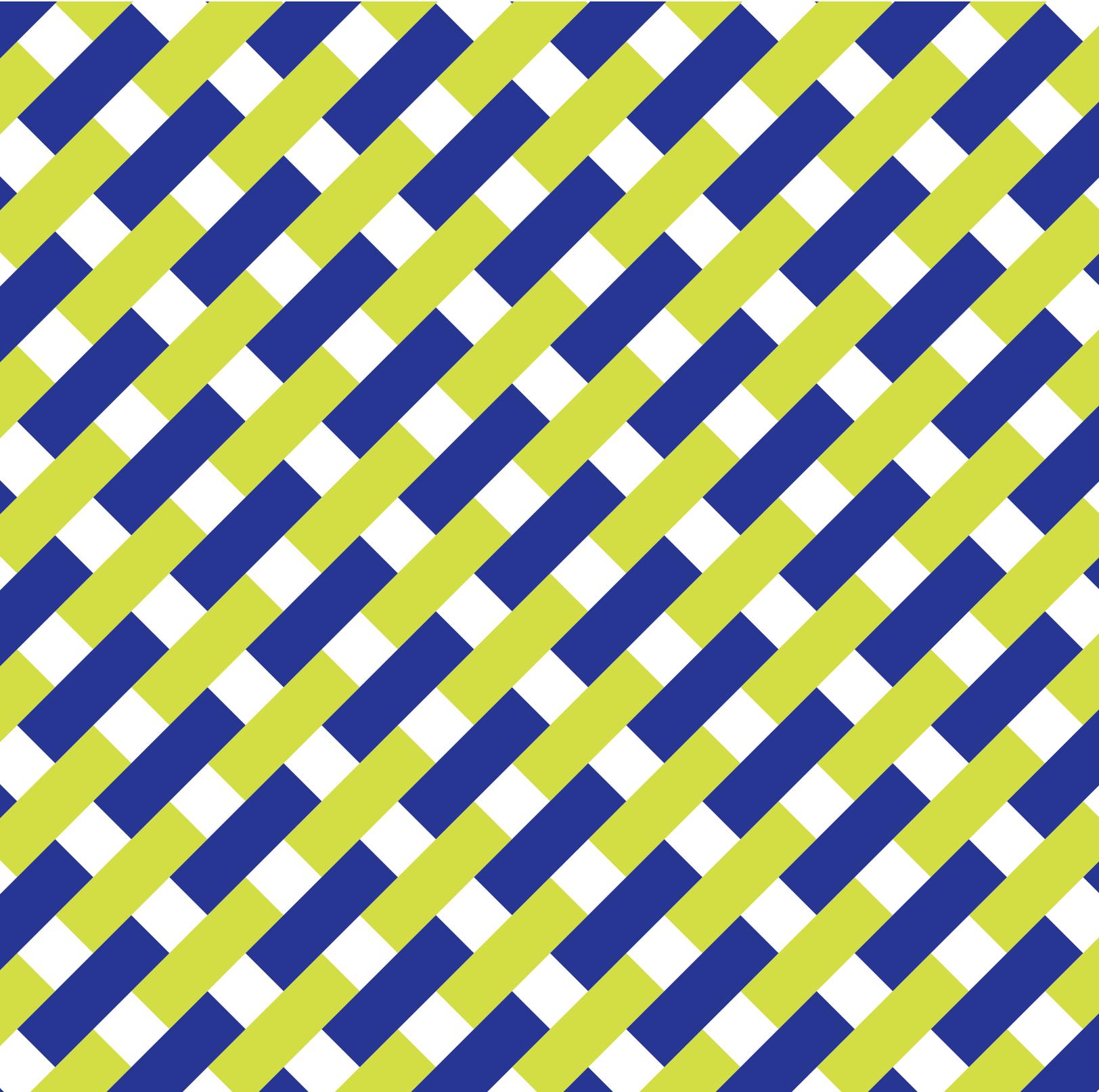


webb

management  
services  
incorporated

building creativity





management  
services  
incorporated

April 2015

## Performing Arts Study Appendices

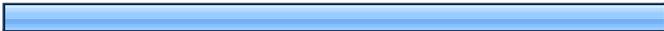
Prepared for the City of Madison

**contact:**

Duncan Webb  
Webb Management Services, Inc.  
350 5th Avenue, Suite 4005  
New York, NY 10118  
t. (212) 929-5040  
f. (212) 929-5954  
duncan@webbmgmt.org

**appendix a:  
facility survey results**

1. Please provide the following information about you and your organization.

		Response Percent	Response Count
Contact Name		100.0%	31
Title		100.0%	31
Name of Organization		100.0%	31
Email Address		100.0%	31
		answered question	31
		skipped question	0

2. In what year was your organization established?

	Response Count
	31
answered question	31
skipped question	0

### 3. What is your current budget range?

		Response Percent	Response Count
\$1 million or more		18.5%	5
\$500,000 to \$1 million		7.4%	2
\$250,000 to \$500,000		3.7%	1
\$100,000 to \$250,000		11.1%	3
\$50,000 to \$100,000		11.1%	3
<b>Less than \$50,000</b>		<b>48.1%</b>	<b>13</b>
<b>answered question</b>			<b>27</b>
<b>skipped question</b>			<b>4</b>

### 4. Do you represent:

		Response Percent	Response Count
<b>A non-profit organization (formally established as a tax exempt 501(c)3)</b>		<b>74.2%</b>	<b>23</b>
A neighborhood or community group (without tax exempt status)		3.2%	1
A for-profit entity		19.4%	6
An individual performing artist		3.2%	1
Other (please specify)			3
<b>answered question</b>			<b>31</b>
<b>skipped question</b>			<b>0</b>

**5. Would you be interested in using shared services that support the administration of your organization such as accounting, marketing, ticketing or otherwise?**

		Response Percent	Response Count
Yes		25.8%	8
No		25.8%	8
I don't know but I'm interested in learning more.		48.4%	15
<b>answered question</b>			<b>31</b>
<b>skipped question</b>			<b>0</b>

**6. Do you rent or own performance facilities? (Select one.)**

		Response Percent	Response Count
Rent		54.8%	17
Own		16.1%	5
Both		3.2%	1
Not Applicable		25.8%	8
<b>answered question</b>			<b>31</b>
<b>skipped question</b>			<b>0</b>

**7. Please estimate your organization's total payment for performance space rental for the last year. Estimates should include any users fees and/or technical labor wages associated with using the rental space(s).**

**Response  
Count**

17

**answered question**

**17**

**skipped question**

**14**

**8. How many performances did you present as a result of this cost and space rental(s)?**

**Response  
Count**

17

**answered question**

**17**

**skipped question**

**14**

**9. How many different facilities does your organization use on an annual basis? Please include all of the spaces you use for administration, rehearsal, performance, educational programs etc. (Select one.)**

		Response Percent	Response Count
0		0.0%	0
1		9.5%	2
2		19.0%	4
3		19.0%	4
4		4.8%	1
5		14.3%	3
6 or more		33.3%	7
<b>answered question</b>			<b>21</b>
<b>skipped question</b>			<b>10</b>

**10. Please name the facilities you currently use.**

	Response Count
	22
<b>answered question</b>	<b>22</b>
<b>skipped question</b>	<b>9</b>

**11. Are you generally satisfied with the CONDITION (i.e. working order, cleanliness) of these spaces?**

		Response Percent	Response Count
Yes		81.8%	18
No		18.2%	4
	Why or why not?		10
	answered question		22
	skipped question		9

**12. More specifically, are you satisfied with the EQUIPMENT AND TECHNICAL COMPONENTS of these spaces?**

		Response Percent	Response Count
Yes		81.8%	18
No		18.2%	4
	Why or why not?		11
	answered question		22
	skipped question		9

### 13. Are you satisfied with the RENTAL RATES for these spaces?

		Response Percent	Response Count
Yes		50.0%	11
No		36.4%	8
Not applicable		22.7%	5
Why or why not?		63.6%	14
answered question			22
skipped question			9

### 14. Are you satisfied with the AVAILABILITY of these spaces?

		Response Percent	Response Count
Yes		54.5%	12
No		40.9%	9
Not applicable		4.5%	1
Why or why not?			11
answered question			22
skipped question			9

**15. Are you satisfied with the GEOGRAPHICAL LOCATION of these spaces?**

		Response Percent	Response Count
Yes		90.5%	19
No		9.5%	2
	Why or why not?		7
answered question			21
skipped question			10

**16. Are you satisfied with PHYSICAL ACCESSIBILITY of these facilities? (This question refers to physical access to both public and private/backstage areas, restroom facilities, parking and seating for individuals with physical disabilities.)**

		Response Percent	Response Count
Yes		76.2%	16
No		23.8%	5
	Please comment		7
answered question			21
skipped question			10

### 17. Do you think new or improved arts facilities are needed in Madison?

		Response Percent	Response Count
Yes		59.1%	13
No		18.2%	4
I don't know		22.7%	5
	Comment		16
<b>answered question</b>			<b>22</b>
<b>skipped question</b>			<b>9</b>

### 18. Are you interested in using new or improved space for

	Performance	Rehearsal	Teaching/meeting	Rating Count
Downtown Madison	68.4% (13)	<b>73.7% (14)</b>	57.9% (11)	19
Outside of Downtown Madison	50.0% (6)	<b>83.3% (10)</b>	50.0% (6)	12
No interest/not applicable	<b>92.9% (13)</b>	64.3% (9)	71.4% (10)	14
	If you desire facilities outside of downtown, please specify location here			13
<b>answered question</b>				<b>30</b>
<b>skipped question</b>				<b>1</b>

**19. If needed, what capacity of PERFORMANCE SPACE would suit your needs? (We'll ask about other types of spaces later.) Please leave blank if you do not need performance space.**

		Response Percent	Response Count
Minimum capacity		93.8%	15
Ideal capacity		87.5%	14
Maximum capacity		81.3%	13
answered question			16
skipped question			15

**20. How many DAYS per year might you use PERFORMANCE facilities for the following purposes**

		Response Percent	Response Count
Performance		95.0%	19
Rehearsal		80.0%	16
Other		40.0%	8
answered question			20
skipped question			11

**21. If needed, what is the ideal capacity (or dimensions) of a rehearsal/studio suitable for your programming?**

	Response Count
	19
<b>answered question</b>	<b>19</b>
<b>skipped question</b>	<b>12</b>

**22. If they were available, how many hours per year might you utilize these rehearsal/studio facilities for:**

		Response Percent	Response Count
<b>Rehearsal</b>		100.0%	20
Classes, workshops & outreach events		75.0%	15
Other programs		10.0%	2
(Please detail any other programs.)		10.0%	2
	<b>answered question</b>		<b>20</b>
	<b>skipped question</b>		<b>11</b>

**23. If needed, what is the ideal capacity or dimensions of classroom/meeting space suitable for your programming? If you do not need this space, please leave blank.**

	Response Count
	12
<b>answered question</b>	<b>12</b>
<b>skipped question</b>	<b>19</b>

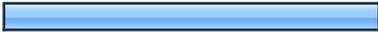
**24. If they were available, how many hours per year might you utilize these classroom/meeting facilities for:**

		Response Percent	Response Count
<b>Meetings</b>		84.6%	11
Classes, workshops & outreach events		76.9%	10
Other programs		23.1%	3
(Please detail other programs.)		0.0%	0
<b>answered question</b>			<b>13</b>
<b>skipped question</b>			<b>18</b>

