

# Memorandum



**Date:** July 13, 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

RCT  
Agenda Item No. 8(C)

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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

  
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Alex Muñoz  
Assistant County Manager

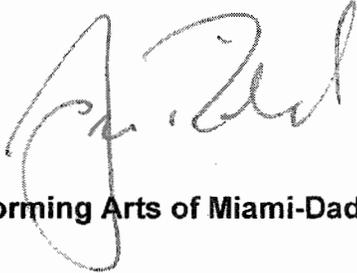
MEMORANDUM

Date: June 18, 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**



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The Urban Land Institute's (ULI) Southeast/Caribbean District Council has named the Adrienne Arsht Center for the Performing Arts a finalist for its 2009 "Project of the Year" award. The award honors real estate projects that demonstrate positive community impact and sustainable land use. In selecting finalists for this award, ULI analyzed the Center's performance as an engine for community impact, its role as a sustainable real estate project, and its success as a public-private collaboration.

Since its opening in 2006, the Adrienne Arsht Center has emerged as a cornerstone for the ongoing revitalization of Miami's urban core. In addition to being a venue where people from all corners of the South Florida community come together to share the performing arts, the Center is a catalyst for development. Diverse programming, coupled with free performances and community events, are fueling never-before-seen levels of interest in living and visiting Miami's downtown. The support of the public and private sectors has been integral in helping the Center sustain a high level of programming and community outreach. Today, the community is realizing its return on investment in the Adrienne Arsht Center in the form of award-winning programs, educational initiatives, and area economic development.

Additionally, the Adrienne Arsht Center has been selected as one of South Florida's top five venues by the South Florida Chapter of Meeting Professionals International (SFMPI) South Florida Chapter. The winner will be announced at the SFMPI Annual Awards & Installation dinner on June 26<sup>th</sup>.

The international sensation *Fuerza Bruta*, is a show without seats, 360° of action, actresses in a 500-gallon pool of water suspended only inches above the audience, a man bolting at top speed through a series of progressing walls in mid-air has been playing to capacity crowds. Dubbed a "Phenomenon" by the international press, *Fuerza Bruta* is actually more than a show—it's an experience and a thrill that goes beyond the 65-minute spectacle on stage. It's an event unlike anything Miami has ever seen. Since *Fuerza Bruta* opened, the online community is all a-Twitter with instant reviews of the one-of-a-kind production and it has consistently been the number one tweet. . Twitter is one of

the many vehicles the Adrienne Arsht Center uses to get the pulse of the public and a reality check on well audiences are responding. So far, the temperature for *Fuerza Bruta* is boiling, indicating this is one hot show not to be missed. The show is scheduled to run until July 7.

### Arts Education

On June 13<sup>th</sup>, Center staff and volunteers interviewed *AileyCamp Miami* applicants and invited 100 students, ages 11 to 14, to participate in the summer camp that runs from July 13<sup>th</sup> to August 7<sup>th</sup>. *AileyCamp*, is a summer day camp founded by the Alvin Ailey Dance Foundation. This free camp will serve at-risk children in Miami-Dade County Public middle schools grade 6<sup>th</sup> through 8<sup>th</sup>. Taking place at the Center, campers come from diverse cultural and socio-economic backgrounds throughout Miami-Dade County and will participate in disciplined dance training, creative writing instruction, personal development and communication workshops, as well as recreational field trips. The campers' finale performance will take place in the Knight Concert Hall on August 8<sup>th</sup> at 7pm.

### Private Sector Support

The Center received a two to one challenge grant from the James and John L. Knight Foundation to support the classical music and dance series next season. The Knight Foundation will contribute \$200,000 and the Adrienne Arsht Center will raise \$400,000 in support of the series. Next season's classical series will feature performances by three orchestra concerts with great guest soloist(s); one soloist recital, three dance companies and three distinctive pop concerts. The series will be announced publicly in the next two weeks.

### Finance

- The year-to-date expenses for the fiscal year are 11% below budget.
- Adrienne Arsht Center Presents shows have sold at 70% for the year compared to a budget of 60%.
- Occupancy costs for the year is \$4,564,000 which is \$534,000 below budget.
- The year-end projection continues to call for a balanced budget (see attachment).

### Upcoming Programming

- Now in its 24<sup>th</sup> year the International Hispanic Theatre Festival begins on July 8 featuring some of the best theater companies from Spain, Latin America, and the U.S.
- After a successful worldwide tour Flamenco Gipsy Fusion arrives in Miami for its United States premiere July 10 – 12. This show is guaranteed to

whisk audiences around the world with flamenco, eastern, and gypsy rhythms.

- For the first time in the United States, the internationally acclaimed hit musical, *The Harder They Come* begins August 29. Direct from London's West End the musical offers audiences a peek into the journey of an aspiring reggae star as depicted in the 1972 international breakthrough film of the same name.

