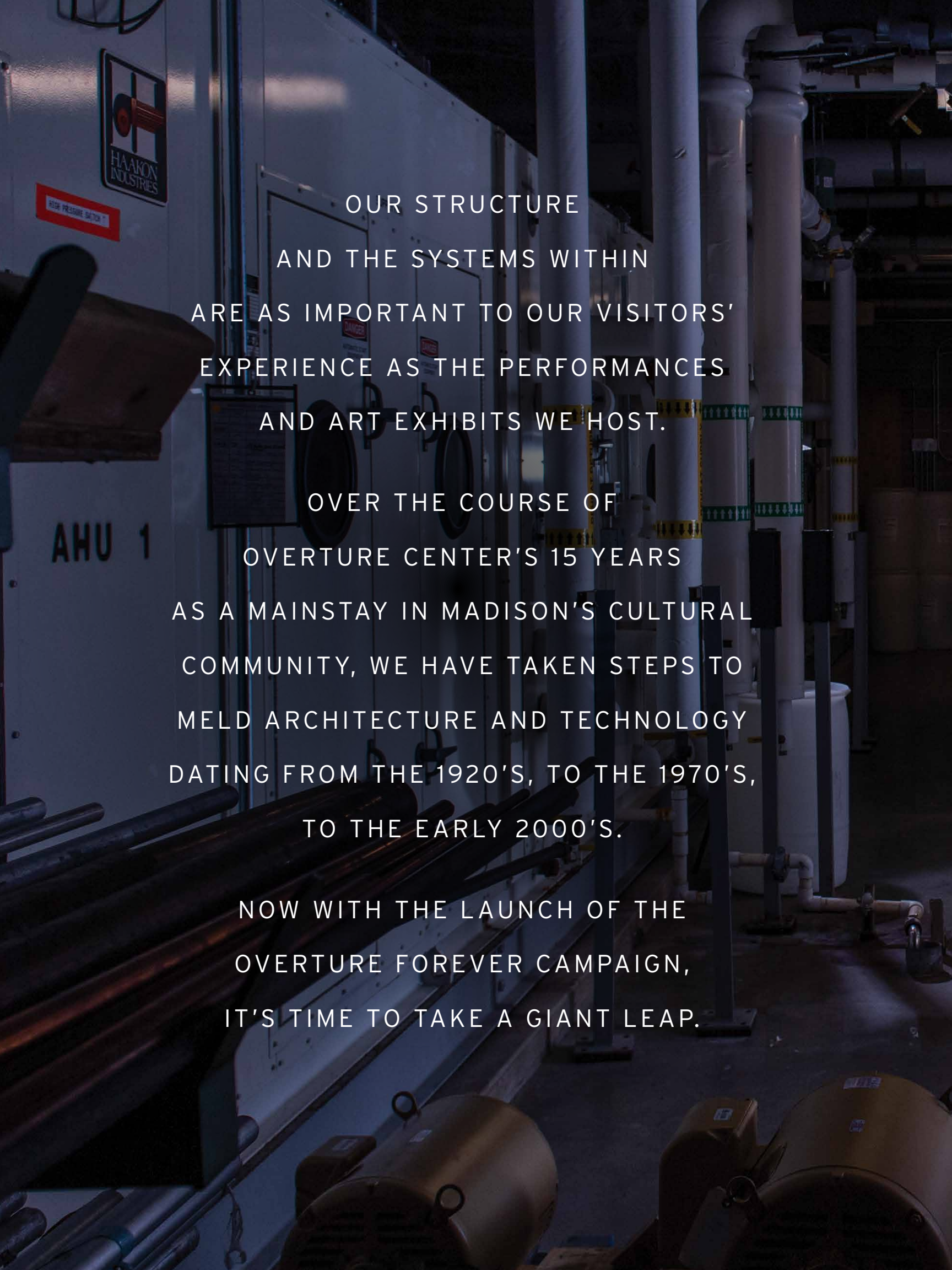
SOME
OF OUR MOST
MEMORABLE
PERFORMANCES
HAPPEN WHERE
NO ONE CAN
SEE THEM





A dark, industrial backstage area. In the background, several large white pipes are visible. To the left is a heavy metal door. To the right, a yellow and silver ladder leans against a wall. The floor is concrete and appears slightly damp. The overall lighting is dim and moody.

EVERY DAY, BEAUTY,
PRECISION AND
INNOVATION ARE ON
DISPLAY AT OVERTURE
CENTER FOR THE ARTS—
BUT 75% OF IT GOES
UNSEEN. THAT'S BECAUSE
MOST OF WHAT MAKES
US WISCONSIN'S PREMIER
ARTS DESTINATION
IS CHOREOGRAPHED
BACKSTAGE, BELOW STAGE
AND, IN SOME CASES,
SEVERAL STORIES
ABOVE STAGE.



