

# Memorandum



**Date:** February 7, 2011

RCA

Agenda Item No. 8(B)

**To:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

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

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

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

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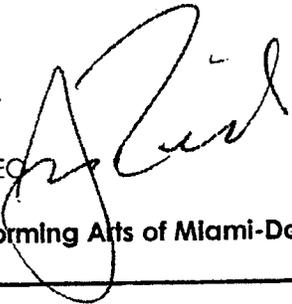
Attached please find the monthly status report and financials provided from the Adrienne Arsht Center for the Performing Art Center of Miami-Dade County.

Attachments

A handwritten signature in black ink, appearing to read "Alex Muñoz", written over a horizontal line.

Alex Muñoz  
Assistant County Manager

**MEMORANDUM**

Date: December 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**

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Earlier this month the Adrienne Arsht Center for the Performing Arts celebrated the return of Art Basel Miami Beach, the most important visual art festival in the United States, and added our own artistic voice to the event. This year the Center presented a full complement of exciting performances, special events, and educational activities all designed to spotlight the intersection of visual art and performing arts in unique and inspirational moments.

The Center's celebration of Art Basel began with the iconic Merce Cunningham Dance Company, appearing in the Ziff Ballet Opera House as part of the company's farewell Legacy Tour, honoring Cunningham's astounding body of work and remarkable contribution to American modern dance, art, and culture. Thanks to the generous and visionary support of the John S. and James L. Knight Foundation, the Cunningham Company's residency featured an extraordinary week of six special performances, live music, free community master classes, workshops, and lecture-demonstrations for the entire South Florida community.

Nurturing the diverse and dynamic talent in our own backyard is part of our everyday mission at the Center, and during Art Basel week we were honored to host the premiere of Miami's newest local theater company, Zoetic Stage. In a wickedly funny new theatrical comedy by Michael McKeever called *South Beach Babylon*, this brand new troupe offered a story of five artists and their madcap adventures in the weeks leading up to Art Basel. It was an ode to Art Basel on stage.

Internationally acclaimed musician, philanthropist and artist, Julian Lennon, made an inaugural visit to Miami to exhibit his personal collection of photography during the Art Basel Miami Beach week. The highly anticipated exhibition took place at the Center's New Generation Green Room. This exclusive South Florida premiere of Lennon's limited edition exhibition was curated by one of the world's most sought-after celebrity photographers, Timothy White, and sponsored by Lennon's charity.

Earlier this year the Center unveiled Lincoln Center's List Art Collection in Miami. On loan from our sister performing arts center in New York, the exhibition showcases more than 30 fine art editions by some of the most acclaimed visual artists of our time. The collection graces the halls, lobbies, and public spaces of the Adrienne Arsht Center, underlining our goal to serve as a town square for world-class artistic programming and meaningful community building. Weekly tours of the exhibit are conducted for the community in both English and Spanish.

### **Programming**

Working with the Adrienne Arsht Center, the Knight Foundation is bringing short, spontaneous bursts of classical music, theater, dance and opera to the streets of Miami and seven other communities around the country. Thanks to this new initiative, members of our community might experience a bit of culture where they least expected it. Holiday travel kicked up a notch this year as **Random Acts of Culture** arrived at **Miami International Airport**. During Thanksgiving week, five performers from the Miami Music Project surprised travelers with spontaneous performances of Leonard Bernstein's *Maria* and *America* from *West Side Story*. Other Random Acts of Culture sites have included Miami-Dade County Government Center, Aventura Mall and the shoe department at Macy's. More than 1,000 Random Acts of Culture are planned around the country for the next three years. So far this program has generated more than 500,000 views on KnightArts.org and three million YouTube hits.

The Center is proud to announce the launch of the Knight Masterworks Collection, a new initiative celebrating the bridge between visual art and performing arts through the creation of an annual commissioning project. Beginning in 2011, the Adrienne Arsht Center will commission a limited edition print to commemorate the *John S. and James L. Knight Masterworks Season*, a series of concerts and performances showcasing the very best classical music and dance performers from around the world. The Knight Masterworks Collection will include a limited number of commemorative print editions which will be available for purchase each season. The Center is extraordinarily grateful to the Knight Foundation for supporting our efforts to build a new tradition linking the power of visual and performing arts in a meaningful way for our community.

