

OVERTURE CENTER FOR THE ARTS

ECONOMIC AND FISCAL IMPACT ANALYSIS



University of Wisconsin
Whitewater

Fiscal and Economic
Research Center

ABOUT OVERTURE CENTER FOR THE ARTS

Overture Center for the Arts is a performing and visual arts center located in Madison, Wisconsin. Overture is home to seven state-of-the-art performance spaces and five galleries. The first Broadway show to open on the Overture Hall stage was the national tour of "The Phantom of the Opera" in 2004. Since then, Overture Center has hosted a multitude of performers and Broadway productions.

As Overture Center continues to host hundreds of local, national, and international artists, it produces over 500,000 educational and artistic experiences each year. In addition to this, Overture Center serves as a venue space for corporate meetings, conventions, weddings, receptions, trade shows, and banquets.

Overture Center is at the heart of Madison and aims to provide extraordinary experiences for its visitors and add value to the Madison community. Through all its efforts, Overture's mission is to support and elevate our community's creative culture, economy, and quality of life through the arts.

ABOUT THE FERC

The Fiscal and Economic Research Center (FERC) at the University of Wisconsin-Whitewater conducted research, created surveys, and attended Overture Center performances to determine the fiscal and economic impact of Overture Center for the Arts.



EXECUTIVE SUMMARY

Project Overview

Overture Center for the Arts, in partnership with the Fiscal and Economic Research Center (FERC) at the University of Wisconsin-Whitewater, analyzed and quantified the economic impact of Overture Center for the Arts.

The factors analyzed include but are not limited to the duration of stay, activities partaking in, the size of the group, and the annual usage of Overture Center. A surplus of surveys were collected and used to quantify the monetary impact on local and Wisconsin economies using the IMPLAN input/output technique on the average expenditures of event visitors.

Using the input/output analysis and the information collected using the surveys, the FERC also calculated the economic impact of Overture Center for the Arts.

- Overture Center generates over 400 (FTE) jobs.
- Overture Center generates \$48,000,000 in output annually.
- Overture Center attracts over 500,000 visitors annually.
- Overture Center attracts a diverse audience.
- Overture Center generates \$3,590,000 in state and local taxes.



IMPLAN

There are two primary forms of economic impact on the visitors of Overture Center for the Arts: direct and indirect. To calculate the impact of expenditures by businesses around Overture Center, an IMPLAN input/output (I/O) model was used. IMPLAN (short for "impact analysis for planning") is an economic analysis software system utilized to study the average survey responses. An IMPLAN model can determine the overall economic impact of initial spending on the local economy. The IMPLAN model uses data gathered in our surveys and estimates to what extent different spending categories affect the local economy in terms of initial, direct, indirect, and induced effects. This input/output (I/O) model provides a means to capture and measure these effects. It uses the following three effects to measure economic impact.

DIRECT EFFECT

The direct effect refers to production change associated with a change in demand for the good itself. It is the initial impact on the economy, which is exogenous to the model. In this case, it is the spending brought about by the businesses around Overture Center for the Arts.

INDIRECT EFFECT

The indirect effect refers to the secondary impact caused by changing input needs of directly affected industries (e.g., additional input purchases to produce extra output). It concerns inter-industry transactions.

INDUCED EFFECT

The induced effect refers to changes in household spending due to the additional employment generated by direct and indirect effects. The induced effect measures the impact of the changes in household income: individuals working at the businesses around Overture Center for the Arts and their suppliers spend money at restaurants, grocery stores, and shops.

OVERTURE CENTER FOR THE ARTS OPERATIONS IMPACT

IMPACT TYPE	EMPLOYMENT	LABOR INCOME	OUTPUT (SALES)
DIRECT	144 Jobs	\$11,500,000	\$24,000,000
INDIRECT & INDUCED	120 Jobs	\$7,400,000	\$24,000,000
TOTAL	264 Jobs	\$18,900,000	\$48,000,000

OVERTURE CENTER FOR THE ARTS AGGREGATE VISITORS IMPACT

IMPACT TYPE	EMPLOYMENT	LABOR INCOME	OUTPUT (SALES)
DIRECT	96 Jobs	\$2,735,000	\$9,800,000
INDIRECT & INDUCED	43 Jobs	\$2,705,000	\$9,115,000
TOTAL	139 Jobs	\$5,440,000	\$18,915,000



BROADWAY AT OVERTURE

The 2025/26 Broadway season scheduled at Overture Hall underscores the center's position as a premier mid-sized touring venue that brings high-caliber commercial musical theatre to Madison's cultural landscape. Anchored by major productions, including **Hamilton** a the Tony, Grammy, and Pulitzer Prize-winning musical that reimagines the American founding era with a contemporary, multicultural cast that along with other headline engagements such as **Some Like It Hot** and **Back to the Future: The Musical**, this slate not only diversifies the artistic offerings available to local audiences but also strengthens the region's visibility within national touring circuits. These performances enrich the community's cultural fabric, generate significant economic impact through ticket sales and visitation, and provide educational opportunities for students and local theatre practitioners alike, aligning with Overture's mission to integrate world-class art with local engagement.

