

# Memorandum



**Date:** September 13, 2010

RCT  
Agenda Item No. 8C

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

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

A handwritten signature in black ink, appearing to read "Burgess".

**Subject:** Adrienne Arsht Center for the Performing Arts 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

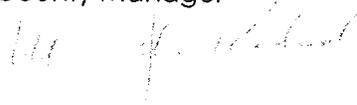
A handwritten signature in black ink, appearing to read "Alex Muñoz".

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Alex Muñoz  
Assistant County Manager



**MEMORANDUM**

Date: June 16, 2010  
To: George Burgess, County Manager  
From: M. John Richard   
Subject: **Adrienne Arsht Center for the Performing Arts of Miami-Dade  
County Status Report**

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As we prepare for our 5<sup>th</sup> Anniversary Season, the Adrienne Arsht Center for the Performing Arts of Miami-Dade County is pleased to announce that the 5<sup>th</sup> Anniversary Season Gala will take place on Friday, October 29, 2010. The proceeds from this major fundraising event will support the Center's mission to enlighten, educate and entertain our community through transformational arts and cultural experiences. **The Center's visionary donor and the Adrienne Arsht Center Foundation Board Chair, Adrienne Arsht**, is serving as Honorary Chair. **Dr. Margaret and Mike Eidson** and **Marvin Ross Friedman** and **Adrienne bon Haes** will serve as Chairs for this festive celebration. **Mike Eidson** is the **Performing Arts Center Board Chair Elect** and will take the reins of the Center's Performing Arts Center Trust Board of Directors this fall.

**Community engagement**

In accordance with the recommendations of the report produced by the Miami-Dade Task Force on the Performing and Visual Arts, last month the Center hosted a seminar to assist local arts organizations entitled *Boldly Go: Raising Funds, Building Audiences, and Leveraging Resources in the New Era of Non-Profit Arts*. Margo Lion, Tony Award-winning Broadway producer and co-chair of the President's Committee on the Arts and Humanities, delivered the keynote address. Nearly 200 members of the community attended.

**Programming**

In a surprise summer announcement, the Adrienne Arsht Center recently revealed that a sizzling stage show, tailor-made for Miami, is coming to town. Fifty years ago Desi Arnaz picked up the conga and sang "Babalú" on "I Love Lucy," one of the most beloved television shows of all time, stealing our hearts with his debonair style, baritone laugh, and timeless Latin music. Now, the thrilling stage show *BABALU*, Lucie Arnaz's celebration of her father's music, is coming to the Center for five shows July 8-11. In a rare, special appearance, Desi Arnaz, Jr. will accompany the 15-piece orchestra on percussion, playing his father's greatest hits for a true homecoming celebration in Miami. Also featured

is the Tony Award-nominated Cuban-American Broadway star, Raul, Esparza, who grew up in Miami and made his professional stage debut 10 years ago at the Coconut Playhouse.

#### **Acknowledgments from the Community**

Luxury lifestyle publication *Haute Living* included four members of the Adrienne Arsht Center family on its annual list of Miami's most influential people. Those who made the list are Performing Arts Center Trust Chairman Ricky Arriola; Performing Arts Center Chair Elect Mike Eidson; Adrienne Arsht Center Chair Adrienne Arsht and yours truly. In addition, I had the honor of being selected by *Miami Today* as Best of Miami for spearheading the Center's efforts to expand arts education throughout the County. Due to generous funding from Miami-Dade County, 26,000 Dade County Public School fifth graders were invited to this spring's performance of *Rock Odyssey*.

#### **Volunteer Service**

On May 26, the Adrienne Arsht Center held its inaugural Circle 500 Volunteer Awards Dinner in honor of those amazing individuals who have contributed between 500 to 2,000 hours of volunteer service to the Center.