The premiere of THE G SERIES AT PRELUDE – a new partnership between the Adrienne Arsht Center and Barton T. Weiss has secured major star power in Cheyenne Jackson as the inaugural attraction. Jackson will perform Friday, December 31, and Saturday, January 1, at Prelude by Barton G. Already lined up for January 14 and 15 is Tony Award winner Karen Oliva, who scored for her performance as Anita in "West Side Story;" appearing January 21 and 22 is Gavin Creel two-time Tony Award nominee for his performances in "Hair" and "Thoroughly Modern Millie" and 2009 *OUT* magazine honoree as one of the *OUT*

100; and Bryant Batt, hailed for his performance as 'Salvatore Romano' on AMC's hit series, "Mad Men," is set for February 4 and 5.

### **Private Sector Support**

The Arsht Center has finalized a series of major sponsorship agreements that will support our 5<sup>th</sup> Anniversary Season. Leading the group of corporate backers is Bank of America, which has signed on as a three-year presenting sponsor of the Center's "Broadway in Miami" series. Other corporate supporters for the upcoming season include TotalBank, Bacardi U.S.A., Blue Cross and Blue Shield of Florida, EPIC Hotel and Goldstein Schechter Koch. These investments by the private sector send a clear signal that the private sector understands the immense value that the performing arts can bring to our region's economy and overall quality of life. Institutional sponsors include American Airlines, Coca-Cola and Steinway & Sons.

### **Finances**

Projections call for a balanced budget (see attached document).

- During the first two months of the fiscal year, *Arsht Center Presents* and *Broadway in Miami* sold at 72% compared to budget of 65%
- Attendance for the fiscal year is 60,600 which is 10,000 more guests than the prior year.
- Venue rental revenue through November was 16 % favorable year-to-date when compared to the prior year.
- Ticket sales for November were 32 % favorable compared to the prior year due to strong sales for Jerry Seinfeld, Jazz-American Songbook, Buika, and Moscow State Symphony.
- Occupancy costs for the year are \$1,218,000 which is slightly below budget.

### **Strategic Planning**

The PACT Board of Directors met for a strategic planning workshop last month. Earlier this year the Board revised the Center's vision and mission statements which have served as guideposts for decision-making as the strategic planning process proceeded. Components of the plan that have been implemented along the way include hosting *Fall for the Arts*; the opening of the Center's second on site food and beverage property, Bombay Sapphire Lounge; inviting 50,000 5<sup>th</sup> grade students to Rock Odyssey through our *Learning through the Arts*

program, and the successful completion of a Donor Wall campaign. Once completed, the strategic plan will serve as a roadmap for the Center's leadership so that the County's investment can continue to be leveraged.

#### Upcoming performances

- Seraphic Fire, Miami's professional chamber choir, presents *Handel's Messiah*, December 18 in the Knight Concert Hall
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- The long-running, Off Broadway satirical revue *Forbidden Broadway* returns to the Carnival Studio Theater December 14-26.
- Miami City Ballet presents George Balanchine's holiday treat *The Nutcracker* December 17-23 in the Ziff Ballet Opera House.
- Infusing new life into traditional Christmas music, Mannheim Steamroller celebrates the 25<sup>th</sup> Anniversary of their annual Christmas tour on December 26<sup>th</sup> in the Ziff Ballet Opera House
- Lush, romantic and enchanting, Disney's *Beauty and the Beast*, is coming to Miami for a special holiday engagement December 28- January 2 in the Ziff Ballet Opera House.
- The glorious holiday tradition *Salute to Vienna* will be performed in the Knight Concert Hall on January 2.
- Miami City Ballet presents Program II, January 7-9 in the Ziff Ballet Opera House.
- Seraphic Fire performs Carl Orff's exuberant celebration of music, *Carmina Burana*, on January 8 in the Knight Concert Hall.
- In a spectacular display of color, movement and music, Bale Folclorico da Bahia performs in the Knight Concert Hall on January 15.
- One of the very few artists honored with Oscar, Tony, Grammy, Golden Globe and Emmy Awards, Whoopi Goldberg will grace the stage of the Ziff Ballet Opera House on January 15.
- On January 16 step in time to the rousing sounds of brass with *DRUMline Live* in the Knight Concert Hall.