BROADWAY AT OVERTURE VISITORS IMPACT

IMPACT TYPE	EMPLOYMENT	LABOR INCOME	OUTPUT (SALES)
DIRECT	13 Jobs	\$390,000	\$1,350,000
INDIRECT & INDUCED	6 Jobs	\$375,000	\$1,240,000
TOTAL	19 Jobs	\$765,000	\$2,590,000



OVERTURE PRESENTS

As part of its Overture Presents subscription series, Overture Center hosted one of the pre-eminent ensembles in contemporary American music with the **Jazz at Lincoln Center Orchestra with Wynton Marsalis** is one example of the 20-30 Overture Presents shows featured this season. Another This engagement exemplifies Overture’s strategic curatorial breadth, bringing to Madison a jazz institution recognized internationally for its artistic rigor, historical stewardship, and pedagogical influence. The performance, rooted in the blues, swing, and spiritual traditions that define the American jazz canon, presents audiences both familiar and new to the genre with an opportunity to experience nuanced ensemble interplay and sophisticated improvisational dialogue in a concert hall setting. Through this engagement, Overture not only elevates Madison’s jazz ecology but also reinforces its role as a presenter of culturally significant art forms that broaden public understanding of America’s musical heritage.

OVERTURE PRESENTS VISITORS IMPACT

IMPACT TYPE	EMPLOYMENT	LABOR INCOME	OUTPUT (SALES)
DIRECT	21 Jobs	\$600,000	\$2,200,000
INDIRECT & INDUCED	9 Jobs	\$600,000	\$2,000,000
TOTAL	30 Jobs	\$1,200,000	\$4,200,000



EDUCATION & ENGAGEMENT PROGRAMS

For the 2025/26 season, the programming at Overture Center for the Arts continues to advance equitable arts access, youth development, and community connection. Initiatives such as **Kids in the Rotunda** and the **Lullaby Project** promote early childhood engagement and strengthen family bonds through participatory music-making. School-based programs including **The Jerry's**, **Disney Musicals in Schools**, and the **Spotlight Middle School Musical Theater Program** embed high-quality performing arts experiences within educational settings, cultivating student confidence, collaboration, and creative expression. **OnStage Student Field Trips** broaden access to professional arts environments. The **International Festival** fosters cross-cultural understanding, and the **Overture Galleries** provide inclusive platforms for visual arts engagement. Collectively, these initiatives reinforce Overture Center's role as a vital civic anchor for artistic innovation, educational enrichment, and community well-being during the 25/26 year.

EDUCATION & ENGAGEMENT VISITORS IMPACT

IMPACT TYPE	EMPLOYMENT	LABOR INCOME	OUTPUT (SALES)
DIRECT	24 Jobs	\$695,000	\$2,450,000
INDIRECT & INDUCED	11 Jobs	\$680,000	\$2,275,000
TOTAL	35 Jobs	\$1,375,000	\$4,725,000



RESIDENT COMPANIES

Overture Center for the Arts serves as a central connection point for the performing and visual arts in downtown Madison, housing nine independent resident companies that collectively sustain a dynamic and comprehensive artistic season: **Children's Theater of Madison, Forward Theater Company, Kanopy Dance Company, Li Chiao Ping Dance, Madison Ballet, Madison Opera, Madison Symphony Orchestra, Wisconsin Chamber Orchestra,** and the **James Watrous Gallery**. While each organization operates independently, together they create a shared cultural ecosystem that shapes the 2025/26 season through professional theater, contemporary and classical dance, opera, orchestral and chamber music, and curated visual art exhibitions. Highlights of the season include the **Madison Symphony Orchestra's 100th Anniversary** performance, and the beloved holiday tradition of **The Nutcracker**, presented with musical caliber and choreographic precision that have been passed down for generations. Collectively, these nine companies reflect both artistic excellence and meaningful community engagement.

RESIDENT COMPANIES VISITORS IMPACT

IMPACT TYPE	EMPLOYMENT	LABOR INCOME	OUTPUT (SALES)
DIRECT	38 Jobs	\$1,050,000	\$3,800,000
INDIRECT & INDUCED	17 Jobs	\$1,050,000	\$3,600,000
TOTAL	55 Jobs	\$2,100,000	\$7,400,000

