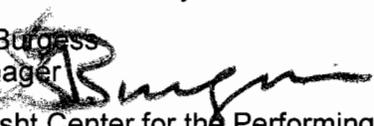


# Memorandum



**Date:** June 8, 2009

**To:** Honorable Chairman Dennis C. Moss and  
Members, Board of County Commissioners

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

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

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RCT

Agenda Item No. 8(C)

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".

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Alex Muñoz  
Assistant County Manager

**MEMORANDUM**

Date: May 21, 2009  
To: George Burgess, County Manager  
From: M. John Richard, President and CEO  
Subject: **Adrienne Arsht Center for the Performing Arts of Miami-Dade County Status Report**



On April 30 the South Florida Business Journal (SFBJ) named the Adrienne Arsht Center for the Performing Arts of Miami-Dade County the non-profit "Business of the Year." *South Florida Business Journal* recognized five companies in the tri-county area for leading with confidence and demonstrating a commitment to their business goals, employees and the local community. The Center functions much like any other outstanding business nominated for this recognition. However, in the case of the Adrienne Arsht Center, community support – not profits or share prices – is fueling success. SFBJ selected the Center due to its sense of collective community impact, sound fiscal management practices and commitment to serving the area's diverse population, none of which would have been possible without the strong support of the Miami-Dade Board of County Commissioners.

The Adrienne Arsht Center is truly becoming downtown Miami's new town square.

- Earlier this month the Center joined representatives from all areas of the local hospitality industry to make Miami-Dade County shine as attendees from more than 70 countries descended on the county for the U.S. Travel Association's International POW WOW. Of the nearly 4,000 guests who attended the closing party at the Center, more than 450 included travel journalists from over 40 countries all here to experience South Florida and aim the spotlight on Miami-Dade's world-class performing arts center. POW WOW is the travel industry's premier international marketplace and the largest generator of US travel.
- The Adrienne Arsht Center hosted 66 top executives from arts organizations throughout the United States invited to participate in the prestigious National Arts Strategies Strategic Marketing Seminar on May 14 and 15. Professors from Harvard Business School led two days of active, participatory discussions that challenged arts leaders from 17 different arts organizations – from art museums and zoos to theaters and performing arts presenters – to take a fresh look at both their organizations and the field of culture.

- On May 14 Commissioner Audrey Edmonson was joined by business leader Adrienne Arsht and Performing Arts Center Trust Chairman Ricky Arriola for the official dedication and unveiling of the Adrienne Arsht Performing Arts Metromover station. Last fall, in recognition of Adrienne Arsht's philanthropy to Miami-Dade County and her generous \$30 million gift to the Center, County Commissioners approved a resolution renaming the Omni Metromover Station.

#### Private Sector Support

- The Funding Arts Network awarded the Center a grant in support of its 2010 *Rock Odyssey* education program which will bring every fifth grader in Miami-Dade County to the Center, free of charge, to experience this live production. The impact of *Rock Odyssey* in the South Florida community is significant, particularly now, when the Miami-Dade County Public School budget has been dramatically cut and there is little money for school-sponsored field trips and activities. *Rock Odyssey* is an innovative musical remake of the Homer classic, chronicling the epic journey in an accessible and theatrical rock opera style. Last month, the Knight Foundation also selected *Rock Odyssey* as one of 45 finalists out of more than 1,500 applicants to their Knight Arts Challenge, designed to bring together South Florida's diverse community through the arts. The Center hopes to be among the winners announced in the fall.
- May is Membership Month at the Adrienne Arsht Center. Throughout the month, Members have been celebrated with Members'-only events including the highly anticipated Opening Night After-Party for *Chicago* (Tuesday, May 26). May also introduced the Adrienne Arsht Center's list of Visionary Restaurant Partners. Members can discover new cuisines with at least 15% off their bill at selected eateries. Support through membership not only helps secure the future of the Adrienne Arsht Center but reflects the overall commitment of the community.

#### Arts Education

- This summer the Center will host *AileyCamp*, a free four-week summer day camp that will serve approximately 90-100 at-risk youth ages 11-14. Campers will be selected from various communities throughout Miami-Dade County. Applications have been distributed to all Miami-Dade County Public Schools middle school.

### Finance

- The year-end projection continues to call for a balanced budget (see attachment).
- Occupancy costs for the year are \$3,896,000 which is \$564,000 below budget.
- April was the highest single month in attendance for *Arsht Center Presents* shows since the Center's opening.
- During the month of April almost 18,000 guests attended 14 Adrienne Arsht Center performances.
- *Arsht Center Presents* shows have sold at 71% for the year compared to a budget of 60%.
- *Cirque Dreams Jungle Fantasy* was the best-selling Broadway show this season.

### Upcoming Programming

- *Chicago*, a razzle-dazzle tabloid tale that won six Tony Awards, will close the Center's Broadway season May 26 – May 31, starring the popular Hispanic film and television star Sofia Vergara as Mama Morton.
- City Theater's Summer Shorts Festival, the country's largest festival of one-act plays, will take place May 28 - June 21.
- The Center will host the return of the hit *Celia: The Life and Music of Celia Cruz* June 2 – June 21, following the musical's acclaimed international tour.
- From the creators of *De La Guarda*, *Fuerza Bruta* will transform the Ziff Ballet Opera House from June 9 – July 5 into an alternate universe with flying dancers, pumping beats and a multidimensional swimming pool above the heads of the audience.
- *The Harder They Come* is the new smash-hit musical based on the legendary Jimmy Cliff movie that turned reggae into an international sensation. Performances begin on August 28.

