



OVERTURE CENTER FOR THE ARTS

2024/25 COMMUNITY IMPACT

Overture Center's 20th anniversary brought with it an unforgettable year of live performance, community connection and meaningful milestones. From Broadway blockbusters and sold-out concerts to cultural festivals and first-time programs, our stages and spaces were alive with energy, discovery and joy.

This season, 37% of our programming was offered free or at low cost, a reflection of our commitment to accessibility and belonging. Highlights include the ever-popular International Festival, the joyful debut of My Melody for individuals living with dementia and their care partners, and the continuation of beloved engagement programs like Kids in the Rotunda and Duck Soup Cinema. Our "Big 2-Oh" also set records with Steve Martin & Martin Short, the launch of the Fringe Festival, and smash hits "Wicked," "Shucked" and "MJ The Musical."

MISSION

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

VISION

Creating extraordinary experiences through the arts.

2024/25 SEASON

ARTISTIC EXPERIENCES

514,817
TOTAL EXPERIENCES*

698
EVENTS

BROADWAY	134,804	65
OVERTURE PRESENTS	58,644	58
RESIDENT COMPANIES	101,482	149
LOCAL ART	11,735	32
RENTALS	18,414	106
EDUCATION & ENGAGEMENT (free and low-cost programs, including Galleries)	189,738	288

**Experiences from July 1, 2024 through June 30, 2025*

366,582

TICKETS

purchased by local
and regional households

41%
Madison

74%
Dane County

26%
Outside of
Dane County

3,362

TOTAL ARTISTS

Our stages and galleries welcome
local artists and entertainment icons.

2,431
Local Artists

931
Touring Artists

\$1,047,000
granted in subsidies to
resident companies

\$59,600
granted in subsidies to
local arts groups

EDUCATION AND ENGAGEMENT PROGRAMS

Overture offers a variety of free and low-cost arts experiences, giving everyone an opportunity to express themselves through the arts.

83,995

Experiences

262

Events

OVERTURE GALLERIES

Creating a forum for diverse artistic expression.

105,743

Experiences

26

Events

EQUITY AND INNOVATION

We continually strive towards being a welcoming, inclusive and diverse organization, ensuring what we see on stage truly reflects our humanity and society.

75

Community partners

586

Free tickets distributed

ARTS CAREER EXPLORATION SPOTLIGHT (ACES)

A three-week summer program for middle and high school students of color to be introduced to local arts organizations and career paths.

28

Student participants

32

Field trips/
workshops/panels

51%

Participate in
free/reduced
school lunch

OPERATIONS

20 projects were completed, including:

Replaced chiller

Improved safety of Overture Hall rigging

Replaced boilers

Installed moving lights, audio consoles,
LED CYC lights

Improved Wi-Fi connectivity

COMMUNITY TICKET PROGRAM

Ensuring all people, regardless of economic ability have access to the performing arts.

46

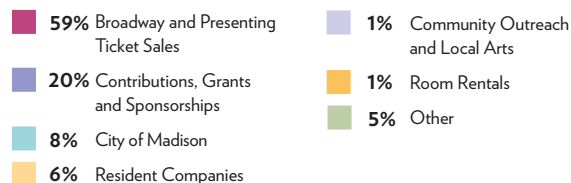
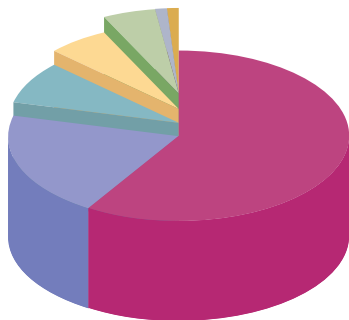
Partnerships with local
social service organizations

1,232

Low-cost tickets distributed

REVENUES BY SOURCE

July 1, 2024 – June 30, 2025



EXPENSES BY SOURCE

July 1, 2024 – June 30, 2025