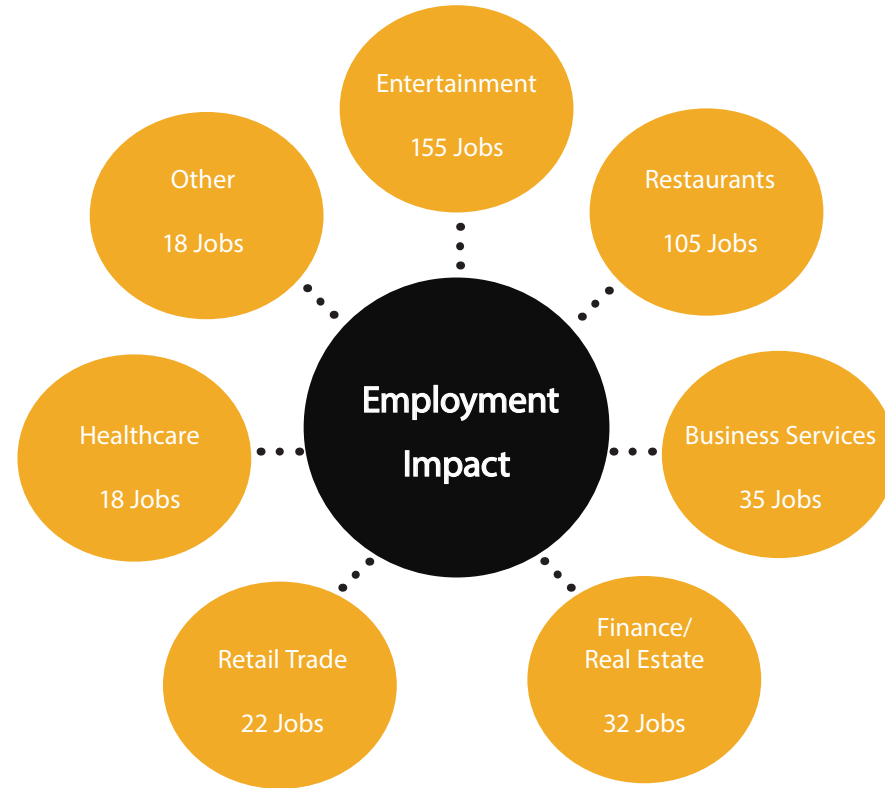


INDUSTRIES IMPACT

This illustrates the varying contributions of different industries to job creation, providing a clear visual representation of their impact.

At the top center of the diagram, Entertainment has the greatest number of jobs created of **155**. Restaurants follows with **105 jobs**, and Business Services with **35 jobs**.

This potential suggests Overture Center for the Arts will create new substantial jobs for businesses focusing on entertainment, restaurants, and business services industries.



OVERTURE TAKEAWAYS

\$66.9M
Total Annual Economic Impact

\$48M
Total Operations Impact

\$18.9M
Total Visitor Spending Impact

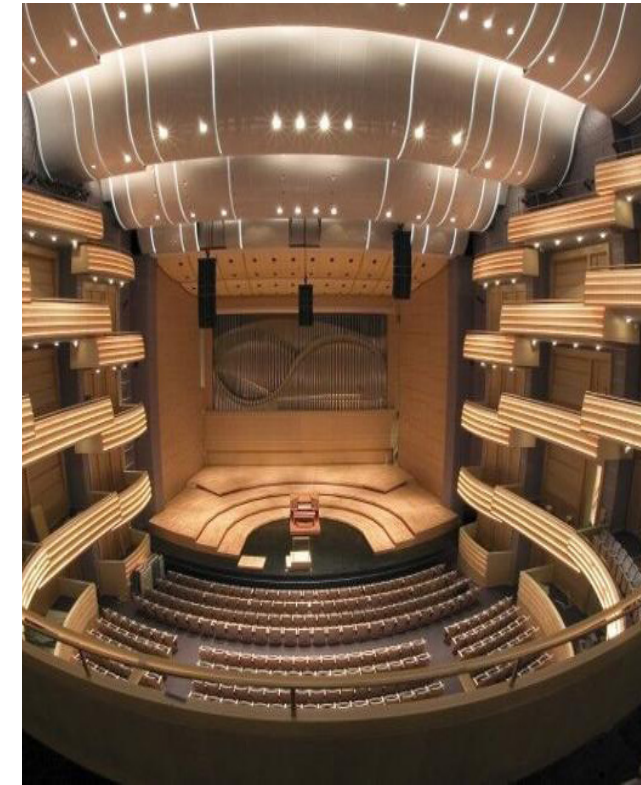
400+
Full-Time Equivalent Jobs Supported
Across the arts sector and related local industries.

500,000+
Annual Visitors
Attending performances, events, exhibitions, and educational programs.

\$3.59M
State & Local Tax Revenue Generated Annually
Supporting public services and local government funding.

\$18.9M
Economic Impact from Visitor Spending
Supporting restaurants, retail, and hospitality businesses.

9
Resident Arts Organizations
Providing year-round performances and cultural programming.



ABOUT THE FERC

The University of Wisconsin-Whitewater Fiscal and Economic Research Center provides research services for area businesses, not-for-profits organizations and government entities, including Economic analysis, Geographic Information Systems (GIS) analysis, market research, economic forecasting and business development, and much more.

Data Analysis

Survey & Brochure Design

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ABOUT THE AUTHORS

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Data Collection

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