

# Memorandum



**Date:** November 7, 2008

RCA

Agenda Item No. 8(C)

**To:** Honorable Chairman Bruno Barreiro and  
Members, Board of County Commissioners

**From:** George M. Burgess  
County Manager

A handwritten signature in black ink, appearing to read "Burgess", written over the printed name of George M. Burgess.

**Subject:** Adrienne Arsht Center for the Performing Art Center of Miami-Dade County -  
Monthly Status Report

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Attached please find the monthly status report and financials provided from the Adrienne Arsht Center for the Performing Art Center of Miami-Dade County.

Attachments

A handwritten signature in black ink, appearing to read "Alex Muñoz", written above a horizontal line.

Alex Muñoz  
Assistant County Manager

# The Adrienne Arsht Center

for the Performing Arts of Miami-Dade County

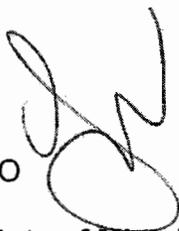
## MEMORANDUM

Date: October 16, 2008

To: George Burgess, County Manager

From: Lawrence J. Wilker, Interim President and CEO

Subject: **Adrienne Arsht Center for the Performing Arts of Miami-Dade County Status Report**



M. John Richard, a performing arts industry veteran who has been a driving force in the development and success of the New Jersey Performing Arts Center (NJPAC), has been selected as the new president and chief executive officer of the Adrienne Arsht Center for the Performing Arts of Miami-Dade County. In his 19 years at NJPAC, Mr. Richard helped the Center earn international recognition for its diversity in programming and community participation, a goal he will pursue as president and CEO of the Adrienne Arsht Center. He is scheduled to begin his new post in December of this year.

Third season ticket sales remain strong as the Center continues to offer programming that is relevant to the community. In early October the Center hosted a sold-out performance of singer Jorge Celedón and accordionist Jimmy Zambrano, two of the most highly-acclaimed Columbian Vallenato artists. On November 1, *Family Fest*, the Center's free family-friendly programming series, will resume and continue the first Saturday of every month. Featuring performances on the outdoor plaza, hands-on demonstrations and mini-workshops, *Family Fest*, will provide engaging activities for children to share with their friends and family, while giving them a wide-range of opportunities to learn about the arts and other cultures.

During the month of September, the Center operated as projected and ended its fiscal year with a balanced budget (see attachment).

- Occupancy costs for FY 2007-2008 totaled \$7,359,000, which is \$1.5 million below budget.
- Year-end attendance to all Adrienne Arsht Center shows was a record-setting 416,000 patrons compared to 352,000 patrons for 2007.
- Attendance to Center presented performances increased by 141% from 2007 to 2008.
- 2008 grant revenue was twice that received in 2007

- Due primarily to the success of the summer, 2007-2008 season, ticket sales for Center-presented performances were 66% higher than we originally budgeted.
- The third quarterly payment to Miami-Dade County in the amount of \$375,000 for the Sunshine State Loan was paid at the end of September.

On Saturday October 11, the Foundation hosted this season's first private sector fundraising initiative which celebrated the opening of the Center's third season. Almost 700 guests attended the "Take Center Stage" gala and the evening featured performances by all four resident companies as well as the Center's own resident artist Jencarlos Canela. Proceeds for the gala will benefit the Center's education and outreach programs. In November, the Center's Foundation will launch its 2008-2009 membership campaign.

Upcoming performances include:

- New World Symphony opens its Adrienne Arsht Center season on October 25
- The ever-popular Herald Hunt takes place this year largely at the Center on October 26
- The new Broadway season gets under way October 28 with *The Wizard of Oz*
- Peruvian superstar Eva Ayllon will perform November 1
- Concert Association of Florida presents Kirov Orchestra on November 6
- The *Jazz Roots* series launches on November 7 with performances by Dave Brubeck, Paquito D'Rivera and Fourplay
- The Miami International Book Fair launches its 2008 edition with performances at the Center on November 8
- The Center's new Celebrity Chef Series gets under way on November 14 with *An Evening with Anthony Bourdain*
- Florida Grand Opera launches its 68<sup>th</sup> season with Verdi's *La traviata*.
- The Center's extended run of *The Complete Works of William Shakespeare (abridged)*, one of the most successful theatrical comedies of the past three decades, begins performances on November 26 and will continue through mid-January in the Carnival Studio Theater