OUR STRUCTURE
AND THE SYSTEMS WITHIN
ARE AS IMPORTANT TO OUR VISITORS'
EXPERIENCE AS THE PERFORMANCES
AND ART EXHIBITS WE HOST.

OVER THE COURSE OF
OVERTURE CENTER'S 15 YEARS
AS A MAINSTAY IN MADISON'S CULTURAL
COMMUNITY, WE HAVE TAKEN STEPS TO
MELD ARCHITECTURE AND TECHNOLOGY
DATING FROM THE 1920'S, TO THE 1970'S,
TO THE EARLY 2000'S.

NOW WITH THE LAUNCH OF THE
OVERTURE FOREVER CAMPAIGN,
IT'S TIME TO TAKE A GIANT LEAP.



OUR IMPACT

The number of tickets we've sold since we opened our doors in 2004 only tells part of the story. As Wisconsin's largest non-profit arts center, Overture Center plays an important role in providing access to the arts for residents of Dane County and beyond. We also drive business to local restaurants and shops, thanks to people who spend time in Madison before and after a show.

The COVID-19 pandemic dramatically affected Overture Center, yet we continue to entertain and educate our community through the arts via digital programming. We are reaching even more people in new ways, and we will be with our community every step of the way as it recovers.

With the support of our generous donors, we're excited to see these numbers grow for many years to come.



12,000,000+

UNIQUE ARTS
EXPERIENCES SINCE
OUR OPENING

10,500

PEOPLE REACHED
DAILY THROUGH
SOCIAL MEDIA



6,000,000

FREE AND
LOW-COST
ART EXPERIENCES

40

YEARS OF
CHILDREN'S
PROGRAMMING,
WITH KIDS IN
THE ROTUNDA
AND ONSTAGE
FIELD TRIPS



10%

OF VISITORS
COME FROM
BEYOND DANE
COUNTY

99

WISCONSIN
HIGH SCHOOLS
PARTICIPATE IN
THE JERRY
AWARDS EVERY YEAR AT
OVERTURE CENTER

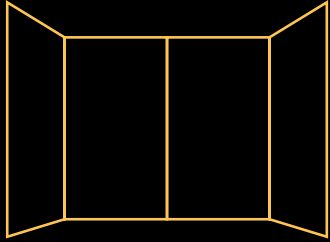


ANNUAL IMPACT ON
THE LOCAL ECONOMY

\$28M

THE WORK AHEAD

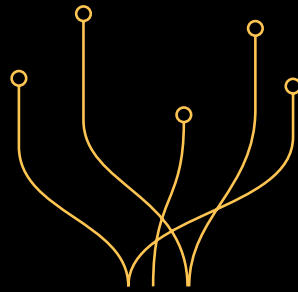
Architect Cesar Pelli thoughtfully designed Overture Center to not only be utilized and appreciated by current Madison residents, but by future generations. By meeting our Overture Forever fundraising goals, we can ensure a successful update of our facility that will meet the needs of all our visitors, performers and staff – today, tomorrow and for many years to come. See the impact that your support can have.



USAGE

Every year, Overture Center plays host to an average of 300 days of programming, including performances by its 10 resident arts companies. Nearly half of those experiences are through our free or low-cost programs that are central to our mission, but do not generate revenue to support wear and tear.

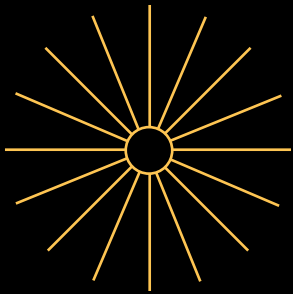
Through donations from the community, we can make many upgrades that will not only enhance visitor experiences, but will allow us to continue to provide greater access to them. Some examples of these updates include lighting upgrades inside and outside of the Kids in the Rotunda theater, and improvements to the theater rigging controls and equipment.



TECHNOLOGY

There has been a considerable amount of technological innovation since Overture Center opened its doors in 2004. Some of the technology we are looking to institute is now considered standard in modern buildings, such as LED architectural and ceiling lights. Other changes we intend to make are specific to the theater experience, including sound console improvements and the addition of projection equipment throughout the building.

Investing in technological advances will allow us to maintain our distinction as Wisconsin's premier arts destination. Visitors and performers alike will be able to get even more out of every time they step through our doors, especially with premium programs like Broadway at Overture and Overture Presents.



