



OVERTURE CENTER FOR THE ARTS

REPORT TO COMMUNITY

25 | 26



The Great Gatsby North American Tour Company
Photo by Evan Zimmerman for MurphyMade



CELEBRATING A SEASON OF SHARED IMPACT

Looking back on the 2025/26 season, we are most inspired by the people who make Overture thrive: families discovering the arts together, students finding confidence on stage, artists sharing new perspectives, and the employees, volunteers, patrons, donors and community partners who make it all possible.

Because of your support, Overture welcomed more people than ever before, providing over 600,000 artistic experiences through Broadway performances, gallery exhibitions, free family programs and resident company celebrations.

We expanded accessibility services, increased free and low-cost opportunities, and celebrated record participation in the Jerry Awards, while new community perception research is helping us better serve Madison in the years ahead.

Overture's impact extended beyond our stages and galleries, generating \$66.9 million in annual economic activity during the season and strengthening downtown Madison through job support and local spending.

Together, we also reached the \$30 million Overture Forever Campaign goal, ensuring Overture remains a vibrant, welcoming home for the arts for generations to come.

At the heart of it all is our mission to support and elevate our community's creative culture, economy and quality of life through the arts. Thank you for helping create a place where artists thrive, students dream, neighbors connect and everyone can experience the transformative power of the arts.

Overture Center for the Arts Executive Leadership Team

Michael Conway • Jenie Dahlmann • Emily Gruenewald
Victor Patterson • Cari Redington • Tim Sauers



Photo by David Nevala

OVERTURE FOREVER: A STANDING OVATION

The Overture Forever Campaign reached its \$30 million fundraising goal in January 2026. The campaign was launched to build a permanent endowment dedicated to maintaining and preserving Overture's 20-year-old building, addressing essential needs from the foundation to the roof.

Initial gift: Dianne Christensen

Largest gift: W. Jerome Frautschi Foundation, \$10 million

Length of public phase: About 18 months

Participating households: 2,000

Median gift: \$100

MATCHING GIFTS:

Capitol Point Residents, \$700,000

Bea and Lau Christensen, \$250,000

NGL Insurance Company, \$100,000

SupraNet Communications, Inc., \$100,000

In celebration of Overture's 20th anniversary in July 2024, Jerry Frautschi reflected on Overture's legacy and future: "When I made my gift for the development of Overture Center, my vision was to create a world-class arts destination that would become the cultural hub of Madison. Its success has exceeded even my most ambitious hopes and expectations." Frautschi passed away on January 8, 2026.



INCLUSION, ACCESS & BELONGING

At Overture, we continually strive towards being a welcoming, inclusive and diverse organization. We take our commitments to the community seriously, fostering collaboration and meaningful relationships that strengthen access and belonging.

30

**COMMUNITY
PARTNERS**

402

**FREE TICKETS
DISTRIBUTED**

**Received 2026 John F. Kennedy Center for the
Performing Arts Leadership Exchange in Arts and
Disability (LEAD) Community Asset Award**

Supported by Old National Bank and Evjue Foundation.



OPERATIONS

15 projects were completed, including:

- Upgraded fire panel
- Upgraded Metasys HVAC control
- Purchased autonomous floor scrubbers
- Installed new keylock boxes
- Repaired Capitol Theater orchestra shell storage floor
- Upgraded Entertainment LED Fixtures (Phase 2)
- Rebuilt gala lift
- Implemented hearing assist service
- Installed backup servers
- Increased wireless microphone channels
- Installed digital signage

16,000+
**HOURS OF
VOLUNTEER
SERVICE**



**Patron Facility
Rating**



**Patron Service
Rating**

THANK YOU TO OUR DONORS

*Use the QR code to see the
full 2025/26 Report to Community
donor listing*



OVERTURE CENTER FOUNDATION BOARD

Jim St. Vincent (Chair)	Peng Her	Oscar Mireles
Jim Yehle (Past Chair)	Lynn Heslinga	Barbie Murawski
Keith Baumgartner (Treasurer)	Ana Hooker	Greg Pfluger
Pat Brady (Secretary)	Cecilia Kress	Lauri Roman
Lisa Barton	Kenneth Lammersfeld	Christine Senty
Joanna G. Burish	Karen Menendez- Coller, PhD	Kirt Soukup
Joe Celentano		Mark Verveer
Mark Clear		Andy White

COMMUNITY ADVISORY COUNCIL

Anna Gonzalez (Chair)	Kayla McGhee	Buzz Kemper
Andrea Bonaparte (Vice Chair)	Dana Pellebon	Leah Schultz
Kiah Calmese Walker	Martha Siravo	Debra Kirchner
	Christina Martin-Wright	

OUR RESIDENT COMPANIES

Children's Theater of Madison	Forward Theater Company	
Kanopy Dance Company	Li Chiao-Ping Dance	James Watrous Gallery
Madison Ballet	Madison Opera	Madison Symphony Orchestra
	Wisconsin Chamber Orchestra	

LAND ACKNOWLEDGMENT

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.

ONSTAGE STUDENT FIELD TRIPS

Offering diverse performances that connect
to content across school curriculums.



23
performances

60
Madison artists

291
schools/groups
(96 of them new this year!)