## 25. Please check if you need any of the following facility features.

	Performance Space	Rehearsal Space	Teaching/meeting Space	Rating Count
Fly tower	<b>100.0% (10)</b>	0.0% (0)	0.0% (0)	10
Dance floor (marley or sprung floor)	<b>84.6% (11)</b>	69.2% (9)	38.5% (5)	13
Large stage	<b>94.1% (16)</b>	41.2% (7)	5.9% (1)	17
Projection A/V equipment	<b>75.0% (12)</b>	31.3% (5)	62.5% (10)	16
A facility suitable for unamplified acoustics	<b>88.2% (15)</b>	58.8% (10)	29.4% (5)	17
Flexible seating	<b>83.3% (15)</b>	50.0% (9)	27.8% (5)	18
Piano	<b>82.4% (14)</b>	76.5% (13)	17.6% (3)	17
Close proximity to public transportation	<b>85.7% (18)</b>	76.2% (16)	47.6% (10)	21
Public parking	<b>87.0% (20)</b>	78.3% (18)	47.8% (11)	23
Bike parking	<b>84.2% (16)</b>	78.9% (15)	52.6% (10)	19
On-site storage	47.1% (8)	<b>82.4% (14)</b>	23.5% (4)	17
Sound isolation	<b>78.6% (11)</b>	<b>78.6% (11)</b>	21.4% (3)	14
Water access	<b>83.3% (10)</b>	66.7% (8)	66.7% (8)	12
			Other, please specify	7
<b>answered question</b>				<b>29</b>
<b>skipped question</b>				<b>2</b>

**26. Do you need any space for the following? (Please check all that apply.)**

		Response Percent	Response Count
Administrative space		68.8%	11
Production facilities		56.3%	9
<b>Storage</b>		<b>93.8%</b>	<b>15</b>
<b>answered question</b>			<b>16</b>
<b>skipped question</b>			<b>15</b>

**27. Please provide any additional detail on your needs.**

	Response Count
	9
<b>answered question</b>	<b>9</b>
<b>skipped question</b>	<b>22</b>

**28. Would you be willing to share administrative, production or storage space?**

		Response Percent	Response Count
Yes		45.8%	11
No		12.5%	3
It depends...		41.7%	10
Please comment here			14
<b>answered question</b>			<b>24</b>
<b>skipped question</b>			<b>7</b>

**29. How or why are new or improved facilities important to your future growth and development? (Please check all that apply.)**

		Response Percent	Response Count
Increased revenue		50.0%	12
Reduced expenses		50.0%	12
Development of new programs, performances or events		62.5%	15
<b>Expansion of existing programs, performances or events</b>		<b>70.8%</b>	<b>17</b>
Increased visibility		62.5%	15
Other, please specify		29.2%	7
		<b>answered question</b>	<b>24</b>
		<b>skipped question</b>	<b>7</b>

**30. Finally, please provide any other thoughts about the need for performing arts facilities in Madison.**

	Response Count
	12
<b>answered question</b>	<b>12</b>
<b>skipped question</b>	<b>19</b>

**Page 2, Q1. Please provide the following information about you and your organization.**

Contact Name		
1	Richard Mackie	Jul 12, 2013 8:49 AM
2	Bob Israel	Jul 1, 2013 12:37 PM
3	Kim Dorr	Jun 28, 2013 6:17 PM
4	Renaye Leach	Jun 28, 2013 5:16 PM
5	Sarah Marty	Jun 26, 2013 11:33 AM
6	Ann Weber	Jun 25, 2013 9:50 AM
7	Cathy Dethmers	Jun 24, 2013 2:32 PM
8	Ted DeDee	Jun 24, 2013 12:53 PM
9	Nick Schweitzer	Jun 24, 2013 8:14 AM
10	Linda Marty Schmitz	Jun 21, 2013 12:41 PM
11	Tania Tandias	Jun 20, 2013 1:02 PM
12	Sadira/Bonnie Saari	Jun 20, 2013 8:40 AM
13	Lisa Thurrell	Jun 19, 2013 6:37 PM
14	Gretchen Bourg	Jun 19, 2013 10:50 AM
15	John R. Krueger	Jun 19, 2013 7:14 AM
16	Diane Adams	Jun 18, 2013 1:44 PM
17	Jennifer Gray	Jun 18, 2013 1:06 PM
18	Michael Ross	Jun 18, 2013 1:04 PM
19	Fran Puleo	Jun 18, 2013 8:52 AM
20	Jim Latimer	Jun 18, 2013 5:58 AM
21	Tara Ayres	Jun 17, 2013 8:24 PM
22	fred frank	Jun 17, 2013 2:59 PM
23	Kathryn Smith	Jun 17, 2013 2:03 PM
24	a	Jun 17, 2013 1:55 PM
25	Heather Renken	Jun 17, 2013 1:41 PM
26	Nicole Sparacino	Jun 17, 2013 1:37 PM

**Page 2, Q1. Please provide the following information about you and your organization.**

27	Jessica Lanius	Jun 17, 2013 1:08 PM
28	Meghan Randolph	Jun 17, 2013 12:51 PM
29	Richard Clark	Jun 17, 2013 12:11 PM
30	Scott Leslie	Jun 17, 2013 12:02 PM
31	Jin-Wen Yu	Jun 17, 2013 11:52 AM
Title		
1	Executive Director	Jul 12, 2013 8:49 AM
2	Vice President	Jul 1, 2013 12:37 PM
3	artistic director	Jun 28, 2013 6:17 PM
4	Managing/Artistic Director	Jun 28, 2013 5:16 PM
5	Managing Director	Jun 26, 2013 11:33 AM
6	President	Jun 25, 2013 9:50 AM
7	Owner	Jun 24, 2013 2:32 PM
8	President & CEO	Jun 24, 2013 12:53 PM
9	President	Jun 24, 2013 8:14 AM
10	President	Jun 21, 2013 12:41 PM
11	director/instructor	Jun 20, 2013 1:02 PM
12	Director	Jun 20, 2013 8:40 AM
13	Co Artistic Director	Jun 19, 2013 6:37 PM
14	General Manager	Jun 19, 2013 10:50 AM
15	Treasurer	Jun 19, 2013 7:14 AM
16	Grant Manager	Jun 18, 2013 1:44 PM
17	Artistic Director	Jun 18, 2013 1:06 PM
18	Artistic/Executive Director	Jun 18, 2013 1:04 PM
19	Communbity Relations Manager	Jun 18, 2013 8:52 AM
20	Music Director	Jun 18, 2013 5:58 AM
21	Artistic Director	Jun 17, 2013 8:24 PM

**Page 2, Q1. Please provide the following information about you and your organization.**

22	president	Jun 17, 2013 2:59 PM
23	General Director	Jun 17, 2013 2:03 PM
24	b	Jun 17, 2013 1:55 PM
25	Artistic Director	Jun 17, 2013 1:41 PM
26	Communications & Development Manager	Jun 17, 2013 1:37 PM
27	Artistic Director	Jun 17, 2013 1:08 PM
28	Executive Director	Jun 17, 2013 12:51 PM
29	President	Jun 17, 2013 12:11 PM
30	Owner	Jun 17, 2013 12:02 PM
31	Artistic Director	Jun 17, 2013 11:52 AM
Name of Organization		
1	Madison Symphony Orchestra Inc.	Jul 12, 2013 8:49 AM
2	Madison Blues Society	Jul 1, 2013 12:37 PM
3	Madison Flute Club	Jun 28, 2013 6:17 PM
4	PlayTime Productions	Jun 28, 2013 5:16 PM
5	Four Seasons Theatre	Jun 26, 2013 11:33 AM
6	Dimensions in Sound & The Studio Orchestra, Inc	Jun 25, 2013 9:50 AM
7	High Noon Saloon	Jun 24, 2013 2:32 PM
8	Overture Center for the Arts	Jun 24, 2013 12:53 PM
9	Playwrights Ink	Jun 24, 2013 8:14 AM
10	Madison Jazz Society	Jun 21, 2013 12:41 PM
11	Tania Tandias Flamenco & Spanish Dance	Jun 20, 2013 1:02 PM
12	Sadira and the Riad Dance Company	Jun 20, 2013 8:40 AM
13	Kanopy Dance Company	Jun 19, 2013 6:37 PM
14	Madison Ballet	Jun 19, 2013 10:50 AM
15	Association of Church Musicians	Jun 19, 2013 7:14 AM
16	Special Edition Group	Jun 18, 2013 1:44 PM

**Page 2, Q1. Please provide the following information about you and your organization.**

17	Forward Theater Company	Jun 18, 2013 1:06 PM
18	Madison Youth Choirs	Jun 18, 2013 1:04 PM
19	Monona Terrace	Jun 18, 2013 8:52 AM
20	Capitol City Band Association	Jun 18, 2013 5:58 AM
21	StageQ, Inc.	Jun 17, 2013 8:24 PM
22	frank productions	Jun 17, 2013 2:59 PM
23	Madison Opera	Jun 17, 2013 2:03 PM
24	c	Jun 17, 2013 1:55 PM
25	Broom Street Theater	Jun 17, 2013 1:41 PM
26	Wisconsin Youth Symphony Orchestras	Jun 17, 2013 1:37 PM
27	Theatre Lila	Jun 17, 2013 1:08 PM
28	Music Theatre of Madison	Jun 17, 2013 12:51 PM
29	Wisconsin Dance Council	Jun 17, 2013 12:11 PM
30	Majestic Theatre / Majestic Live	Jun 17, 2013 12:02 PM
31	Jin-Wen Yu Dance	Jun 17, 2013 11:52 AM
<b>Email Address</b>		
1	mackie@madisonsymphony.org	Jul 12, 2013 8:49 AM
2	info@madisonbluessociety.com	Jul 1, 2013 12:37 PM
3	mfluteclub@gmail.com	Jun 28, 2013 6:17 PM
4	playtime@mhtc.net	Jun 28, 2013 5:16 PM
5	smarty@fourseasonstheatre.com	Jun 26, 2013 11:33 AM
6	webersaxes@tds.net	Jun 25, 2013 9:50 AM
7	booking@high-noon.com	Jun 24, 2013 2:32 PM
8	tdedee@overturecenter.com	Jun 24, 2013 12:53 PM
9	jnschweitzer@gmail.com	Jun 24, 2013 8:14 AM
10	mjs@madisonjazz.com	Jun 21, 2013 12:41 PM
11	tandias@usa.net	Jun 20, 2013 1:02 PM

**Page 2, Q1. Please provide the following information about you and your organization.**

12	sadira@sadiradance.com	Jun 20, 2013 8:40 AM
13	info@kanopydance.org	Jun 19, 2013 6:37 PM
14	gbourg@madisonballet.org	Jun 19, 2013 10:50 AM
15	j.krueger@att.net	Jun 19, 2013 7:14 AM
16	dadams@wisc.edu	Jun 18, 2013 1:44 PM
17	jgray@forwardtheater.com	Jun 18, 2013 1:06 PM
18	mross@madisonyouthchoirs.org	Jun 18, 2013 1:04 PM
19	fpuleo@mononaterrace.com	Jun 18, 2013 8:52 AM
20	capitolcityband1969@gmail.com	Jun 18, 2013 5:58 AM
21	artisticdirector@stageq.com	Jun 17, 2013 8:24 PM
22	ffrank@frankproductions.com	Jun 17, 2013 2:59 PM
23	smith@madisonopera.org	Jun 17, 2013 2:03 PM
24	d	Jun 17, 2013 1:55 PM
25	ad@bstonline.org	Jun 17, 2013 1:41 PM
26	Nsparacino@wyso.music.wisc.edu	Jun 17, 2013 1:37 PM
27	jblanius@gmail.com	Jun 17, 2013 1:08 PM
28	mtmadisoninfo@yahoo.com	Jun 17, 2013 12:51 PM
29	info@wisconsin dance council.org	Jun 17, 2013 12:11 PM
30	scott@majesticmadison.com	Jun 17, 2013 12:02 PM
31	jnwnyu@gmail.com	Jun 17, 2013 11:52 AM

Page 2, Q2. In what year was your organization established?

