

Memorandum



Date: March 8, 2010

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. 8B

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

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 over a horizontal line.

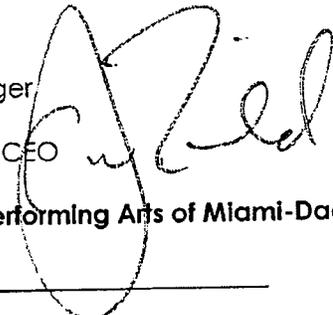
Alex Muñoz
Assistant County Manager

M. John Richard
President & CEO



MEMORANDUM

Date: February 17, 2010
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**



In order to ensure the sustainability of the Adrienne Arsht Center for the Performing Arts of Miami-Dade County, Board members and staff have embarked upon a comprehensive strategic planning process. Members of the Performing Arts Center Trust Board of Directors met earlier this month to discuss key strategies that will enhance the Centers' arts education programming and increase private sector giving. To date the Center's mission and vision statements have been refined, lines of business have been identified and analyzed and success measures have been determined. Next steps include prioritizing strategies and finalizing the operating models and financial projections. The Center's final strategic planning document is being prepared by AMS Planning and Research and will be complete in early summer.

Understanding the importance of inclusiveness and building a sense of community, ads requesting expressions of interest from members of the community to serve on the Performing Arts Center Trust Board of Directors have been placed in local newspapers. The deadline for submissions to the Center's Nominating and Governance Committee is February 28.

Nurturing Local Artists

The Adrienne Arsht Center and Miami Light Project are proud to announce the Miami artists commissioned for Miami Made Weekend's Here & Now: 2010. This program is dedicated to fostering the professional development of South Florida artists. The Miami Made Weekend is the Adrienne Arsht Center's annual showcase of new works which features works-in-progress workshops, readings of unproduced plays, panel discussion with leading arts professionals and world premiere productions of commissioned work, which this year include *Fare Welling* – an interactive, one-man dance theater piece; *Neraissance: Self-powered Multimedia Art* – a 24- minute multimedia composition and *Mrs. Ms.* – a multi-disciplinary experimental work that parodies conventional musicals.

In partnership with Miami-Dade County Public Schools, the Adrienne Arsht Center's Learning Through the Arts program will bring every child in the public school system to see three live performing arts events over the course of their public school education, affording children the opportunity to experience live theater in Miami-Dade County's world-class performing arts center. Beginning this year with 5th graders, 25,000 students will come to the Center throughout two weeks in April—at no cost to the students or their school—to experience the fully staged *Rock Odyssey*, a new rock musical retelling of Homer's epic *The Odyssey*. This high-quality, age-appropriate professional production is supplemented by curriculum materials and lesson plans provided for teachers to use pre- and post-show in the classroom. Locally cast, the performance will include some of South Florida's most talented artists. *Rock Odyssey* is the first program in the Adrienne Arsht Center's Learning Through the Arts program, which provides live music, theater and dance components to the Miami Dade Public School system's Passport to Culture initiative. The Adrienne Arsht Center hopes to grow the Learning Through the Arts program over the next five years, with the goal of ultimately reaching 100-percent of the County's fifth, seventh and ninth graders. Doing so will expand the number of students reached to 75,000 annually.

Finance

- The net earned operating results for the first quarter of fiscal year 2010 are better than budget.
- This year Arsht Center Presents and Broadway Across America performances have sold at 74% capacity.
- For the month of January shows presented by the Adrienne Arsht Center have sold at 83% capacity.
- Occupancy costs for the year are 10% below budget.
- Our current 2010 projections continue to forecast a balanced budget (see attachment).

Upcoming performances

- Following two consecutive seasons of sold-out performances, this month the Center and PerilloMusic will present its third Flamenco Festival Miami, February 13-19. The festival lineup includes Spain's finest emerging and established artists with three main-stage performances. The first performance which featured Pastora Galvan, Manuel Linan, Belen Lopez and Rocio Molina sold out.
- The Adrienne Arsht Center celebrates Black History month with a Jazz Roots performance entitled Jazz and Soul that features jazz legend Ramsey Lewis and six-time Grammy Award winner Al Jarreau. This month's Free Gospel Sundays will celebrate the gospel quartet tradition by featuring The Canton Spirituals.
- The off-Broadway romantic comedy *Platanos and Collard Greens* will be in the Carnival Studio Theater February 17 through February 28.