41
touring artists

*Supported by American Girl's Fund for Children, Madison Community Foundation,
Patrick and Linda McKenna, and Nelnet.*



MY MELODY

Celebrating creative expression through
songwriting for people living with dementia.

24

events

30+

artistic experiences

15

participants

11

songs created

*Community partners are Verona Senior Center and Madison Senior Center.
Supported by Bader Philanthropies and Quartz Benefits.*

THE LULLABY PROJECT

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

96

participants

52

events

39

written
lullabies

669

artistic
experiences

161

lullabies written
since 2019

*Supported by UnityPoint Health-Meriter,
Norm Berven and Barbara Middlestaedt Berven.*



INTERNATIONAL FESTIVAL

Celebrating the rich cultural heritage
and diversity of our community.

13,000+ attendees

50

**represented cul-
tures**

31

**performance
groups**

with 200+ performers!

33

**crafts/arts and
food vendors**

2,304

**online school
participants**

Supported by Quartz Benefits.



Madison is so lucky to have such a wonderful arts community, and the opportunities I've been able to have here in theater and singing have really allowed me to grow into who I am today.

— Ava Greenberg, Middleton High School

THE JERRYS

Recognizing excellence in high school musical theater.

118

productions reviewed

60

reviewers

100

**participating schools
and community theaters**

11,800

participating students

1,000+

performers in the two award shows



*Partners include the Marcus Center for the Performing Arts and The Grand Theater.
Supported by American Girl's Fund for Children, Madison Community
Foundation and W. Jerome Frautschi Foundation.*

DISNEY MUSICALS IN SCHOOLS

Creating sustainable musical theater programs
in elementary and middle schools.

450 **9**
students **schools**

*Supported by
Starion Bank and
The Walt Disney
Company.*

SPOTLIGHT MIDDLE SCHOOL MUSICAL THEATER PROGRAM

Inspiring, educating and connecting middle school
students and educators with theater professionals.

290 **2**
students **schools**

Supported by Mike & Lee Ann Dillis.

COMMUNITY TICKET PROGRAM

Increasing access to performances by offering low-cost tickets to local social service organizations.

54 participating organizations

2,339 tickets distributed

Supported by Dane County and Nelnet.

DUCK SOUP CINEMA

Celebrating Capitol Theater's silent film heritage.

3,094
attendees

7
performances
and events

*Supported by American Family Insurance, Bell Laboratories
and NGL Insurance Company.*



I've been taking my kids to Kids in the Rotunda since they were little. It has provided my whole family with joy and a way to connect with the arts... all for free!
— Kate Mengler, parent

KIDS IN THE ROTUNDA

Captivating families of all ages through
free Saturday performances.

21,562 **attendees**
(includes livestream views)

252

performers

10+

**diverse art
forms presented**

89

performances

*Community Partnerships include Art After Overture, Madison Public Library, Little
om BIG OM yoga and American Family Children's Hospital.
Supported by American Girl's Fund for Children, Madison Gas & Electric,
Ian's Pizza, UnityPoint Health-Meriter and Veridian Homes.*

OVERTURE GALLERIES

Creating a forum for diverse artistic expression.

155,661

artistic experiences

+47%
FROM 2024/25
SEASON!

33

**exhibitions
and events**

421

**exhibited
art pieces**

67

**Madison/
Dane County
artists**

28

**Wis. and
national
artists**

12

**receptions
and community
events**

Supported by Associated Housewrights, The Arts Access Fund, a component fund of the Madison Community Foundation, and Wealthspire.



RESIDENT & LOCAL ARTS SUPPORT

\$1,071,100

**granted in space and equipment rental
subsidies to resident companies**

\$85,650

**granted in space and equipment rental
subsidies to local arts organizations**

ARTISTIC EXCELLENCE

+17%
FROM 2024/25
SEASON!

604,124

TOTAL EXPERIENCES*

810

EVENTS

BROADWAY

180,749 experiences

83 events

+34%
FROM 2024/25
SEASON!

OVERTURE PRESENTS

55,567 experiences

49 events

RESIDENT COMPANIES

99,849 experiences

188 events

LOCAL ARTS

11,071 experiences

31 events

RENTALS

19,684 experiences

112 events

EDUCATION & ENGAGEMENT

(includes Overture Galleries)

237,204 experiences

347 events

+25%
FROM 2024/25
SEASON!

*experiences from July 1, 2025 through June 30, 2026

Broadway at Overture is sponsored by Findorff, Heckmann Financial, Kayser Lincoln, Park Bank and SupraNet Communications, Inc. and presented in partnership with Broadway Across America.

Overture Presents Series Partners are Adams Outdoor Advertising, American Family Insurance, Associated Bank, Bell Laboratories, Cambridge Winery, Electronic Theatre Controls, Inc., Findorff, Hausmann Group, Hooper Corporation, Kayser Lincoln, Lake Ridge Bank, NGL Insurance Company, Northwestern Mutual Southwest, Old National Bank, Rare Steakhouse, Starion Bank and SupraNet Communications.

Helen Krushinski and Zachary Keller, Photo by Matthew Murphy for MurphyMade

ARTISTS

4,388 total artists

- 2,222 from Madison/Dane County

TICKETS

356,324 total tickets purchased

- 41% by Madison residents
- 74% by Dane County residents
- 26% outside of Dane County