ENVIRONMENT

When it comes to Overture Center and the environment, we need to be mindful of the way each one impacts the other. First and foremost, we have a responsibility to make decisions that minimize the effect we have on the world around us. For example, new building automation and air handling systems will dramatically reduce energy consumption while helping to cut operating costs.

Like any building that's been exposed to the elements, the exterior of Overture Center has experienced some wear and tear. Acid rain and pollution have deteriorated the exterior of the building, requiring investment to reverse the damage and protect it for the future.



EXPERIENCE

There are certain expectations that visitors have when they attend a performance or peruse a gallery show at Overture Center. Many of the updates to the building will address these expectations and enhance everyone's comfort, accessibility and safety.

Once our improvements have been completed, patrons will enjoy a more mobile-friendly venue, more consistent temperature and humidity levels, flooring and bathroom updates, and upgrades to the security camera system – just to name a few.



OUR SUPPORTING CAST COULD USE YOUR SUPPORT

We launched the Overture Forever fundraising campaign with the intention of maintaining Overture Center's status as a world-class facility, hosting a wide range of exceptional performances and art exhibits. Our goal is to raise \$30 million to support substantial capital improvements and establish a significant endowment fund. Together, they will transform our building into a modern mecca of culture to be enjoyed for many years to come.

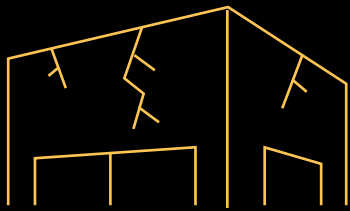
Please join us in transforming Overture Center into a destination designed to meet the needs of the next generation. Read on to learn more about our plans and how you can get involved.



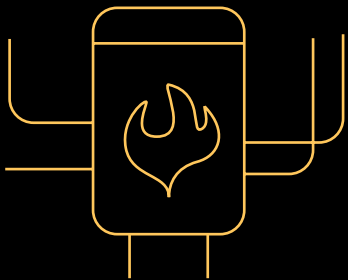
A LOOK BEHIND THE CURTAIN

To get a true understanding of what would be needed to give Overture Center the attention it needs, both inside and out, an outside firm was engaged to perform a facility audit. The firm, McKinstry, found the building to be in good condition. Our facilities staff, who treats Overture Center as their home, takes great pride in the care they put into keeping the building looking good and running smoothly. McKinstry emphasized that the center has been very well maintained, especially on the current budget.

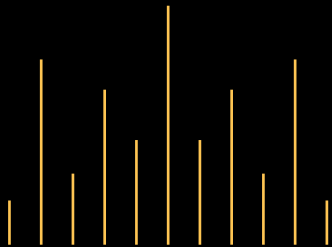
From 2016 to 2019, the average annual capital replacement investment was \$1 million, which has helped cover projects such as:



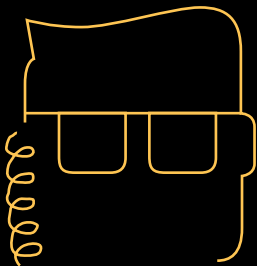
ROOF
REPAIR
\$300,000



BOILER
REPLACEMENT
\$300,000



SOUND SYSTEM UPGRADE
IN OVERTURE HALL
\$1.55 MILLION



SECURITY RADIO
UPGRADES
\$120,000

During McKinstry's evaluation of Overture Center, a number of projects were identified that will be required as part of the capital replacement lifecycle for the next 30 years.

To ensure we are able to meet the goal of funding these projects and so many more, our mission is to raise \$30 million through the Overture Forever campaign. With \$10 million dedicated to the capital fund and \$20 million for the endowment, our target date to reach our goal is 2025.

With the help of generous donors like you, this dream is well within reach. Thank you for considering a gift that will benefit generations of art enthusiasts who count on Overture Center for meaningful experiences with the arts.