1	1925	Jul 12, 2013 8:49 AM
2	2003	Jul 1, 2013 12:37 PM
3	2002	Jun 28, 2013 6:17 PM
4	1986	Jun 28, 2013 5:16 PM
5	2005	Jun 26, 2013 11:33 AM
6	1977	Jun 25, 2013 9:50 AM
7	2004	Jun 24, 2013 2:32 PM
8	2012	Jun 24, 2013 12:53 PM
9	1994	Jun 24, 2013 8:14 AM
10	1984	Jun 21, 2013 12:41 PM
11	1999	Jun 20, 2013 1:02 PM
12	1984	Jun 20, 2013 8:40 AM
13	1976	Jun 19, 2013 6:37 PM
14	1981	Jun 19, 2013 10:50 AM
15	1984	Jun 19, 2013 7:14 AM
16	About 1987	Jun 18, 2013 1:44 PM
17	2009	Jun 18, 2013 1:06 PM
18	1971...but we are 2 organizations that merged in 2003. The older of the two was established in 1971.	Jun 18, 2013 1:04 PM
19	1997	Jun 18, 2013 8:52 AM
20	1969	Jun 18, 2013 5:58 AM
21	2000	Jun 17, 2013 8:24 PM
22	1967	Jun 17, 2013 2:59 PM
23	1961	Jun 17, 2013 2:03 PM
24	m	Jun 17, 2013 1:55 PM
25	1969	Jun 17, 2013 1:41 PM
26	1966	Jun 17, 2013 1:37 PM
27	2004	Jun 17, 2013 1:08 PM

**Page 2, Q2. In what year was your organization established?**

28	2006	Jun 17, 2013 12:51 PM
29	1960's	Jun 17, 2013 12:11 PM
30	2007	Jun 17, 2013 12:02 PM
31	1999	Jun 17, 2013 11:52 AM

**Page 2, Q4. Do you represent:**

1	A small group (3-4) of artists performing under umbrella fiscal receiver (Wisconsin/Arts)	Jun 18, 2013 1:44 PM
2	City Facility; Municipality	Jun 18, 2013 8:52 AM
3	Sole proprietorship with fiscal receivership arrangement for grants and donations.	Jun 17, 2013 12:51 PM

**Page 4, Q7. Please estimate your organization's total payment for performance space rental for the last year. Estimates should include any users fees and/or technical labor wages associated with using the rental space(s).**

1	\$573,000	Jul 12, 2013 8:59 AM
2	6,100 (includes portable stage rental, etc.)	Jul 1, 2013 12:54 PM
3	500	Jun 28, 2013 6:19 PM
4	3124	Jun 28, 2013 5:28 PM
5	Total: \$23,087.98 (includes \$10121.28 for "She Loves Me", \$5988.70 for "Gershwin Songbook," \$6978 estimate for "Les Miserables")	Jun 26, 2013 11:48 AM
6	\$1,000	Jun 24, 2013 8:33 AM
7	\$6,050.00	Jun 21, 2013 12:43 PM
8	\$120	Jun 20, 2013 1:26 PM
9	\$15600	Jun 19, 2013 6:45 PM
10	159,462.	Jun 19, 2013 12:13 PM
11	\$114,000	Jun 18, 2013 1:11 PM
12	\$14,600	Jun 18, 2013 1:10 PM
13	11,287 (2012-13 season rental)	Jun 17, 2013 8:33 PM
14	\$245,000	Jun 17, 2013 2:08 PM
15	\$6000	Jun 17, 2013 1:15 PM
16	\$10,000	Jun 17, 2013 12:54 PM
17	Varies	Jun 17, 2013 12:32 PM

**Page 4, Q8. How many performances did you present as a result of this cost and space rental(s)?**

1	29	Jul 12, 2013 8:59 AM
2	2 Annual "Wild Women of the Blues" concert Annual Blues Picnic	Jul 1, 2013 12:54 PM
3	10	Jun 28, 2013 6:19 PM
4	32	Jun 28, 2013 5:28 PM
5	Our 2012-2013 season is typical of our space needs: December 2012: "She Loves Me" two weekend at The Playhouse (340 seats) in Overture March 2013: Gershwin Songbook one weekend at Promenade Hall in Overture (200 seats) August 2013: LES MIS two weekends at The Mitby Theater at Madison College (950 seats)	Jun 26, 2013 11:48 AM
6	16	Jun 24, 2013 8:33 AM
7	7 concerts; 1 three-day festival	Jun 21, 2013 12:43 PM
8	1	Jun 20, 2013 1:26 PM
9	12	Jun 19, 2013 6:45 PM
10	19	Jun 19, 2013 12:13 PM
11	50	Jun 18, 2013 1:11 PM
12	6	Jun 18, 2013 1:10 PM
13	4 productions, 37 performances	Jun 17, 2013 8:33 PM
14	8	Jun 17, 2013 2:08 PM
15	One production.	Jun 17, 2013 1:15 PM
16	20	Jun 17, 2013 12:54 PM
17	One	Jun 17, 2013 12:32 PM

**Page 4, Q10. Please name the facilities you currently use.**

1	Network 222 (administrative offices, Overture Hall, Promenade Hall, Wisconsin Studio, Bishop's Bay Club,	Jul 12, 2013 8:59 AM
2	Warner Park High Noon Saloon (or other venues, once per year)	Jul 1, 2013 12:54 PM
3	Olbrich Botanical gardens, Midvale Community Lutheran Church, Capitol Rotunda, Capitol Lakes retirement community, Oakwood Village, Seminole Library, Pyle Center	Jun 28, 2013 6:19 PM
4	Monona Public Library Madison Opera Warehouse Home Office in Mt. Horeb Barrymore Theatre Overture Center UW Waisman Center Emerson Elementary School Allied Boys & Girls Club UW Space Place Warner Park Community Recreation Center Belleville High School McFarland High School Monona Grove High School Mt. Horeb High School Oregon Middle School Sauk City River Arts Auditorium Stoughton Opera House Waunakee High School	Jun 28, 2013 5:28 PM
5	Sarah Marty's Home: most administrative work, marketing, grantwriting, production management Marja Barger's Home: assists with productions, creates programs, posters and ads with her husband (our graphic artist) Free rehearsal space at First United Methodist Church Free Orchestra rehearsal space at UW School of Music Paid rehearsal space at Madison College Playhouse at Overture Center for performances Promenade Hall at Overture Center for performances Mitby Theater for performances (when Union Theater reopens we will move back to that space for our summer productions) In the past we have produced three shows at The Bartell Theater as well (May 2010, December 2010, December 2011)	Jun 26, 2013 11:48 AM
6	High Noon Saloon	Jun 24, 2013 2:33 PM
7	All performance venues at Overture (7) All gallery spaces at Overture (4) Administrative offices at Overtures	Jun 24, 2013 12:54 PM
8	The Lowell Center at U.W. for monthly meetings. The Bartell Theater for performances. The Black Box Theater at Edgewood College for performances. The Rotunda Stage at the Overture Center for performances.	Jun 24, 2013 8:33 AM
9	Coliseum Bar, Madison Madison Quality Inn & Suites, Fitchburg	Jun 21, 2013 12:43 PM
10	Kanopy Dance Studio, Overture Center, Sun Prairie High School, Oakwood Village Auditorium, other local schools	Jun 20, 2013 1:26 PM
11	Kanopy Studio Overture Center Wingra School (outreach contracts) Madison Schools (outreach contracts) tours	Jun 19, 2013 6:45 PM
12	Overture Center for the Arts Bartell Theatre Madison Children's Museum 41 DCPC Headstart Classrooms Westgate Mall studios/suites Woods Hollow Child Care Center	Jun 19, 2013 12:13 PM
13	Overture Center, First United Methodist Church (for some auditions and reading rehearsals), office space on the west side.	Jun 18, 2013 1:11 PM
14	First Congregational Church (performance) Overture Center for the Arts (performance) Westgate Studios/Offices (Admin, rehearsal) Lake Edge Lutheran	Jun 18, 2013 1:10 PM

**Page 4, Q10. Please name the facilities you currently use.**

	(educational programming) Chavez Elementary (educational programming) Lincoln Elementary (educational programming)	
15	Monona Terrace	Jun 18, 2013 8:57 AM
16	We're a resident company at the Bartell Theatre. We rent storage space from a u-store-it type facility, and rehearsal space from a law firm that has empty offices.	Jun 17, 2013 8:33 PM
17	Broom Street Theater 1119 Williamsin Street Wil Mar Center 953 Jenifer St	Jun 17, 2013 2:08 PM
18	Overture Center our offices MATC various churches	Jun 17, 2013 2:08 PM
19	Dance Theatre Workshop was our primary rehearsal space in NYC. We have not found a space in Madison on an on-going basis. Our upcoming project will utilize these spaces: MMSD theatre dept space, Ten Chimneys, Kris Pickar School of Dance and The Overture Center's Rotunda Studio & Stage.	Jun 17, 2013 1:15 PM
20	Bartell Theatre and TapIt New Works Studio Theatre	Jun 17, 2013 12:54 PM
21	The number of our facilities for us is misleading. We are a state organization and our goal is to have performances around the state.	Jun 17, 2013 12:32 PM
22	Office Space Majestic Theatre The Frequency The Barrymore Theater Live on King Street	Jun 17, 2013 12:02 PM

**Page 4, Q11. Are you generally satisfied with the CONDITION (i.e. working order, cleanliness) of these spaces?**

1	well maintained and operated facilities	Jul 12, 2013 8:59 AM
2	Warner Park is well maintained by the City of Madison. The High Noon (and other venues we use) are all professionally run.	Jul 1, 2013 12:54 PM
3	The Bartell is in need of a dedicated Technical Director who will make sure the space is safe to work in and that the equipment is maintained. They are addressing this issue by separating these duties from those of the business manager.	Jun 26, 2013 11:48 AM
4	This is my space, so if I wasn't satisfied, I would change it.	Jun 24, 2013 2:33 PM
5	We maintain them	Jun 24, 2013 12:54 PM
6	In general, yes. Some places don't have adequate changing and dressing areas.	Jun 20, 2013 1:26 PM
7	Bartell, yes. Rehearsal space: dusty, and the floors are problematic.	Jun 17, 2013 8:33 PM
8	Our former technical director did a nice job of keeping things up. That said it is a very old building that needs constant care. We are often waiting for the next item to break, leak ect...	Jun 17, 2013 2:08 PM
9	There are no spaces available on an on-going basis and that are both a good space for movement/theatre rehearsal and also affordable. The Overture and the new Opera Center have the ideal space but cost and availability are the biggest issue.	Jun 17, 2013 1:15 PM
10	TapIt is great. Bartell is hit and miss. Sometimes facilities are clean and nice, sometimes they have not been.	Jun 17, 2013 12:54 PM

**Page 4, Q12. More specifically, are you satisfied with the EQUIPMENT AND TECHNICAL COMPONENTS of these spaces?**

1	State of the art concert hall, but poor acoustics for orchestra rehearsals in Promenade Hall	Jul 12, 2013 8:59 AM
2	There have been some problems with equipment rented from outside suppliers, but in-house facilities are fine.	Jul 1, 2013 12:54 PM
3	some are not actual performance spaces	Jun 28, 2013 5:28 PM
4	Yes, I own the equipment.	Jun 24, 2013 2:33 PM
5	We specify, purchase and maintain all equipment and technical components	Jun 24, 2013 12:54 PM
6	In general, most of the dance spaces are fairly well-equipped.	Jun 20, 2013 1:26 PM
7	In terms of performance spaces, YES. In terms of rehearsal, NO. While we have a great collaboration with the Madison Ballet in establishing the Westgate Studios and love renting here, the spaces aren't really conducive for large choral groups--in terms of heating/cooling, physical space, acoustics, equipment, etc.. We are trying our best among the 2 organizations to create a workable space (and we've succeeded somewhat), but it's not a long-term solution to our space needs.	Jun 18, 2013 1:10 PM
8	Bartell needs new seats in the Evjue. Otherwise, no complaints.	Jun 17, 2013 8:33 PM
9	While we do our best to keep up with new technology we do struggle sometimes to afford high quality equipment.	Jun 17, 2013 2:08 PM
10	The Overture has excellent equipment and technical components. Other spaces do not have open space for movement or the right flooring.	Jun 17, 2013 1:15 PM
11	Yes we are satisfied with the spaces, technical components, etc., and they are often expensive.	Jun 17, 2013 12:32 PM