As ushers, ticket-takers, and tour guides in the theaters and as support at the Center's free outdoor festivals, AileyCamp, marketing events, school performances and in our administrative offices, our volunteers work alongside staff ensuring that the Adrienne Arsht Center stays true to its mission. Through the efforts and commitment of our volunteers, the Center is able to welcome patrons, in the tens of thousands every week.

#### **Finances**

Our May financials will be presented to our Finance Committee in June. Projections still call for a balanced budget at year-end. During the month of April:

- Occupancy costs for the year are \$4 million which is below budget. These expenses are expected to end on budget based on events and performances during the summer.
- April had nearly 40,000 patrons
- The Adrienne Arsht Center was the number-one city on the tour for *Spring Awakening* in terms of percent of tickets sold
- Over 9,000 patrons attended Alvin Ailey American Dance Theater

The Center's 2010-2011 budget, that will be reviewed by the Commission later this year, was approved by the PACT Board of Directors at the June meeting. Budget highlights are as follows:

- The Center's request for occupancy costs remain the same as last year.
- Next season we are projecting a little more than 500 performances, 500,000 patrons to attend the Center's free and ticketed events and 360,000 tickets to be sold.
- Private sector funding for next year is projected at nearly \$10 million.

Next year's season will include a world music series, a comedy series entitled *Comedy Planet*, and the return of *Jazz Roots* and *Masterworks*. We are looking forward to an incredible Broadway series. To date we already have 4,000 Broadway subscriptions .

### Upcoming performances

- *Signature Shorts* is the series that put City Theatre's "shorts" on the map. " Now celebrating its 15th anniversary season, this year's *Signature Shorts* features South Florida's finest talent in a brand-new mix of hilarious comedies and heartfelt dramas in one fast and furious program – June 3 – 27 in the Carnival Studio Theater.
- *undershorts* is City Theatre's late-night series of short plays that are provocative, irreverent and hilarious. Featuring an all-new roster of edgy plays featuring South Florida's finest talent, *undershorts* pushes the envelope with social and political material reflective of the times – June 4- 26 in the Carnival Studio Theater
- City Theatre brings something completely new to families this summer with *Camp Kappawanna*—a world premiere musical that celebrates timeless camp experiences with hip, cool music penned by Grammy-nominated singer/songwriter Lisa Loeb and a book by rising national star and South Florida native Marco Ramirez – June 17-27 in the Carnival Studio Theater
- The show *Tap Dogs* has taken the world by storm with a fast and fabulous theater-dance spectacle that combines the strength and power of construction workers with the precision and speed of the world's most thrilling tap dancers –June 30 – July 10 in the Knight Concert Hall
- The International Hispanic Theatre Festival will celebrate its 25<sup>th</sup> Anniversary July 7-9 in the Carnival Studio Theater. Experience some of the best theater companies from Spain, Latin America, and the U.S. This year's festival presents an array of works in a tribute to Mexico.

- Lucie Arnaz celebrates the music of her father, Desi Arnaz with *Babalu* July 8 – 11. Hear Desi Arnaz's greatest hits, including the hip-swiveling "Cuban Pete," his signature conga "Babalu," along with the beloved theme from "I Love Lucy," plus dozens of Latin and Broadway standards performed in a live stage show with a sultry Cuban beat.
- Cyndi Lauper burst onto the world stage as the quintessential girl who wants to have fun. This timeless performer will grace the stage of the Knight Concert Hall on August 3.

#### **Concert Association of Florida**

The Concert Association of Florida was recently reorganized in the federal bankruptcy court and will operate under the auspices of Dan Orlich. Mr. Orlich has demanded the reinstatement of resident company rights and the preferential dates and rates for the 2010/2011 season which have been previously scheduled by the other resident companies and the PACT. Mr. Orlich has now commenced litigation in Miami-Dade County Circuit Court against the PACT. The PACT is being represented by outside counsel and PACT Board member Alan Fein, Esq. of the law firm Stearns Weaver. Mr. Fein has filed documents to have the resident company issue adjudicated in the bankruptcy court. The Assistant County Attorney, Deborah Maslin, has been briefed on the issues and litigation strategy.



