



MADISON
CIRCUS
SPACE

ANNUAL REPORT 20 25

Thanks to a large number of sold-out shows, a long-term membership drive that brought down monthly costs, more weekly programming hours, and the generosity of our community, 2025 was a strong year for MCS!

As a result, we were able to take a number of steps towards increasing circus access for all in 2025. While we continued to host six free clubs weekly, we also started consistently offering reduced-rate show tickets for most of our performances. We also awarded almost \$4,000 in scholarships to students who couldn't otherwise participate in classes and workshops.

Working with the broader community, we donated a portion of our Pride Show proceeds to OutReach LGBTQ+ Community Center this year. We also worked with Goodman Community Center to hold a community food drive and provide free show tickets to members of their older adult program. Finally, we invited the kids of Nuestro Mundo to join in the circus fun as part of the Circus Valentine show, where they got to both watch circus and participate themselves!

As we experienced a large turnover in the composition of our board this year, we were able to bring in the voices of a new circus generation, which will help shape the direction MCS takes in the future. We have big goals for 2026. Stay tuned for even more circus, for even more folks!

CLASSES & CLUBS

We continued to expand our variety of class offerings, with more than 40 individual instructors teaching over 4,000 hours of classes in 2025.

On a weekly basis, MCS sees instruction for kids and adults in many aerial disciplines (silks, sling, lyra, rope, straps, solo and duo trapeze), as well as German wheel, dance, handstands, acrobatics, hooping, flying trapeze, and more!

78.5 HOURS OF PROGRAMMING WEEKLY

All of our clubs are free to attend, open to the public, and hosted by volunteers who donate their time week after week to increase access to free circus opportunities in our community! We have six weekly clubs: acro, juggling, hoop & flow, open aerial gym, wheel, and handstands. Here is a closer look at two of our successful clubs!

10-12 HOURS OF FREE CLUBS WEEKLY

In 2025, Wheel Club operated 50 / 52 weeks of the year, had 6-10 attendees on average, and led to at least three attendees becoming members at MCS.



Handstand Club had its first full year of operation, as it started in summer 2024.

- Handstand Club is open to anyone at any stage (from "never tried this before" to advanced handbalancers).
- The club has between 6-15 attendees weekly, the majority of whom come to MCS only for Handstand Club.
- There are new attendees almost every week! For most of them, it's their first time coming to MCS.
- This is our most successful outreach club, with many new folks reporting that they found the club by a simple internet search!
- The club has led to at least four attendees becoming members at MCS since it started.

SHOWS & EVENTS



9

MCS
COMMUNITY
SHOWS



17 TOTAL SHOWS



This year, we expanded our slate of community shows by 30%, debuted a new Pride Show, and had our highest-ever grossing event at Halloween, raising over \$15,000.

Our 2026 events calendar is already filling up! See what is coming to MCS next at www.madisoncircusspace.com/events.

Other notable firsts:

- We donated a portion of our Pride Show proceeds to OutReach LGBTQ+ Community Center.
- We worked with Goodman Community Center to provide free show tickets to members of their older adult program.
- The Nuestro Mundo partnership brought 200 kids to MCS for the Valentine's Day Show.

MCS Community Shows:

Circus Valentine • Bizarre Bazaar, Vol. 3 • Kishka! • Solstice Fire Show • Pride Show • Roger Show 2: Roger Gets Hitched! • The Halloween Show • Movement Arts Show • New Performers' Show

Visiting and Co-Presented Artist Shows:

Blanc sur Blanc (Iman Lizarazu) • Cheeselandia Circular Spectacular (Hoop Elation) • Pedal Power (Cirque Mechanics) • D.E.L.V.E. Incubator Show (Isthmus Dance Collective) • I Think It Could Work (Full Out Formula) • One Man's Trash (Cirque Us) • Hourglass (Luther Bangert) • Student Showcase (Flying Trapeze Madison)



BOARD CHANGES

This year we said goodbye to board members Josh Casey, Stephanie Richards, Jon Lica, and Karen Nellessen. We welcomed new board members Kelly Ballard, Christopher Holland, Lizzy Kirkland, Anna Krueger, Nicole Lane Starr, and Alex Starr. We are incredibly grateful for the years of service each of our past board members contributed and excited to see what the future of MCS holds with the energy and enthusiasm of our newest board members!

LONG-TERM MEMBERSHIP DRIVE

We held a long-term membership drive this summer with the goal of paying down the loan on our building. Altogether, we raised \$72,300 from 12 members (six 5-year memberships and six 10-year memberships). MCS now saves \$642.53/month. Assuming interest rates stay about the same, we could be saving over \$192,000 over the life of the loan. Thank you, Alex Devaux, for spearheading this campaign, and thanks to all of our members for making this big impact on our overall loan.