**Page 4, Q13. Are you satisfied with the RENTAL RATES for these spaces?**

1	Highest rent among many, many comparables	Jul 12, 2013 8:59 AM
2	Music clubs usually make money from liquor sales, not rent..	Jul 1, 2013 12:54 PM
3	Most spaces are provided for free	Jun 28, 2013 6:19 PM
4	increasing fees due to budget cuts everywhere	Jun 28, 2013 5:28 PM
5	Honestly, we would not be able to afford to work in The Playhouse and Promenade Hall at Overture if we had not received substantial grant support from the Madison Community Foundation. Rates at The Bartell are too cheap to be sustainable and renters would probably pay a little bit more if the money was going towards maintaining and upgrading the space and equipment. The Mitby and the Union Theater have always been affordable.	Jun 26, 2013 11:48 AM
6	rates have not been adjusted for four years, but they are now being reviewed	Jun 24, 2013 12:54 PM
7	The Lowell Center is free for our meetings, the spaces at Edgewood College and the Overture Center are free for our organization, and the Bartell rental rates are fair.	Jun 24, 2013 8:33 AM
8	Rates can be very high sometimes-- especially at the Overture Center, which makes it difficult for some companies to afford them.	Jun 20, 2013 1:26 PM
9	too expensive	Jun 19, 2013 6:45 PM
10	Rental rates and associated fees for larger venues are quite high.	Jun 19, 2013 12:13 PM
11	Of course, lower rates would be desirable, but for the caliber of the facility, the Overture's rates are competitive.	Jun 18, 2013 1:11 PM
12	But who doesn't want lower rent?	Jun 17, 2013 8:33 PM
13	We own BST. Wil Mar has been very fair with their rental rates.	Jun 17, 2013 2:08 PM
14	The rental rates are high at Overture but I would pay them if I could get the space for the times/days I needed--most times it is not available.	Jun 17, 2013 1:15 PM

**Page 4, Q14. Are you satisfied with the AVAILABILITY of these spaces?**

1	It gets increasingly difficult to schedule the season because of the clamor to book Overture Hall (B'way, Opera, etc.	Jul 12, 2013 8:59 AM
2	We have become a regular user of Warner Park. Music clubs, however, must often be booked well in advance.	Jul 1, 2013 12:54 PM
3	always a challenge getting the schedules to jive	Jun 28, 2013 5:28 PM
4	Mltby - very available. I wish they had more business! Union Theater - yes Playhouse - No but there is nothing to be done as two resident companies book most of the season and have the right to do so as they are part of the Overture resident companies. Promenade Hall - It's tricky as the space is used for orchestra rehearsals so it can be tough to find an open week. That said, the staff at Overture works hard to try to meet the needs of an outside renter.	Jun 26, 2013 11:48 AM
5	Our production schedule is light enough that we have been able to work around other production companies to find times at the Bartell and Edgewood.	Jun 24, 2013 8:33 AM
6	I have had difficulty in the past finding available theaters-- especially ones that will accommodate flamenco (either the shoes or the noise). High School auditoriums can be very busy and difficult to find space in, the same with Overture.	Jun 20, 2013 1:26 PM
7	would like overture more available- and affordable for performances, outreach, events	Jun 19, 2013 6:45 PM
8	As a resident company, we have had primary access to the Rotunda Studio space for our rehearsals.	Jun 18, 2013 1:11 PM
9	Doesn't everyone wish they could always have perfect availability? But I know that's not physically possible.	Jun 17, 2013 2:08 PM
10	Cannot confirm dates at the Bartell until the Participating Theatre Companies have their pick, which does not happen until February or March when we do shows in May-July.	Jun 17, 2013 12:54 PM
11	The rental rates are often high and the availability is often limited. We are a non-profit group and we would rather spend more of our funds on scholarships to students.	Jun 17, 2013 12:32 PM

**Page 4, Q15. Are you satisfied with the GEOGRAPHICAL LOCATION of these spaces?**

1	Central	Jul 12, 2013 8:59 AM
2	Warner Park is easily reached; music clubs MUST be to survive.	Jul 1, 2013 12:54 PM
3	children's theatre traveling to local neighborhoods	Jun 28, 2013 5:28 PM
4	I would like to see more spaces downtown, as much of my audience is university-related. I don't think much of my audience would like to travel to theaters much outside of Madison. Overture is great, but like I mentioned, very expensive.	Jun 20, 2013 1:26 PM
5	We would prefer that our office space was downtown, but west side space was more affordable.	Jun 18, 2013 1:11 PM
6	Inadequate parking near rehearsal space. Would love to have rehearsals in a more racially integrated location.	Jun 17, 2013 8:33 PM
7	Not sure	Jun 17, 2013 12:32 PM

**Page 4, Q16. Are you satisfied with PHYSICAL ACCESSIBILITY of these facilities? (This question refers to physical access to both public and private/backstage areas, restroom facilities, parking and seating for individuals with physical disabilities.)**

1	Up to code	Jul 12, 2013 8:59 AM
2	Compliance with current law generally ensures this.	Jul 1, 2013 12:54 PM
3	The larger (Drury) stage at the Bartell is not as accessible as it should be for people with physical disabilities.	Jun 24, 2013 8:33 AM
4	Our current rehearsal spaces are not always 100% applicable.	Jun 18, 2013 1:10 PM
5	Only wheelchair access to the Drury is through the house; no backstage accessible entrance. The rehearsal space is mostly barrier free, although the front door has too many pounds of pressure and is a pain to open.	Jun 17, 2013 8:33 PM
6	On busy evenings we can struggle with parking. We have a need to make our space more accessible to those with physical disabilities.	Jun 17, 2013 2:08 PM
7	We would always welcome more accessibility. Currently it would be difficult to hold classes or have a performance by a company that had dancers with all abilities, including wheel chairs.	Jun 17, 2013 12:32 PM

**Page 4, Q17. Do you think new or improved arts facilities are needed in Madison?**

1	This question is to broad for yes or no.	Jul 12, 2013 8:59 AM
2	You can never have enough of this.	Jul 1, 2013 12:54 PM
3	But...more affordable access to Overture would be nice	Jun 28, 2013 5:28 PM
4	Rehearsal space is very difficult to find. It's either free but you can be bumped and often can't keep things in the room or tape the floors or it costs \$50/rehearsal. There doesn't seem to be a middle ground in terms of cost. Also, it's tough to find a space that is large enough for a large scale proscenium production.	Jun 26, 2013 11:48 AM
5	The demands of our little organization are easily met by existing facilities.	Jun 24, 2013 8:33 AM
6	I would be interested in seeing a facility that is geared for smaller companies/performers that also accommodates different kinds of dance forms(e.g. flamenco or other percussive dance) . For flamenco, the volume of our dancing/music can be an issue (I have had this problem at the Bartell Theater, where there are multiple theaters in one complex, and at Oakwood Village).	Jun 20, 2013 1:26 PM
7	"phase 4" of overture plans that never happened-- affordable close to overture rehearsal and admin spaces	Jun 19, 2013 6:45 PM
8	Some of the smaller venues, such as the Bartell Theatre, are certainly usable, but could use capital improvements and updates.	Jun 19, 2013 12:13 PM
9	Improvements to existing spaces would be best, to raise the quality of what we already have.	Jun 18, 2013 1:11 PM
10	To be specific, we need rehearsal space for youth arts. And good quality spaces at that--a place for kids (and organizations like ours) to really feel valued and to do the great learning and growing they are doing.	Jun 18, 2013 1:10 PM
11	Collaboratively operated rehearsal space (as the Bartell is collaboratively operated performance space) is a real need. Affordable shared storage space and scenic build space would be lovely, too.	Jun 17, 2013 8:33 PM
12	I think our community needs affordable rehearsal space and a good amount of funding to maintain our existing performance spaces.	Jun 17, 2013 2:08 PM
13	Yes and no - I know that musicians say there is a lack of studio space for them.	Jun 17, 2013 2:08 PM
14	Absolutely-there is no 'working' performing arts space in Madison. Theatre Lila has continued to search to create a space to lease or share a lease and have not been very successful.	Jun 17, 2013 1:15 PM
15	Additional venues for affordable "fringe" or intimate theatre are needed that are nicely kept up but reasonably accessible to community organizations. Easier said than done, I know.	Jun 17, 2013 12:54 PM
16	It would depend on the costs.	Jun 17, 2013 12:32 PM

**Page 5, Q18. Are you interested in using new or improved space for**

1	Especially need rehearsal space for the Symphony Chorus. Anywhere in town would be fine if the facility met the criteria	Jul 12, 2013 9:01 AM
2	Reasonably priced performance spaces are hard to find in downtown - we are a very small group with extremely limited budget, and it's hard to host guest artists in a conference setting. Hoping that will change when the new UW music building is completed.	Jun 28, 2013 6:20 PM
3	Preferably west side of Madison - would consider other locations	Jun 25, 2013 9:52 AM
4	Our needs for meeting and performance are being met now. We don't really have rehearsal space available to us.	Jun 24, 2013 8:57 AM
5	We would like to see some space available off of John Nolan Drive, either north of the beltline (near Alliant Energy Center) or south (off Rimrock).	Jun 19, 2013 12:14 PM
6	Space that is not far from downtown, but still within the city limits, would be great.	Jun 18, 2013 1:12 PM
7	We are flexible--near West side is our current location but we'd be interested in moving Downtown as well.	Jun 18, 2013 1:11 PM
8	within 5 mile radius of isthmus	Jun 18, 2013 5:58 AM
9	South side. If community theater in Madison is going to become more racially inclusive, we need to start working in more integrated parts of town.	Jun 17, 2013 8:35 PM
10	We would like to see facilities on the near east side somewhat close to Williamson Street.	Jun 17, 2013 2:09 PM
11	No real idea - always interested in other performing spaces in general.	Jun 17, 2013 2:09 PM
12	Our organization might be interested if rental space and parking prices were affordable.	Jun 17, 2013 12:40 PM
13	Anywhere downtown for a venue of 1200+	Jun 17, 2013 12:03 PM

**Page 6, Q19. If needed, what capacity of PERFORMANCE SPACE would suit your needs? (We'll ask about other types of spaces later.) Please leave blank if you do not need performance space.**

Minimum capacity		
1	25	Jun 28, 2013 6:21 PM
2	250	Jun 28, 2013 5:31 PM
3	250	Jun 26, 2013 11:51 AM
4	150	Jun 20, 2013 1:29 PM
5	50	Jun 20, 2013 8:41 AM
6	200 seat Proscenium	Jun 19, 2013 6:50 PM
7	100	Jun 19, 2013 12:16 PM
8	500	Jun 18, 2013 1:11 PM
9	na	Jun 18, 2013 8:57 AM
10	60	Jun 18, 2013 5:58 AM
11	600	Jun 17, 2013 1:39 PM
12	6 Actors or 700 Square feet of open space	Jun 17, 2013 1:18 PM
13	75	Jun 17, 2013 12:56 PM
14	200	Jun 17, 2013 12:45 PM
15	1000	Jun 17, 2013 12:03 PM
Ideal capacity		
1	100	Jun 28, 2013 6:21 PM
2	400	Jun 28, 2013 5:31 PM
3	500	Jun 26, 2013 11:51 AM
4	250	Jun 20, 2013 1:29 PM
5	300	Jun 20, 2013 8:41 AM
6	300 seat Proscenium	Jun 19, 2013 6:50 PM
7	250	Jun 19, 2013 12:16 PM
8	700	Jun 18, 2013 1:11 PM
10	75	Jun 18, 2013 5:58 AM
11	800	Jun 17, 2013 1:39 PM