Operating Projection for Fiscal Year 2010

REVENUE	Actual												Revised Projection					Original 10 Budget Total
	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Revised Projection Total					
Ticket Sales	948	377	1,802	1,107	7,954	4,535	1,026	1,100	245	490	230	133	19,947	12,295				
Rental Revenue	210	291	389	355	408	389	355	133	195	98	67	19	2,914	3,086				
Facility Chargebacks	29	66	7	431	189	98	38	50	55	39	22	21	1,045	1,000				
Box Office Fees	201	145	267	469	253	451	113	166	154	102	93	101	2,515	2,900				
Parking Revenue	42	29	52	71	39	115	51	55	40	25	20	11	550	800				
Concessions	12	26	31	35	34	71	23	15	15	10	5	5	282	250				
Merchandise Sales	-	2	1	7	-	18	3	2	2	2	2	-	39	30				
Subsidy-Foundation	25	50	400	2,050	500	600	200	600	600	600	600	375	6,600	7,600				
Miami-Dade County Funding	574	602	612	556	492	588	571	700	700	725	725	725	7,550	7,650				
CDT Subsidy	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Other Revenue	2	2	18	7	72	32	(3)	20	20	20	20	20	230	250				
<b>Total Revenue</b>	<b>2,043</b>	<b>1,590</b>	<b>3,489</b>	<b>5,163</b>	<b>9,941</b>	<b>6,987</b>	<b>2,377</b>	<b>2,841</b>	<b>2,026</b>	<b>2,111</b>	<b>1,784</b>	<b>1,410</b>	<b>41,672</b>	<b>35,881</b>				
<b>EXPENSES</b>																		
Non-Stagehands Salaries & Benefits	419	456	688	537	519	550	601	530	530	730	530	535	6,625	6,599				
Stagehands Salaries & Benefits	102	63	124	159	60	311	148	200	144	110	103	10	1,534	2,368				
Marketing & Communications	340	149	231	396	224	869	226	225	150	150	110	118	3,188	3,188				
Event Expenses	708	445	1,407	826	7,839	3,506	981	945	200	436	155	700	18,148	10,901				
Professional Services	14	39	29	59	90	76	36	82	75	75	75	75	725	1,007				
Fulfillment Costs & Comp. Tickets	32	20	40	(36)	16	44	3	10	8	8	2	3	150	107				
Show/Event Parking	36	18	37	55	44	103	47	50	35	23	18	9	475	720				
Administration & Overhead	136	117	168	169	130	200	198	105	105	105	105	52	1,590	1,154				
Occupancy Costs	574	602	612	536	492	588	571	700	700	725	725	725	7,550	7,763				
Miami-Dade County Commitment	-	-	-	-	-	-	-	-	375	-	-	-	1,500	1,500				
Settlement	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Capital Expenditures	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Depreciation Expense	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Interest Expense	21	13	21	5	13	13	22	15	15	15	15	19	187	237				
<b>Total Expenses</b>	<b>2,362</b>	<b>1,922</b>	<b>3,732</b>	<b>2,706</b>	<b>9,427</b>	<b>6,935</b>	<b>2,833</b>	<b>2,862</b>	<b>2,337</b>	<b>2,377</b>	<b>1,838</b>	<b>2,621</b>	<b>41,672</b>	<b>35,881</b>				
<b>Operating Surplus (Deficit)</b>	<b>(319)</b>	<b>(332)</b>	<b>(243)</b>	<b>(543)</b>	<b>(486)</b>	<b>(262)</b>	<b>(456)</b>	<b>(71)</b>	<b>(311)</b>	<b>(266)</b>	<b>(54)</b>	<b>(1,211)</b>	<b>-</b>	<b>-</b>				

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