INFRASTRUCTURE & MAINTENANCE

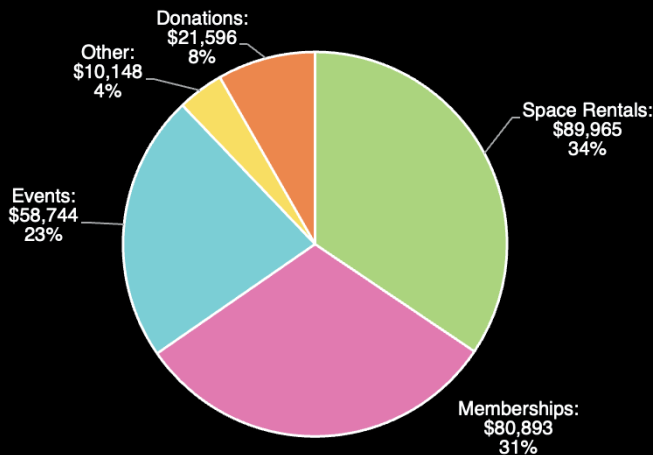
This year, MCS completed HVAC upgrades (due to out-of-warranty repairs being needed) with the support of a SASY grant and purchased a dehumidifier to help with humidity. There were several major parking lot improvements this year to address rutting issues. Additionally, we added 30 chairs to our performance seating to enhance our performance space. Also... we finally got the beautiful building sign you can see above and a donor sign to recognize our capital campaign donors!



FINANCIAL STATEMENTS

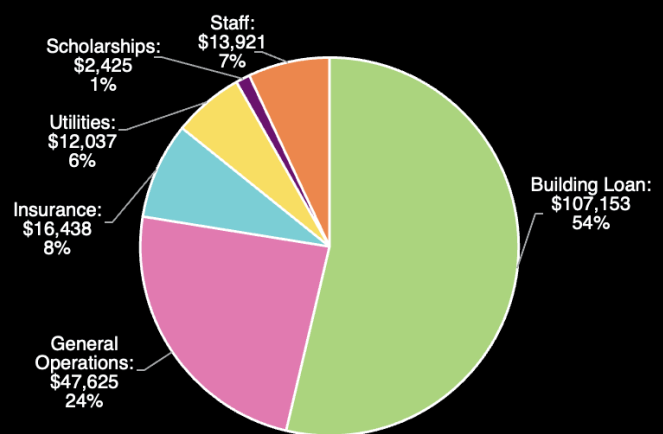
Total Operational Revenue

\$261,346



Total Operational Costs

\$199,599



Note: Scholarship costs are lower than scholarships awarded due to direct donations to the program, funding from the anti-racism earmark, and because award timing can differ from accounting timing

* FINANCIAL OVERVIEW

MCS had a strong financial year overall due to many well attended shows, more people holding memberships, the long-term membership drive, and an increase in space rentals for classes, donations, and prioritizing keeping overhead costs down.

The scholarship fund was heavily utilized this year and was nearly depleted within the first quarter. Donations and \$1,000 from the Halloween Show closed the gap to support those who needed scholarships through the remainder of 2025.

This spring, MCS started using Zeffy to save on online ticket and donation transaction fees; so far, we have saved over \$2,300 by making the switch. MCS now receives 100% of online ticket sales and donations.

* SCHOLARSHIP PROGRAM

Madison Circus Space offers three scholarship funds for community members with financial need and an interest in circus arts:

- **General Scholarship:** For any class, program, activity, or membership.
- **Aerial Scholarship:** For aerial-specific classes, activities, or memberships.
- **BIPOC Scholarship:** To address barriers faced by Black, Indigenous, and People of Color, who are underrepresented in circus. For any class, program, activity, membership, or as a travel stipend for visiting instructors.

Total amount awarded

\$3,865

Number of scholarship recipients

24

LOOKING FORWARD

In 2025, we completed our strategic plan for the next 3-5 years, which will inform key decisions moving forward. Our priority areas are strengthening membership, improving sustainability of the organization, improving communications, providing better support for instructors and their classes, strengthening MCS' financial position, and fostering inclusion and community partnerships. As a result of this strategic plan, we are forming new task forces and committees to address specific issues and targeted outcomes. We want to thank everyone involved in the strategic planning process, as everyone's input was invaluable to crafting this living document that will steer us in the years ahead.

You can read the [strategic plan here](#).



CONTACT US



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OUR YEAR IN NUMBERS



+ ~3,000 tickets sold to MCS shows

+ 24 scholarships awarded

+ 92% increase in programming hours compared to last year!

+ 108 active members

+ 40 instructors teaching classes

+ 2,067 2025 waivers signed

+ \$7,180 received in grant funds

+ 30 new members in 2025

+ 95% of surveyed attendees to the Movement Arts Show witnessed an art form that was new to them

+ 1 live cat performer onstage

+ \$15,261 total revenue for the 2025 Halloween show, our highest-grossing ever!

+ 25 visiting/guest instructors

+ 23% increase in waiver signees

Note: Figures come from different sources, including signed waivers, scheduling requests, and active membership subscriptions. Participant totals may overlap across multiple categories.