**Page 6, Q19. If needed, what capacity of PERFORMANCE SPACE would suit your needs? (We'll ask about other types of spaces later.) Please leave blank if you do not need performance space.**

12	15-25 Actors/Dancers	Jun 17, 2013 1:18 PM
13	125	Jun 17, 2013 12:56 PM
15	1500	Jun 17, 2013 12:03 PM
16	400-500 seats	Jun 17, 2013 11:53 AM
Maximum capacity		
1	200	Jun 28, 2013 6:21 PM
2	600	Jun 28, 2013 5:31 PM
3	500	Jun 26, 2013 11:51 AM
4	400	Jun 20, 2013 1:29 PM
5	1,000	Jun 20, 2013 8:41 AM
6	400 seat Proscenium	Jun 19, 2013 6:50 PM
7	750	Jun 19, 2013 12:16 PM
8	1200	Jun 18, 2013 1:11 PM
10	75	Jun 18, 2013 5:58 AM
11	1000	Jun 17, 2013 1:39 PM
12	1500 SF of open space	Jun 17, 2013 1:18 PM
13	200	Jun 17, 2013 12:56 PM
15	1700	Jun 17, 2013 12:03 PM

Page 6, Q20. How many DAYS per year might you use PERFORMANCE facilities for the following purposes

Performance		
1	2	Jul 1, 2013 12:56 PM
2	1	Jun 28, 2013 6:21 PM
3	10	Jun 28, 2013 5:31 PM
4	Is this just show days or days in the actual theatre? We reserve by weeks in the space - 2 weeks in the theater for 6 performances over two weekends; plus one week with three shows; plus 2.5 weeks with 6 shows over two weekends	Jun 26, 2013 11:51 AM
6	8	Jun 24, 2013 8:58 AM
7	3	Jun 20, 2013 1:29 PM
8	3	Jun 20, 2013 8:41 AM
9	32	Jun 19, 2013 6:50 PM
10	25	Jun 19, 2013 12:16 PM
11	6	Jun 18, 2013 1:11 PM
12	na	Jun 18, 2013 8:57 AM
13	6	Jun 18, 2013 5:58 AM
14	3	Jun 17, 2013 2:10 PM
15	10	Jun 17, 2013 1:39 PM
16	30-40 Days	Jun 17, 2013 1:18 PM
17	10-15	Jun 17, 2013 12:56 PM
18	1-3 Depends on affordability	Jun 17, 2013 12:45 PM
19	50	Jun 17, 2013 12:03 PM
20	three days	Jun 17, 2013 11:53 AM
Rehearsal		
1	0 (music groups rehearse on their own)	Jul 1, 2013 12:56 PM
2	1	Jun 28, 2013 6:21 PM
3	120	Jun 28, 2013 5:31 PM
4	Five weeks of performances per show so 15 weeks total	Jun 26, 2013 11:51 AM
5	40	Jun 25, 2013 9:53 AM

**Page 6, Q20. How many DAYS per year might you use PERFORMANCE facilities for the following purposes**

6	8	Jun 24, 2013 8:58 AM
7	3	Jun 20, 2013 1:29 PM
9	load in pre show 32	Jun 19, 2013 6:50 PM
10	15	Jun 19, 2013 12:16 PM
11	6	Jun 18, 2013 1:11 PM
13	20	Jun 18, 2013 5:58 AM
14	5-7	Jun 17, 2013 2:10 PM
15	35	Jun 17, 2013 1:39 PM
16	150 Days	Jun 17, 2013 1:18 PM
17	40	Jun 17, 2013 12:56 PM
18	Depends on affordability	Jun 17, 2013 12:45 PM
Other		
1	0	Jul 1, 2013 12:56 PM
3	5	Jun 28, 2013 5:31 PM
4	board meetings monthly, production meetings - 10 per year	Jun 26, 2013 11:51 AM
9	ongoing rehearsals 12 hrs per week	Jun 19, 2013 6:50 PM
10	5	Jun 19, 2013 12:16 PM
14	2-3	Jun 17, 2013 2:10 PM
16	Classes-200 days a year	Jun 17, 2013 1:18 PM
19	50 (Private events, weddings)	Jun 17, 2013 12:03 PM

**Page 7, Q21. If needed, what is the ideal capacity (or dimensions) of a rehearsal/studio suitable for your programming?**

1	Very large room, chorus of 150	Jul 12, 2013 9:03 AM
2	capacity 100	Jun 28, 2013 6:21 PM
3	small 100 seat auditorium	Jun 28, 2013 5:33 PM
4	30 by 40 minimum	Jun 26, 2013 11:52 AM
5	typical size for big band of 17, would also need storage space	Jun 25, 2013 9:54 AM
6	A mid-sized studio for maybe 15 dancers	Jun 20, 2013 1:35 PM
7	50 x 50	Jun 20, 2013 8:44 AM
8	40x60 clear, sprung floor with marley, 11ft + ceilings	Jun 19, 2013 6:52 PM
9	Six 2400 square feet studios (14,400 square feet total).	Jun 19, 2013 1:10 PM
10	30' by 30' minimum.	Jun 18, 2013 1:13 PM
11	We need at least 4 spaces: A large space of 1800 square feet, and smaller spaces of 800-1200 square feet. We're talking about 11 different choirs over two rehearsal nights with enrollment of 30-90 kids per choir.	Jun 18, 2013 1:13 PM
12	na	Jun 18, 2013 8:57 AM
13	60x40	Jun 18, 2013 5:58 AM
14	30 X 40 feet (we could make do with smaller, but that would be better.)	Jun 17, 2013 8:41 PM
15	25'x30'	Jun 17, 2013 2:16 PM
16	Room for a full orchestra including percussion equipment, 115 musicians	Jun 17, 2013 1:41 PM
17	30 X 30 Open space-good flooring and props/storage etc.	Jun 17, 2013 1:20 PM
18	30 x 40 ft to tape out stage, plus additional room to store props and set pieces.	Jun 17, 2013 12:57 PM
19	NA	Jun 17, 2013 11:54 AM

**Page 7, Q22. If they were available, how many hours per year might you utilize these rehearsal/studio facilities for:**

Rehearsal		
1	100	Jul 12, 2013 9:03 AM
2	0	Jul 1, 2013 12:57 PM
3	10 or less	Jun 28, 2013 6:21 PM
4	12900	Jun 28, 2013 5:33 PM
5	rehearsals are 3 hours each time 5 days a week times 5 weeks per show x 3 shows = 1,125	Jun 26, 2013 11:52 AM
6	120	Jun 25, 2013 9:54 AM
7	270	Jun 24, 2013 8:59 AM
8	I use maybe 80 hours a year for rehearsal	Jun 20, 2013 1:35 PM
9	100	Jun 20, 2013 8:44 AM
10	600	Jun 19, 2013 6:52 PM
11	1460	Jun 19, 2013 1:10 PM
12	500	Jun 18, 2013 1:13 PM
13	700	Jun 18, 2013 1:13 PM
14	na	Jun 18, 2013 8:57 AM
15	40	Jun 18, 2013 5:58 AM
16	300-350	Jun 17, 2013 8:41 PM
17	210	Jun 17, 2013 2:16 PM
18	35	Jun 17, 2013 1:41 PM
19	250	Jun 17, 2013 1:20 PM
20	150	Jun 17, 2013 12:57 PM
Classes, workshops & outreach events		
2	25 ("Blues Kids" classes)	Jul 1, 2013 12:57 PM
3	10	Jun 28, 2013 6:21 PM
4	50	Jun 28, 2013 5:33 PM
5	25 hours total	Jun 26, 2013 11:52 AM

**Page 7, Q22. If they were available, how many hours per year might you utilize these rehearsal/studio facilities for:**

8	maybe 150 hours	Jun 20, 2013 1:35 PM
9	250	Jun 20, 2013 8:44 AM
10	1300	Jun 19, 2013 6:52 PM
11	1320	Jun 19, 2013 1:10 PM
12	50	Jun 18, 2013 1:13 PM
13	100	Jun 18, 2013 1:13 PM
15	6	Jun 18, 2013 5:58 AM
16	32	Jun 17, 2013 8:41 PM
17	300	Jun 17, 2013 2:16 PM
18	10	Jun 17, 2013 1:41 PM
19	400	Jun 17, 2013 1:20 PM
Other programs		
2	0	Jul 1, 2013 12:57 PM
3	12	Jun 28, 2013 6:21 PM
(Please detail any other programs.)		
3	we host an annual flute festival	Jun 28, 2013 6:21 PM
16	We hold Board meetings and production team meetings in our rehearsals space. Board meetings probably 18 hours, production team meetings about the same.	Jun 17, 2013 8:41 PM

**Page 9, Q23. If needed, what is the ideal capacity or dimensions of classroom/meeting space suitable for your programming? If you do not need this space, please leave blank.**

1	capacity 50-75	Jun 28, 2013 6:22 PM
2	20 person room	Jun 28, 2013 5:36 PM
3	30 x 40	Jun 26, 2013 11:54 AM
4	25 people	Jun 20, 2013 8:47 AM
5	2 -- 40x60 clear sprung dance floor, high ceilings	Jun 19, 2013 6:55 PM
6	we could use spaces for 10-15 people, and for 30-50 people	Jun 18, 2013 1:15 PM
7	Smaller classroom space of 500-800 square feet	Jun 18, 2013 1:14 PM
8	na	Jun 18, 2013 8:57 AM
9	20 people	Jun 17, 2013 8:42 PM
10	25'x30'	Jun 17, 2013 2:19 PM
11	50	Jun 17, 2013 1:44 PM
12	minimum of 25 X 30	Jun 17, 2013 1:23 PM

**Page 9, Q24. If they were available, how many hours per year might you utilize these classroom/meeting facilities for:**

Meetings		
1	10	Jun 28, 2013 6:22 PM
2	25	Jun 28, 2013 5:36 PM
3	50	Jun 26, 2013 11:54 AM
6	30	Jun 18, 2013 1:15 PM
7	15	Jun 18, 2013 1:14 PM
8	na	Jun 18, 2013 8:57 AM
9	6	Jun 18, 2013 5:58 AM
10	36	Jun 17, 2013 8:42 PM
11	36	Jun 17, 2013 2:19 PM
12	5	Jun 17, 2013 1:44 PM
13	20	Jun 17, 2013 1:23 PM
Classes, workshops & outreach events		
1	10-20	Jun 28, 2013 6:22 PM
3	25	Jun 26, 2013 11:54 AM
4	250	Jun 20, 2013 8:47 AM
5	1300	Jun 19, 2013 6:55 PM
6	30	Jun 18, 2013 1:15 PM
7	5-	Jun 18, 2013 1:14 PM
10	32	Jun 17, 2013 8:42 PM
11	300	Jun 17, 2013 2:19 PM
12	10	Jun 17, 2013 1:44 PM
13	300	Jun 17, 2013 1:23 PM
Other programs		
3	12	Jun 26, 2013 11:54 AM
5	600 rehearsals	Jun 19, 2013 6:55 PM
13	informal presentations 20	Jun 17, 2013 1:23 PM

**Page 9, Q24. If they were available, how many hours per year might you utilize these classroom/meeting facilities for:**

(Please detail other programs.)