Operating Projection for Fiscal Year 2011

	Actual		Revised Projection												Revised Projection	Original FY11 Budget Total
Ticket Sales	\$ 1,117	\$ 626	\$ 1,241	\$ 742	\$ 1,150	\$ 3,327	\$ 1,039	\$ 52	\$ 768	\$ 258	\$ 1,129	\$ 1,000	\$ 12,449	\$ 14,193		
Rental Revenue	\$ 292	\$ 291	\$ 362	\$ 194	\$ 266	\$ 624	\$ 275	\$ 55	\$ 251	\$ 126	\$ 156	\$ 36	\$ 2,928	\$ 2,930		
Facility Chargebacks	\$ 100	\$ 29	\$ 85	\$ 96	\$ 95	\$ 224	\$ 139	\$ 98	\$ 143	\$ 92	\$ 84	\$ 15	\$ 1,200	\$ 1,190		
Box Office Fees	\$ 201	\$ 194	\$ 220	\$ 204	\$ 222	\$ 626	\$ 229	\$ 253	\$ 366	\$ 235	\$ 215	\$ 38	\$ 3,003	\$ 3,050		
Parking Revenue	\$ 46	\$ 33	\$ 54	\$ 52	\$ 52	\$ 52	\$ 52	\$ 52	\$ 52	\$ 52	\$ 52	\$ 51	\$ 600	\$ 675		
Concessions	\$ 39	\$ 23	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 34	\$ 33	\$ 33	\$ 34	\$ 400	\$ 400		
Merchandise Sales	\$ 3	\$ 2	\$ 10	\$ 2	\$ 2	\$ 10	\$ 1	\$ 1	\$ 1	\$ 1	\$ 1	\$ 1	\$ 35	\$ 30		
Subsidy-Foundation	\$ 922	\$ 500	\$ 600	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 733	\$ 8,355	\$ 8,355		
Miami-Dade County Funding	\$ 582	\$ 636	\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$ 600	\$ 618	\$ 600	\$ 600	\$ 764	\$ 7,650	\$ 7,650		
Other Revenue	\$ -	\$ 4	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 404	\$ 500		
Non-Songwriters Salaries & Benefits	\$ 536	\$ 579	\$ 908	\$ 606	\$ 606	\$ 606	\$ 606	\$ 605	\$ 605	\$ 825	\$ 605	\$ 655	\$ 7,742	\$ 7,872		
Stagehands Salaries & Benefits	\$ 137	\$ 178	\$ 129	\$ 131	\$ 96	\$ 392	\$ 128	\$ 141	\$ 205	\$ 131	\$ 120	\$ 21	\$ 1,809	\$ 1,705		
Marketing & Communications	\$ 296	\$ 198	\$ 213	\$ 215	\$ 177	\$ 405	\$ 213	\$ 227	\$ 275	\$ 216	\$ 204	\$ 99	\$ 2,738	\$ 2,737		
Event Expenses	\$ 829	\$ 797	\$ 977	\$ 659	\$ 826	\$ 2,948	\$ 845	\$ 401	\$ 803	\$ 247	\$ 1,224	\$ 1,150	\$ 11,706	\$ 13,550		
Professional Services	\$ 48	\$ 80	\$ 98	\$ 99	\$ 99	\$ 99	\$ 99	\$ 99	\$ 98	\$ 99	\$ 99	\$ 99	\$ 1,116	\$ 1,186		
Fulfillment Costs & Comp. Tickets	\$ 30	\$ 58	\$ 33	\$ 33	\$ 25	\$ 65	\$ 33	\$ 36	\$ 51	\$ 33	\$ 31	\$ 7	\$ 435	\$ 432		
Show/Event Parking	\$ 40	\$ 32	\$ 49	\$ 47	\$ 47	\$ 47	\$ 47	\$ 47	\$ 47	\$ 47	\$ 47	\$ 47	\$ 544	\$ 590		
Administration & Overhead	\$ 100	\$ 150	\$ 113	\$ 113	\$ 113	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 1,359	\$ 1,359		
Miami-Dade County Commitment	\$ -	\$ -	\$ 375	\$ -	\$ -	\$ 375	\$ -	\$ -	\$ 375	\$ -	\$ -	\$ 375	\$ 1,500	\$ 1,500		
Occupancy Costs	\$ 582	\$ 636	\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$ 600	\$ 618	\$ 600	\$ 600	\$ 764	\$ 7,650	\$ 7,742		
Capital Expenditures	\$ -	\$ 4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ -		
Depreciation Expense	\$ -	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 421	\$ -		
Interest Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300		

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