# The Adrienne Arsht Center for the Performing Arts of Miami-Dade County

Formerly: CARNIVAL CENTER  
FOR THE PERFORMING ARTS

Fiscal Year Ending September 30, 2008

REVENUE	Actual												YTD Actual	Original 08 Budget Total
	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08		
Ticket Sales	\$331	\$369	\$641	\$511	\$533	\$1,021	\$299	\$794	\$944	\$647	\$1,628	\$128	\$8,046	\$4,858
Rental Revenue	\$267	\$181	\$236	\$236	\$303	\$309	\$242	\$298	\$169	\$482	\$340	\$23	\$3,088	\$3,056
Facility Chargebacks	\$102	\$99	\$106	\$65	\$184	\$350	\$77	\$190	\$350	\$168	\$2	\$35	\$1,468	\$1,678
Box Office Fees	\$44	\$134	\$266	\$137	\$259	\$308	\$59	\$280	\$187	\$176	\$259	\$271	\$2,492	\$2,660
Parking Revenue	\$10	\$21	\$34	\$8	\$25	\$39	\$24	\$26	\$24	\$15	\$19	\$11	\$836	\$1,320
Concessions	\$3	\$6	\$2	\$1	\$3	\$3	\$0	\$1	\$7	\$2	\$1	\$2	\$248	\$300
Merchandise Sales	\$632	\$536	\$671	\$535	\$538	\$621	\$625	\$603	\$643	\$712	\$548	\$766	\$7,430	\$8,852
County Funding	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$114	\$0	\$0	\$114	\$0
In-Kind Contributions	\$0	\$292	\$500	\$1,292	\$177	\$225	\$847	\$168	\$375	\$0	\$0	\$625	\$4,501	\$3,500
Foundation Subsidy	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Additional Fundraising	\$3	\$62	\$20	\$30	\$623	\$4	-\$20	\$2	\$0	\$2	\$1	-\$19	\$708	\$0
Other Revenue	\$1,548	\$1,740	\$2,784	\$2,673	\$2,756	\$3,023	\$2,208	\$2,444	\$2,501	\$2,369	\$2,872	\$1,845	\$28,962	\$26,622
<b>TOTAL REVENUE</b>														
<b>EXPENSES</b>														
Non-Stagehands Salaries & Benefits	\$436	\$393	\$416	\$336	\$503	\$401	\$347	\$387	\$343	\$395	\$564	\$384	\$4,905	\$5,487
Stagehands Salaries & Benefits	\$158	\$124	\$83	\$169	\$126	\$342	\$82	\$92	\$128	\$103	\$205	\$29	\$1,611	\$1,195
Marketing & Communication	\$162	\$128	\$222	\$161	\$145	\$165	\$69	\$370	\$227	\$88	\$254	\$489	\$2,480	\$1,341
Event Expenses	\$408	\$387	\$696	\$387	\$357	\$942	\$433	\$488	\$616	\$803	\$1,401	\$52	\$6,868	\$4,534
Professional Services	\$24	\$54	\$20	\$64	\$50	\$60	\$33	\$171	\$112	\$92	\$138	\$130	\$948	\$609
Fulfillment Costs & Comp Tickets	\$11	\$5	\$5	\$5	\$13	\$9	\$21	\$4	\$9	\$10	\$15	\$2	\$109	\$110
Show/Event Parking Services	\$38	\$22	\$105	\$36	\$112	\$85	\$70	\$64	\$56	\$44	\$78	\$15	\$745	\$1,168
Administration & Overhead	\$106	\$79	\$139	\$112	\$122	\$128	\$74	\$203	\$63	\$104	\$152	\$110	\$1,391	\$1,065
Occupancy Costs	\$632	\$531	\$608	\$535	\$534	\$621	\$632	\$597	\$640	\$715	\$548	\$766	\$7,359	\$8,852
Miami Dade County Commitment	\$0	\$0	\$375	\$0	\$0	\$0	\$0	\$0	\$375	\$0	\$0	\$375	\$1,500	\$1,500
Depreciation Expense	\$8	\$8	\$8	\$9	\$9	\$9	\$9	\$10	\$10	\$9	\$10	\$10	\$109	\$50
Capital Items	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$115	\$115	\$691
<b>TOTAL EXPENSES</b>	\$1,981	\$1,731	\$2,646	\$1,914	\$1,971	\$3,047	\$1,770	\$2,385	\$2,588	\$2,363	\$3,367	\$2,477	\$28,146	\$26,622
<b>Consolidated Surplus (Deficit)</b>	\$433	\$69	\$136	\$1,069	\$784	(\$24)	\$438	\$69	(\$87)	\$6	(\$468)	(\$632)	\$621	\$0

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