**Page 9, Q25. Please check if you need any of the following facility features.**

1	I don't need any of these things- I own a venue already, so I'm not looking to use another one. I merely checked a couple of boxes so the survey would let me continue.	Jun 24, 2013 2:36 PM
2	Our programs, which include public performances, educational events, and meetings are held in our member churches.	Jun 19, 2013 7:23 AM
3	We have finished our grants, and no longer perform as Special Edition.	Jun 18, 2013 1:46 PM
4	We personally do not need other space; had to select something to move on to next question, so fly tower is checked, but not needed	Jun 18, 2013 8:57 AM
5	For certain classes a large mat would be terrific for stage combat or viewpoints work.	Jun 17, 2013 2:19 PM
6	Lobby area/locker room or small space for keeping personal belongings outside of the rehearsal space.	Jun 17, 2013 1:23 PM
7	Dressing rooms and showers	Jun 17, 2013 12:55 PM

**Page 10, Q27. Please provide any additional detail on your needs.**

1	MJS works out of our members' homes and rents space only for its performances. Rehearsal and administrative space is not needed.	Jun 21, 2013 12:46 PM
2	Currently renting administrative space that is shared with another arts organization. However, future availability of the space is uncertain.	Jun 19, 2013 1:14 PM
3	No needs at this time	Jun 18, 2013 1:46 PM
4	We currently rent office space and production facilities. We would be interested in other options for this, as well as storage space.	Jun 18, 2013 1:16 PM
5	We currently share administrative space with the Madison Ballet (and would like to continue), but we will both outgrow the space within the next few years.	Jun 18, 2013 1:15 PM
6	none	Jun 18, 2013 8:57 AM
7	We have no administrative space at all. We would welcome a shared office space and meeting room. We rent a storage facility, it would be nice to have one that was more accessible to our designers and directors.	Jun 17, 2013 2:23 PM
8	We currently have access to administrative space, production facilities and storage, but we would be interested in a upgrade if these amenities became available in our community	Jun 17, 2013 1:46 PM
9	If the space was affordable, it might be nice to keep an office/desk/computer area that could be locked when no one was there.	Jun 17, 2013 1:05 PM

**Page 10, Q28. Would you be willing to share administrative, production or storage space?**

1	We currently rent space from Madison Opera. Can always use more storage space	Jul 12, 2013 9:05 AM
2	If our own space was defined within a shared space	Jun 28, 2013 5:36 PM
3	I don't have enough space to share.	Jun 24, 2013 2:36 PM
4	Space is coordinated with all other users of the building. Most spaces have an associated fee. We do have an interest in shared services, not addressed in this question.	Jun 24, 2013 1:04 PM
5	We really don't need additional administrative or storage space, but we are always willing to share production space.	Jun 24, 2013 9:01 AM
6	Location would be a prime concern	Jun 21, 2013 12:46 PM
7	space would have to be secure	Jun 20, 2013 8:48 AM
8	We are currently sharing space with another youth arts organization.	Jun 19, 2013 1:14 PM
9	Yes! We're already doing it. :)	Jun 18, 2013 1:15 PM
10	Would LOVE to share these areas!	Jun 17, 2013 8:43 PM
11	I think a combined office and storage space would help all of the local theaters make the most of their assets and develop a real sense of community among our groups.	Jun 17, 2013 2:23 PM
12	Shared space seems to work well for the Milwaukee Youth Arts Center, and I'd be interested in sharing a similar setup with another youth arts group here in Madison.	Jun 17, 2013 1:46 PM
13	Depends on affordability. Our group is small. Our fund raising is to give the money to students in the form of scholarships. It would be unlikely we would pay for office tasks such as mailings that only get sent a few times a year if our organization would be expected to pay a set fee where the amount was the same as for larger organizations with larger budgets.	Jun 17, 2013 1:05 PM

**Page 11, Q29. How or why are new or improved facilities important to your future growth and development?  
(Please check all that apply.)**

1	more effective rehearsal environment	Jul 12, 2013 9:06 AM
2	As a very small organization that has no plans for growth, we are actually fairly satisfied with the spaces available to us.	Jun 24, 2013 9:03 AM
3	Meeting our current capacity. We have already outgrown our current space in terms of rehearsal room size.	Jun 18, 2013 1:15 PM
4	na	Jun 18, 2013 8:58 AM
5	Collaborating with other groups creates synergy. It might not always be easily quantified, but it's valuable.	Jun 17, 2013 8:45 PM
6	Develop a community where assets and ideas are freely exchanged.	Jun 17, 2013 2:26 PM
7	I also believe a shared working space would increase collaboration and support amongst various arts groups in Madison and this support would not only make the arts community stronger but also potentially increase audiences by leaning on each organizations audience pool, experience and creativity.	Jun 17, 2013 1:28 PM

**Page 11, Q30. Finally, please provide any other thoughts about the need for performing arts facilities in Madison.**

1	Our needs are currently met by city parks and music clubs, but more facilities could mean more opportunities.	Jul 1, 2013 1:01 PM
2	Though our regular performance sites are sr living establishments, Dimensions in Sound fundraises by providing music for other organization's functions - which need good performing arts facilities	Jun 25, 2013 9:59 AM
3	I don't personally need other arts facilities for myself, but I know that the arts community in general feels there is a lack of quality venues,and I think it is important to bolster the arts community in Madison.	Jun 24, 2013 2:37 PM
4	One other thought, would be to have a facility in a cabaret-style, where people could eat and drink while enjoying a show.	Jun 20, 2013 1:40 PM
5	Although there are talented culturally based ( "ethnic") artists in Madisin they tend to be treated very badly.	Jun 20, 2013 8:51 AM
6	Glad you are surveying the many new and emerging groups that require facilities.	Jun 18, 2013 1:47 PM
7	Use existing facilities; Monona Terrace and Overture Center need to be used for just that...community projects. City can't afford to take on more building costs, upkeep etc	Jun 18, 2013 5:59 AM
8	I've already spoken about this, but the theater scene in Madison is overwhelming white, in a city that has a population that's one third people of color. I'd really like to see rehearsal space in a part of town (like the south side) that's racially integrated,	Jun 17, 2013 8:45 PM
9	I don't believe we need more performance space, we need a better use of the performing venues we have. Shared storage and office space could financially and artistically benefit all of our organizations.	Jun 17, 2013 2:26 PM
10	Arts groups tend to be very resourceful and make the most of the facilities available to them, but I would love to see a well-planned, well-used modern performing arts space in our community tailored to the needs of mid-size non-profit orgs. Bringing creative, passionate arts professionals together under the same roof could spark new collaborations, an understanding of best practices between the groups, and more opportunities to meet the needs of local arts patrons.	Jun 17, 2013 1:57 PM
11	As a newcomer to Madison, Theatre Lila has been searching for a workspace and teaching space for the past 2 years. The energy that is currently so dispersed through out the city has the potential to come together in one building and in my opinion--fire up the current artistic integrity of the work and raise the bar of new work in Madison. I look forward to seeing where this survey leads.	Jun 17, 2013 1:28 PM
12	While we agree that there is a need for a more accessible and affordable performing arts facility in Madison, we are hesitant about such a project because of the costs. We are a small non-profit and do not have many resources to support such a facility. If a facility would be available and if it would not jeopardize our resources, we would welcome an affordable facility that would assist our organization in carrying out our Mission.	Jun 17, 2013 1:14 PM

**appendix b:  
comparable market profiles**

---

## Market Profile: Eugene, Oregon

### Key Characteristics

- Total Population: 332,774 (2013 estimate, 20-mile radius)
- Average Household Size: 2.36
- Median Age: 38.1
- Median Household Income: \$40,416
- Unemployment rate: 8.2% (preliminary figure for June 2013)

Located in the Pacific Northwest, Eugene is the second-largest city in Oregon and the county seat of Lane County. The Eugene Metropolitan Statistical Area (MSA), as defined by the US Census Bureau, is delineated by Lane County political boundaries. It is home to approximately 351,715 residents, and is the third largest MSA in Oregon.

The trajectory of Eugene's population is fairly stable, with a projected estimated growth of 2.73% between 2013-2018. Eugene is a predominantly White (87%), with the largest ethnic cohort as Asian (3%). The gender distribution is approximately 50/50, and the median age is 38.

Home to the University of Oregon, Eugene has a moderately educated population with 28% of adults (aged 25 and older) holding a Bachelor's degree or higher. The University is also one of the top employers in Eugene, supporting a labor force that is largely dominated by three major business clusters and employers: education, health services and government (both local and national).

### Top Public and Private Employers in Eugene

1. Peace-Health Medical Group (4,893) (Health Services)
2. University of Oregon (4,038) (Higher Education, Public)
3. Eugene School District 4J (2,794) (Local Government Education)
4. State of Oregon (2,205) (State Government)
5. Lane County (2,000) (Local Government)
6. US Government (1,777)(Government)
7. Springfield School District (1,500) (Local Government Education)
8. City of Eugene (1,404) (Local Government)
9. Lane Community College (1,118) (Local Government Education)
10. Wal-Mart (1,100) (Retail Trade)

### University of Oregon

Total Student Enrollment in 2012: **24,591**

- Undergraduates: 20,829
- Graduates: 3,762

---

Founded in 1876, the University of Oregon is a public research institution located in Eugene. As the flagship university of the Oregon University System, UO draws approximately 45% of its student body from out-of-state and international residents. Classified as a RU/VH (very high research activity) university, Oregon's undergraduate program was ranked 115th among national universities by U.S. News & World Report for 2012.

### Overview of Eugene's Performing Arts Sector

With an official motto of "A Great City for the Arts and Outdoors," the City of Eugene boasts several sizeable - and notable - performing arts organizations, especially for such a small market. Overall, though, the performing arts sector is quite small, with only 17 discernible performing arts organizations that produce and/or present consistent programming. One might infer that the resources available for the performing arts sector are focused on the larger organizations. And with these organizations serving as the primary players in the local arts ecology and dominating the marketplace, there is little room, nay available resources, to support a more nuanced and balanced sector that includes smaller and mid-sized performing arts organizations.

Eugene's market is particularly dominated by music, with the Eugene Symphony and Oregon Bach Festival extracting a large portion of tickets sales. In fact, we estimate that the combined sales for both organizations amounts to nearly 72% of local demand for ticketed music performances (not including commercial activity). Regardless of these two large organizations, Eugene's music market (both producers and presenters) is the largest out of all of the other disciplines, containing the most organizations, as well as generating the largest share of total ticket sales.

Eugene's supply of dance programming, although not particularly varied, includes the rather substantial Eugene Ballet Company, which constitutes 91% of all dance ticket purchases. However, this demand estimate is not solely driven by the company itself, as EBC also presents one to two nationally recognized dance companies per year at the Hult Center (e.g., Dance Theatre of Harlem, etc.).

Eugene's theatre market is relatively weak, particularly compared to the other markets, and only carves out a small percentage of overall tickets sales, ~5%. And although small, Eugene Opera supports a market demand that is comparable to the other markets included in this analysis.

The Hult Center is Eugene's primary performing arts facility and presenter. Operated by the City of Eugene, the Center is – more or less – a rental facility, used by six resident companies: Eugene Ballet Company, Eugene Concert Choir, Eugene Opera, Eugene Symphony, Oregon Bach Festival, and The Shedd Institute. The Hult Center is also home to Broadway In Eugene, which presents 7-8 musical theatre productions per season, however, in very short runs (1-3 performances.)

---

Although Eugene's market is the smallest of the four in terms of population and number of performing arts organizations, it supports several notable organizations that are able to extract a sizeable portion of demand. Furthermore, Eugene's educational attainment and income rates are more closely aligned with the national averages, providing some context and "grounding" to the other markets where education and income far exceed the national average.