The campaign includes the following initiatives:

EXTERIOR FOUNDATION REPAIRS AND ENVIRONMENTAL CLEANING

\$1.5 MILLION



HVAC FAN REPLACEMENT \$10 MILLION



INTERIOR FINISHES UPDATES \$115,000



COOLING TOWER & CHILLER UPGRADE \$3.5 MILLION



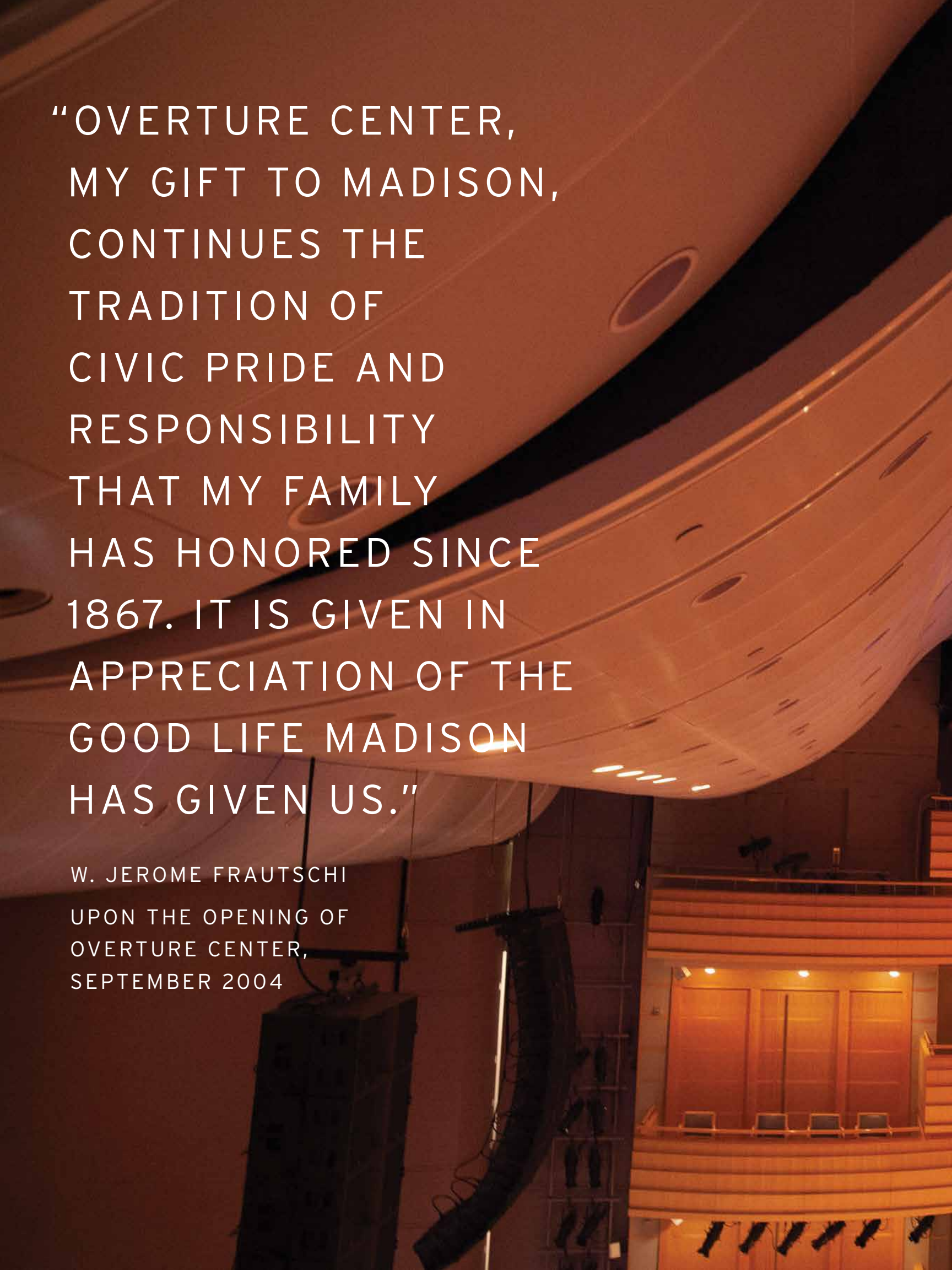
FIRE & LIFE SAFETY SYSTEM REPLACEMENT \$700,000



THE NEXT ACT





The background of the image is the interior of a large, modern building, identified as the Overture Center. The most prominent feature is the curved, ribbed wooden ceiling, which is illuminated with warm, orange-toned lights. Below the ceiling, the stage area is visible, featuring a wooden floor and a large, curved wooden structure that appears to be part of the stage design. The overall atmosphere is warm and elegant.

"OVERTURE CENTER,
MY GIFT TO MADISON,
CONTINUES THE
TRADITION OF
CIVIC PRIDE AND
RESPONSIBILITY
THAT MY FAMILY
HAS HONORED SINCE
1867. IT IS GIVEN IN
APPRECIATION OF THE
GOOD LIFE MADISON
HAS GIVEN US."

W. JEROME FRAUTSCHI
UPON THE OPENING OF
OVERTURE CENTER,
SEPTEMBER 2004



