

ECONOMIC IMPACT REPORT

Overture Center generates \$66.9M annually for our region.



Overture
CENTER FOR THE ARTS

2025/26

Study conducted by the University of Wisconsin
Whitewater Fiscal and Economic Research Center

OVERTURE POWERS MADISON'S ECONOMY

Investment in the arts strengthens workforce attraction, downtown vitality, tourism activity, education access and community connection.



GROWTH AT A GLANCE

2025/26

Total Economic Impact

\$66.9M

▲ 94% increase from 2021/22

Jobs Supported

400+

▲ 48% increase from 2021/22

State & Local Tax Revenue

\$3.59M

▲ 56% increase from 2021/22

Annual Guests

500,000+

▲ 124% increase from 2021/22

OVERTURE AUDIENCES DRIVE DOWNTOWN BUSINESS

\$18.9

SPENT ANNUALLY AT LOCAL RESTAURANTS,
RETAIL SHOPS AND HOSPITALITY BUSINESSES

Arts activity fuels foot traffic across the entire downtown district. When audiences attend Overture performances, they dine downtown, shop locally, stay overnight, park nearby and explore neighborhoods.

“Overture Center for the Arts is a defining centerpiece of downtown Madison’s vibrant and eclectic culture. Overture enriches our community and enhances Madison’s reputation as a desirable place to live.”

-Satya Rhodes-Conway, City of Madison Mayor



DRAWING REGIONAL VISITORS TO MADISON

\$14M

TOTAL VISITOR IMPACT

\$2.59M

BROADWAY

\$4.2M

OVERTURE PRESENTS

\$7.4M

RESIDENT COMPANIES



SUPPORTING 400+ JOBS

SECTOR BREAKDOWN

- Entertainment: 155
- Restaurants: 105
- Business Services: 35
- Finance & Real Estate: 32
- Retail: 22
- Healthcare: 18
- Other Industries: 18

“Overture Center is a community treasure that provides visitors locally produced, nationally renowned and internationally flavored arts and culture, making a trip to Madison memorable and meaningful.”

– Ellie Westman Chin, President & CEO, Destination Madison

INVESTING IN FAMILIES, STUDENTS & COMMUNITY ACCESS

\$4.7M

EDUCATION & ENGAGEMENT
PROGRAM IMPACT

Overture's education and engagement programs connect families, students and communities to the arts year-round and support lifelong engagement.

- Kids in the Rotunda
- Disney Musicals in Schools
- Spotlight Middle School Musical Theater Program
- The Jerrys
- OnStage Student Field Trips
- Lullaby Project
- My Melody
- Fringe Festival
- International Festival
- Overture Galleries



ABOUT THIS STUDY

RESEARCH PARTNERSHIP

In the 2025/26 season, Overture Center for the Arts partnered with the Fiscal and Economic Research Center (FERC) at the University of Wisconsin-Whitewater to analyze and quantify the annual economic impact of Overture Center for the Arts.

The factors analyzed include, but are not limited to, the duration of stay, related activities before/after a show, and size of the group. Surveys were collected and used to quantify the monetary impact on local and Wisconsin economies.



University of Wisconsin
Whitewater

METHODOLOGY: IMPLAN

IMPLAN (Impact Analysis for Planning) is an economic analysis software system that uses survey data to estimate what extent different spending categories affect the local economy through:

DIRECT EFFECTS

Initial impact created by spending by/at businesses around Overture

INDIRECT EFFECTS

Secondary impact caused by changing input needs of directly affected industries

INDUCED EFFECTS

Changes in household spending due to additional employment generated by direct and indirect effects