### Key Organizations

#### Producers

- Eugene Ballet Company
- Eugene Symphony
- Eugene Concert Choir
- Oregon Bach Festival
- Eugene Opera
- Oregon Contemporary Theatre

#### Presenters

- The Shedd Institute
- The Hult Center for the Performing Arts

### Sources

1. U.S. Census Bureau (<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>)
2. Eugene Government (<http://www.eugene-or.gov/DocumentCenter/Home/View/2649>)
3. Eugene Chamber of Commerce (<http://www.eugenechamber.com/cwt/external/wcpages/index.aspx>)
4. US News and World Report (<http://www.usnews.com/>)
5. University of Oregon (<http://www.uoregon.edu/>)

---

## Market Profile: Boise, Idaho

### Key Characteristics

- Total Population: 539,379 (2013 estimate)
- Average Household Size: 2.65
- Median Age: 34.5
- Median Household Income: \$46,631
- Unemployment rate: 6.2% (preliminary figure for June 2013)

Referred to as “Treasure Valley,” the Boise-Nampa Metropolitan Statistical Area (MSA) has a population of 609,533. Boise is the capital and most populous city in the state of Idaho, and is the county seat of Ada County. Located at the base of the Rocky Mountain foothills, Boise is geographically isolated from other population centers, separated from Salt Lake City by 345 Miles, and from Portland by 430 miles.

An urbanizing and burgeoning capital city, Boise’s population is estimated to grow at a rate of 6.6% over the next five years. The population of Boise is predominantly White (88%), however, approximately 11% of residents reported that they are Hispanic or Latino. Boise’s average age is 35.8, making it the second youngest of the comparable markets.

With 31% of adults (25+) holding a Bachelor’s degree, Boise’s population closely mirrors the national average. While farming and timber were once primary industries, the economy of Boise has shifted to a more diversified base. Boise’s unemployment rate is currently at 6.2%, which is below the national average.

### Top Public and Private Employers in Boise

1. St. Lukes Health Systems (6,000 - 6,500) (Health Services)
2. Micron Technology (5,000 - 5,500) (Manufacturing - Computers)
3. Meridian Joint School District (4,000 - 4,500) (Local Government Education)
4. St. Alphonsus Regional Medical Center (4,000 - 4,500) (Health Care)
5. Boise State University (4,000 - 4,500) (Higher Education, Public)
6. Boise Independent School District #1 (3,500 - 4,000)(Local Government Education)
7. Albertsons (2,500 - 3,000) (Retail Trade)
8. Wal-Mart (2,000 – 2,500) (Retail Trade)
9. Hewlett-Packard Co (2,000 – 2,500) (Manufacturing)
10. City of Boise (1,500 – 2,000) (Local Government)

### Boise State University

Total Student Enrollment in 2012: **22,678**

- Undergraduates: 19,657
- Graduates: 3,021

---

Founded in 1932 by the Episcopal Church, Boise State University is located in downtown Boise, and is the largest university in the state of Idaho. Ranked #62 in the Western Region of Universities by US News World and Report, the most popular majors are nursing, business, and psychology.

### Overview of Performing Arts Sector

Although geographically isolated, the Boise performing arts market is home to several notable organizations. And while there is quality in this market, there is little quantity, with only 19 discernable organizations included in this analysis. Similar to Eugene, Boise is dominated by a handful of primary players who utilize the majority of available resources.

The theater market in Boise is the most prominent facet of this market. Not only is Idaho Shakespeare Festival Boise's largest nonprofit organization, but it also accounts for nearly 37% of all performing arts ticket sales for the entire market. The local theatre scene also includes several mid-sized organizations (e.g., Boise Contemporary Theatre and Boise Little Theatre), as well as a few very small theatre organizations (e.g., Alley Repertory Theatre and Stage Coach Theatre).

The dance market of Boise is fairly robust, however, the largest organization in this sector, Trey McIntyre Project, largely tours to other communities. Because Trey McIntyre has a modest home season, dance demand is sourced to the other two primary local dance companies, Idaho Dance Theatre and Ballet Idaho. Boise is the only market in the analysis where ticket sales for Other Dance nearly exceed sales for Ballet.

The music market of Boise is primarily dominated by the Philharmonic, with support from a few other small choral and chamber organizations. The opera company in Boise is also small, but is comparable to other markets in terms of extracting demand.

The Morrison Center is Boise's primary performing arts facility, and university presenter, as it is part of the Boise State University system. The Center is home to five resident performing arts companies: Boise Philharmonic, Ballet Idaho, Opera Idaho, Boise Music Week, and Trey McIntyre Project. The Morrison Center is also home to Broadway in Boise.

### Key organizations

#### Producers

- Ballet Idaho
- Boise Philharmonic Association
- Opera Idaho

- 
- Trey McIntyre Project
  - Boise Contemporary Theatre
  - Idaho Shakespeare Festival

#### Presenters

- Morrison Center for the Performing Arts

#### Sources

1. Boise Valley Economic Partnership <http://www.bvep.org/relocate/leading-employers.aspx>
2. Idaho Department of Labor (<http://labor.idaho.gov/>)
3. Boise State University (<http://www.boisestate.edu/>)
4. City of Boise (<http://www.cityofboise.org/>)
5. US Census (<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>)

---

## Market Profile: Austin, Texas

### Key Characteristics

- Total Population: 1,638,041 (2013 estimate)
- Average Household Size: 2.55
- Median Age: 33
- Median Household Income: \$56,289
- Unemployment rate: 5.8% (preliminary figure for June 2013)

The capital city of Texas, and seat of Travis County, Austin is the 11<sup>th</sup> most populous city in the United States, and 4<sup>th</sup> in the State of Texas. Anchoring the Austin–Round Rock–San Marcos MSA, Austin is the cultural and economic center for a population of 1,783,519 (2011 U.S. Census), making it the 34th-largest metropolitan statistical area in the United States. Geographically situated in central Texas, Austin is about 80 miles from San Antonio, and 160 miles from Houston.

Austin has one of the more diverse populations in the analysis, with 33% Hispanic, 8% Black or African American, and 12% as Some Other Race. And with a rate of population growth at 12%, Austin is by far the fastest growing region in the analysis.

Commonly referred to as “Silicon Hills” Austin’s work force includes an eclectic mix of industries, as the city is home to a large sector of government employees, but is also the center for many technology corporations. The technical workforce, with the presence of a large, highly rated university, has provided Austin with a relatively young (average age is 34) and a highly educated population (42% of adults (25+) hold a Bachelor’s degree).

### Top Public and Private Employers in Austin

1. Austin Independent School District (6,000+) (Local Government Education)
2. City of Austin (6,000+) (Local Government)
3. Dell, Inc. (6,000+) (Hi-Tech Manufacturing)
4. US Government (6,000+) (Federal Government)
5. IBM Corp (6,000+) (Hi-Tech Manufacturing)
6. Seton Family of Hospitals (6,000+) (Health Services)
7. St. David’s HealthCare Partnership (6,000+) (Health Services)
8. State of Texas (6,000+) (Local Government)
9. University of Texas (6,000+) (Higher Education, Public)
10. Advanced Micro Devices (2,000-5,999) (Hi-Tech Manufacturing)

### University of Texas at Austin

Total Student Enrollment in 2012:	<b>51,145</b>
• Undergraduates:	38,463
• Graduates:	12,682

---

Founded in 1883, the University of Texas at Austin is the flagship institution of the University of Texas System. The institution has the fifth-largest single-campus enrollment in the nation, and the undergraduate program was ranked 46th among national universities by U.S. News & World Report for 2012.

### Overview of Performing Arts Sector

Austin is by far the largest of the comparable markets, and supports a healthy, well-rounded performing arts sector, as demand is equally shared amongst the large, mid-sized, and smaller organizations. For this analysis, we included 72 of Austin's performing arts organizations, however, this number could have easily ballooned to well-over 100. Austin is home to numerous organizations that serve as fiscal sponsors, allowing a wealth of small/project-based performances to thrive. But because some of these projects were so small or did not present frequent programs, they were excluded from the sample.

Dubbed the "live music capital of the world," Austin is regarded for its high-profile commercial music sector that draws thousands of visitors each year to its numerous festivals. However, this city is also home to a thriving nonprofit music scene that includes Austin Symphony Orchestra, Consiprare, and numerous other chamber ensembles, choruses, and smaller orchestras. The presenting organizations in Austin also heavily extract demand from the music sector through the presentation of touring classical musicians and groups.

The Ballet and Dance market is largely dominated by Ballet Austin, which constitutes 91% of all dance ticket purchases. The market is also supported by the local presenters, who bring in national acts that also extract a discernable amount of demand (e.g., The Joffrey Ballet). Austin's opera company, the Lyric Opera, is a large organization but performs similar to the other markets in terms of revenue extracted.

Austin's theatre market is perhaps the most differentiated from the other markets in that it includes a large amount of smaller, fiscally sponsored theatre troupes. Zach Theatre is the largest theatre organization in this market, and extracts approximately 32% of demand for stage plays. Apart from minimal presentations by the local presenters, the majority of the theatre market is supported by smaller organizations. One might infer that due to the lack of any sort of dominant player in the marketplace, the smaller theatre ecology has been able to flourish. Historically, Austin has had a strong local support network for small theatres and individual artists, in the form of the Austin Circle of Theatres.

The two major presenters in the Austin marketplace are the Long Center, and Texas Performing Arts (at UT Austin). The Long Center operates more as a community center, and is home to a number of resident companies: Ballet Austin, Consiprare, Austin Symphony Orchestra, Austin Lyric Opera, Austin Shakespeare, Tapestry Dance Company, and Pollyanna Theatre. Texas Performing Arts, on the other hand, is solely a presenter, bringing in world-class acts. Both presenters, though, present a Broadway series. Texas Performing Arts' Broadway in Austin series offers 5-6

---

productions per year, with each production running several days to several weeks. The Long Center's Broadway series is not as extensive, but typically includes 3-4 productions per year, although the runs are only a few days. Combined, both presenters support a sizeable demand for musical theatre.

### Key organizations

#### Producers

- Ballet Austin
- Conspirare
- Austin Symphony Orchestra
- Austin Lyric Opera
- Tapestry Dance Company
- Zach Theatre

#### Presenters

- The Long Center
- Texas Performing Arts

### Sources

1. Austin Chamber of Commerce <http://www.austinchamber.com/index.php>
2. UT Austin ([www.utexas.edu/](http://www.utexas.edu/))
3. Austin Government (<http://austintexas.gov/>)
4. Now Playing Austin (<http://www.nowplayingaustin.com/org/listing/>)

---

## Market Profile: Madison, Wisconsin

### Key Characteristics

- Total Population: 508,442 (2013 estimate)
- Average Household Size: 2.33
- Median Age: 35.4
- Median Household Income: \$60,184
- Unemployment rate: 5.2% (preliminary figure for June 2013)

Located in the center of Dane County, the City of Madison anchors the Metropolitan Statistical Area (MSA), which includes the surrounding Columbia, Green, and Iowa Counties. From a core downtown located on the Madison isthmus, the City diffuses outward, forging a network of streets, neighborhoods and communities for the approximately 500,000 inhabitants.

The Madison MSA has witnessed steady population growth over the past four decades, outpacing Milwaukee, which is the largest MSA in Wisconsin. From 2013-2018, Madison's population is expected to grow at a rate of 4.71%. The majority of Madison's population is White (83%), with 5% African American and another 5% Asian. Only about 6% of the population identifies as Hispanic or Latino.

Across the four markets studied, Madison has the most highly educated population, with 46% of adults (aged 25 and older) holding a bachelor's degree or higher. And with an average age of 37, Madison is home to a moderately young and highly education population. The University of Wisconsin-Madison is the largest employer, and anchors an economy that is supported by government services, health services, and software publishers.

### Top Public and Private Employers in Madison, WI

1. U W – Madison (Higher Education, Public) (1000+)
2. U of W Hospitals (Health Services) (1000+)
3. Epic Systems Corp (Software Publishers) (1000+)
4. Madison Metropolitan School District (500-999)
5. American Family Mutual Insurance Co. (Insurance Carriers)
6. Department of Corrections (Correctional Institutions)
7. UWMF (Health Services)
8. Department of Health Services (Health Services) (500-999)
9. City of Madison (Local Government)
10. SSM Health Care of Wisconsin Inc. (Health Services)

### University of Wisconsin – Madison

Total Student Enrollment in 2012: **42,595**

- 
- Undergraduates: 33,237
  - Graduates: 9,358

Founded in 1848, the University of Wisconsin–Madison is a public research university and the official state university of Wisconsin. Classified as an RU/VH Research University (very high research activity) in the Carnegie Classification of Institutions of Higher Education, Madison’s undergraduate program was ranked 42<sup>nd</sup> among national universities by US News & World Report for 2012.

