

Memorandum



Date: June 7, 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. 8(F)

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 "AM", written over a horizontal line.

Alex Muñoz
Assistant County Manager

M. John Richard
President & CEO



MEMORANDUM

Date: May 12, 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**



The Adrienne Arsht Center continues to serve our community as the new town square and focal point for Miami-Dade's diverse cultural life. Through our partnerships with a wide variety of cultural, business, civic, and educational organizations the Adrienne Arsht Center strives to enhance our community's quality of life by offering a full spectrum of cultural and learning experiences, ranging from live performances by the world's finest artists to being the host site for community events.

In January of 2009, the Adrienne Arsht Center hosted more than 4,000 members of our community for a live telecast of the historic presidential inauguration of Barack Obama. Little did we know that a little more than a year later, the 44th President of the United States would be standing on the stage of the Knight Concert Hall. On April 15 the Democratic National Committee hosted a fundraiser featuring President Barack Obama as the keynote speaker with more than 1200 individuals in attendance.

During the past two weeks, thanks to the generous support of Miami-Dade County, a sea of yellow school busses surrounded the Center bringing thousands of Miami-Dade County Public School 5th grade students to live performances of the new rock musical *Rock Odyssey*. *Rock Odyssey* is the first production in the Adrienne Arsht Center's Learning Through the Arts program. In a moment I will long remember two 5th graders asked me for my autograph – seriously. We hope to grow this program over the next five years, with the ultimate goal of reaching 100-percent of the school system's fifth, seventh and ninth graders. Last weekend over 1500 members of our community attended a performance of *Rock Odyssey* as part of the Center's free bimonthly Family Fest.

Later this month the Adrienne Arsht Center will offer a seminar series to assist local arts organizations maximize their creative potential in tough budget times. Co-presented by the John S. and James L. Knight Foundation, *Boldly Go: Raising Funds, Building Audiences, Leveraging Resources In the New Era of Non-Profit Arts* will offer large and small non-profits expertise on a variety of topics critical to

a nonprofit organization's sustainability, including traditional marketing and social media, fundraising and board development. Tony Award-winning Broadway producer and co-chair of the President's Committee on the Arts and Humanities, Margo Lion, will deliver the keynote address. The conference program is enclosed for your review.

Programming

- The Center's summer season will include the return of City Theatre's *Summer Shorts* as well as the International Hispanic Theatre Festival, the premiere of the family musical *Camp Kappawanna*, the high energy of *Tap Dogs*, *Babalu*, a tribute to the music of Desi Arnaz, starring Lucie Arnaz, Desi Arnaz, Jr. and Tony-nominated Miami native Raúl Esparza, and a performance by the timeless Cyndi Lauper.
- Our recently announced stellar 2010-2011 *Jazz Roots* lineup includes award winning jazz icons Keith Jarrett, Marcus Miller, Dianne Reeves, Lee Ritenour, and a tribute to the incomparable legacy of Miles Davis.
- Earlier this month Robert Battle, a Liberty City native and graduate of New World School of the Arts, was named artistic director of Alvin Ailey American Dance Theater. The Adrienne Arsht Center is proud to host the company in Miami May 20 -23 for the finale of its 20-city U.S. tour honoring Judith Jamison's 20th year as artistic director.

Finances

Our April financials will be presented to our Finance Committee on Friday, May 21, 2010. During the month of March:

- Occupancy costs for the year remain below budget but are expected to end on budget due to events and performances planned for the summer.
- The Net Earned Operating result for March was better than budget due to the positive results from the three-week run of *Wicked*.
- For the month of March *Arsht Center Presents* and *Broadway Across America* performances sold at 75% capacity.

A balanced budget is still projected for this fiscal year (see attached document).

Upcoming performances

- Cuban singer Lucrecia, one of today's most exciting artists backed by a big band, will sing a collection of beloved classics May 15 in the Knight Concert Hall.

- Broadway's most talked about new musical, the Tony Award-winning Spring Awakening, will be in the Ziff Ballet Opera House May 11-16.
- Throughout the month of June, City Theatre will present three productions: Signature Shorts, undershorts and Camp Kappawanna, all in the Carnival Studio Theater.