### Overview of Performing Arts Sector

With a relatively even distribution of organizations across all of the disciplines, Madison’s performing arts market is relatively balanced. While several large organizations extract the bulk of demand within each discipline, there is also a discernible presence of a much smaller – and local – performing arts ecology. This analysis included 36 organizations – only those that present ticketed performances, thus overlooking the many free public performances that Madison offers.

In terms of ticket revenue generated from locally produced organizations, Madison’s music organizations extract the largest amount of demand, approximately 30%. Leading the efforts in this category is Madison Symphony Orchestra, which accounts for nearly two-thirds of tickets sales for all music performances. A range of mid-sized and smaller organizations also supports Madison’s music ecology (e.g., Wisconsin Chamber Orchestra, Wisconsin Youth Symphony, and Bach Dancing & Dynamite Society).

The Ballet/Other Dance market is largely dominated by Madison Ballet, which constitutes about 50% of all dance ticket purchases. Madison’s market also supports a rather substantial contemporary/modern local dance sector, and is also complemented by national touring productions presented at the Overture Center (e.g., Complexions Contemporary Ballet). Madison Opera, although modest in size, supports a market demand that is comparable to the other markets included in this analysis.

Madison’s theatre market includes two relatively large organizations (e.g., Children’s Theatre of Madison and Forward Theatre). The remainder of the supply of stage plays is provided by a cohort of much smaller organizations (e.g., Stage Q, Strollers Theatre) whose sales, in aggregate, amount to approximately one third of all theatre ticket sales generated by local producing organizations (i.e., excluding comedy and theatre shows presented at Overture Center).

The Overture Center, which opened in 2004, is Madison’s primary performing arts facility and presenter, and home to nine resident performing arts companies: Bach Dancing & Dynamite Society, Children’s Theatre of Madison, Forward Theatre Company, Kanopy Dance Company, Li Chiao-Ping Dance, Madison Ballet, Madison Opera, Madison Symphony, and Wisconsin Chamber Orchestra. The Overture Center is home to the most resident companies of any of the major presenters

---

including in this analysis, with the compilation of the resident company performances constituting the bulk of presentations. Overture also offers a substantial presenting series each season, which brings national musicians, comedians, and dance groups to Madison. The Overture Center is also home to the Broadway at Overture Series, which typically presents five musical theatre productions per season, usually in very short runs that range from 1-3 days.

### Key organizations

#### Producers

##### *Ballet/ Other Dance*

- Madison Ballet
- Li Chiao Ping Dance
- Kanopy Dance Theatre

##### *Music*

- Madison Community Orchestra
- Wisconsin Chamber Choir
- Oakwood Chamber Players
- Madison Music Collective
- Madison Bach Musicians, Inc.
- Madison Area Concert Handbells
- Token Creek Chamber Music Festival
- Bach Dancing & Dynamite Society
- Madison Youth Choirs
- Wisconsin Youth Symphony Orchestra
- Wisconsin Chamber Orchestra
- Overture Center for the Arts
- Madison Symphony Orchestra Inc.
- Wisconsin Baroque Ensemble
- Festival Choir of Madison

##### *Musical Theatre*

- Four Seasons Theatre
- Music Theatre of Madison

##### *Opera*

- Madison Savoyards
- Madison Opera
- Fresco Opera Theatre

##### *Theatre/ Stage Plays*

- Bricks Theatre
- Humorology

- 
- Playwright Inc, Play Festival
  - TAPIT/new works
  - Strollers Theatre, Ltd.
  - Stage Q
  - Mercury Players Theatre Company
  - Madison Theatre Guild
  - Broom Street Theater
  - Encore Studio for the Performing Arts
  - Forward Theater
  - UW-Madison Theatre Department
  - Children's Theater of Madison
  - Proud Theatre

#### Presenters

- The Overture Center for the Arts
- Wisconsin Union Theater

#### Sources

1. University of Wisconsin (<http://www.wisc.edu/>)
2. [Madison Region Economic Partnership \(www.thrivehere.org/\)](http://www.thrivehere.org/)
3. Wisconsin Government ([worknet.wisconsin.gov/worknet/](http://worknet.wisconsin.gov/worknet/))
4. [Madison Tourism Bureau \(http://www.visitmadison.com\)](http://www.visitmadison.com/)
5. [Madison Government \(www.cityofmadison.com/dpced/economicdevelopment/\)](http://www.cityofmadison.com/dpced/economicdevelopment/)
6. Bureau of Labor and Statistics ([www.bls.gov/](http://www.bls.gov/))

**appendix c:  
facility inventory**

Facility Rating

			Event Types Supported	Facility Condition	Staff and Support	Theatrical Functionality	Acoustics	Customer Amenities	Performer Amenities	Atmosphere/Character	Suitability for Users	Rating
Other	Alliant Energy Center	10,231	5	4	4	3	2	2	4	2	4	3.3
Other	Monona Terrace Madison Exhibition Hall	3,300	5	3	4	1	1	4	2	4	2	2.8
Theater	Overture Center, Overture Hall	2,255	17	3	4	4	3	3	3	4	3	3.4
Live Music Venue	Orpheum Theatre	2,000	3	1	1	2	3	2	2	2	2	1.7
Other	Monona Terrace Madison Ballroom	1,518	5	3	4	1	3	3	2	4	3	3.0
School/College/University	University of Wisconsin Memorial Union, Union Theater**	1,300	20	4	3	4	3	3	3	3	3	3.3
Other	Wisconsin Institute for Discovery Main Floor	1,200	6	3	4	1	3	2	2	3	2	2.7
Theater	Overture Center, Capitol Theater	1,089	19	3	4	4	3	3	3	3	3	3.3
School/College/University	West High School Auditorium	980	6	2	2	2	2	2	2	2	2	2.0
School/College/University	Madison Area Technical College, Mitby Theatre	975	9	3	2	3	3	2	2	2	3	2.5
Live Music Venue	Barrymore Theatre	971	5	2	3	1	2	3	2	3	2	2.3
Theater	Masonic Center Auditorium	950	7	2	1	2	3	1	1	4	3	2.0
Live Music Venue	Segredo	720	3	3	3	1	2	2	2	3	2	2.4
School/College/University	University of Wisconsin, Mills Hall	700	8	2	3	2	3	3	3	3	3	2.7
Live Music Venue	Majestic Theatre	600	4	3	3	1	3	3	3	4	3	2.9
School/College/University	University of Wisconsin, Union South, The Sett	550	9	4	4	1	2	3	2	3	2	2.9
Other	South Madison Culture & Community Center, Nehemiah Center*	500	13	4	3	2	2	2	2	3	2	2.7
Church	First United Methodist Church	450	10	3	2	2	3	2	2	3	2	2.4
Live Music Venue	High Noon Saloon	400	5	3	2	1	2	3	2	3	3	2.4
Live Music Venue	RSR Stage/The Annex	400	3	2	1	1	1	3	2	1	2	1.6
Other	The Brink Lounge	400	4	2	3	2	2	3	2	3	3	2.5
Live Music Venue	Club Inferno	380	4	2	2	2	2	2	2	3	2	2.1
School/College/University	University of Wisconsin Carol Rennebohm Auditorium	380	7	2	3	3	2	3	3	4	3	2.8
Live Music Venue	The Loft	375	6	2	2	1	2	2	2	3	2	2.0
School/College/University	Sr. Kathleen O'Connell Auditorium, Edgewood High School	374	5	3	3	3	3	2	3	3	3	2.9
School/College/University	East High School Auditorium	350	3	2	2	2	1	1	1	1	2	1.6
Theater	Overture Center The Playhouse	347	7	3	4	3	3	3	3	3	3	3.2
School/College/University	University of Wisconsin Union South Marquee Cinema	330	6	4	4	1	2	2	1	3	2	2.7
School/College/University	University of Wisconsin Mitchell Theatre	321	7	2	4	3	3	3	3	2	3	2.9
Other	Monona Terrace Madison Lecture Hall	315	4	3	4	1	3	3	2	4	3	3.0
Theater	Overture Center Rotunda Stage	300	9	3	4	2	2	3	3	4	3	3.1
Theater	Overture Center Promenade Hall	300	6	3	4	2	2	3	3	3	3	3.0
Other	Wisconsin Historical Museum	250	4	2	3	2	2	3	2	3	2	2.4
Other	The Comedy Club on State	250	2	3	2	1	3	2	2	3	2	2.3
Church	Heritage Congregational Church	240	9	2	2	1	3	2	2	3	2	2.1
School/College/University	University of Wisconsin Margaret H'Doubler Performance Space	240	10	3	4	2	2	3	3	3	2	2.9
Other	Oakwood Village West Auditorium**	230	6	3	2	2	2	2	2	3	2	2.3
School/College/University	LaFollette High School Auditorium	200	5	3	2	3	2	1	3	2	2	2.3
School/College/University	Memorial High School Auditorium	200	6	2	2	3	2	1	3	2	2	2.1
School/College/University	Madison Area Technical College, Studio Theatre	199	6	2	2	3	3	1	3	2	3	2.3
Live Music Venue	Ivory Room Piano Bar	180	3	3	2	2	3	3	3	3	2	2.6

**Facility Rating**

			Event Types Supported	Facility Condition	Staff and Support	Theatrical Functionality	Acoustics	Customer Amenities	Performer Amenities	Atmosphere/Character	Suitability for Users	Rating
School/College/University	University of Wisconsin, Morphy Recital Hall	170	10	2	3	2	2	3	3	3	3	2.6
School/College/University	University of Wisconsin, Memorial Hall, Play Circle**	168	19	4	2	2	3	3	3	3	3	2.9
School/College/University	University of Wisconsin, Eastman Organ Recital Hall	160	6	3	3	2	4	2	2	3	2	2.7
Other	City of Madison Senior Center	150	8	2	3	1	2	3	2	2	3	2.3
School/College/University	University of Wisconsin, Hemsley Theatre	150	6	2	4	2	3	3	3	2	3	2.8
Theater	Overture Center, Wisconsin Studio	150	2	3	4	3	3	3	3	3	3	3.2
Theater	Broom Street Theater	150	6	2	1	2	2	2	2	3	2	1.9
Live Music Venue	The Frequency	126	4	1	2	2	3	2	2	3	2	2.0
School/College/University	Edgewood College Visual and Theatre Arts Center (Black Box)	120	6	4	3	3	3	3	3	3	4	3.3
Other	Wil-Mar Neighborhood Center	110	9	2	2	1	2	2	2	3	3	2.1
Theater	Bartell Theatre, Drury Stage	103	2	1	2	2	3	3	2	2	2	2.0
Other	University of Wisconsin Chazen Museum of Art Brittingham Gallery	100	8	3	4	1	3	2	2	3	2	2.7
Other	Centro Hispano*	100	8	2	2	1	2	2	2	2	2	1.9
Theater	Overture Center, Rotunda Studio	100	5	3	4	2	2	3	2	3	3	2.9
Theater	Encore Studio for the Performing Arts, Mary DuPont Wahlers Theatr	100	1	2	2	2	2	3	2	1	3	2.1
Theater	Bartell Theatre, Evjue Stage	96	2	1	2	2	2	2	2	2	3	1.9
School/College/University	University of Wisconsin Conference Center, The Pyle Center Auditor	92	3	2	4	1	4	3	2	3	3	2.8
Theater	Atlas Improv Company	60	4	3	1	2	2	2	2	3	2	2.1

***\*In development***

***\*\*Undergoing Renovations***

***\*\*\*No Space currently***









webb

management  
services  
incorporated

[webbmgmt.org](http://webbmgmt.org)

