Memorandum

MIAMI-DADE COUNTY

RCA
Agenda Item No. 7(B)

Date: July 11, 2011

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

From: Alina T. Hudak
County Manager

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

---

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

Michael Spring
Director, Cultural Affairs

M. John Richard
President & CEO

Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

MEMORANDUM

Date: **June 23, 2011**

To: **Alina Hudak, County Manager**

From: **M. John Richard, President and CEO**

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

National Recognition
During a three-day period the Center received an extraordinary amount of national attention and recognition.

Marking another historic moment for the Adrienne Arsht Center, **President Barack Obama** visited the Center for the second time in two years, when the Democratic National Committee (DNC) presented its second fundraising event in the Knight Concert Hall on June 13th. Ms. Adrienne Arsht and Miami's own Alonzo Mourning took part in welcoming the President in the Knight Concert Hall. More than 1,000 people attended the event.

More than 740,000 television viewers tuned in to **HGTV's "ColorSplash "** on June 11th as the popular show featured the Center's striking interior architecture and design as inspiration for the makeover of a room in the home of one very lucky local couple.

On June 13th, the Arsht Center, along with other iconic buildings in Los Angeles, New York City, Vancouver, Atlanta and New Orleans, served as the focal point of a stunning promotion for the intended summer blockbuster film, ***Green Lantern***, when the Green Lantern symbol was projected onto the Ziff Ballet Opera House curtain wall. More than 300 people attended the FREE event which was advertised via social media as part of a scavenger hunt to promote the movie.

Arts Education and Outreach
AileyCamp Miami returns to the Center for the third year in a row on June 27th. This year, out of 556 applicants, more than 100 Miami-Dade County middle school at-risk youth ages 11 to 14 were selected during an interview process that included input from community leaders. The children will attend at no-cost the camp which will culminate in a free showcase performed by the campers on

1300 Biscayne Boulevard, Miami, FL 33132 Telephone 786.468.2202 Fax 786.468.2001 www.arshtcenter.org

August 6th in the Knight Concert Hall. This camp is made possible by CDT funding the Center receives from Miami-Dade County.

Summer Programming

- City Theatre opened this year's edition of their one-act-play festival, *Summer Shorts*, on June 2, 2011. The return of *Camp Kappawanna*, the original musical for kids by Lisa Loeb and playwright Marco Ramirez, and the adult-themed *Dirty Little Secrets*, a cabaret by Jai Rodriguez of Bravo's *Queer Eye for the Straight Guy* have also received great press coverage and reviews.
- On June 21, Hollywood star Katie Holmes and daughter Suri Cruise visited the Center to watch a performance of *Camp Kappawanna*.
- The acclaimed International Hispanic Theatre Festival (IHTF) of Miami celebrates its 26th anniversary season with performances on July 7 – 24 by some of the best theatre companies from Latin America, Europe and the United States honoring Chile in recognition of the country's contributions to Latin American culture.
- *Cirque Eloize iD* open July 26 and promises to be the hot ticket this summer with a super fun show featuring breath-taking acrobatics set to an energetic soundtrack. A *Cirque Eloize iD* kick-off event on May 16 held on the Thomson Plaza for the Arts was attended by more than 1,600 people.
- **Due to public demand, ID has been extended for four weeks and will now run through September 4.**

Finances

This year's projections call for a balanced budget (see attached document).

- During the first eight months of the fiscal year, the Adrienne Arsht Center hosted 334 events and almost 300,000 guests.
- All performances have sold at 69% through May.
- Arsht Center Presents and Broadway have sold at 70% for the year compared to budget of 68%.
- Occupancy costs for the year are $5.1 million which is 1% below budget.

Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

Operating Projection for Fiscal Year 2011

	Actual								Revised Projection				*Revised* Projection Totals	Original FY11 Budget Total
REVENUES	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Ticket Sales	$ 1,117	$ 626	$ 899	$ 1,143	$ 1,096	$ 3,131	$ 1,317	$ 26	$ 715	$ 962	$ 1,443	$ 481	$ 12,956	$ 14,193
Rental Revenue	$ 292	$ 291	$ 300	$ 283	$ 483	$ 465	$ 425	$ 161	$ 220	$ 184	$ 185	$ 125	$ 3,414	$ 2,930
Facility Chargebacks	$ 100	$ 29	$ 22	$ 34	$ 179	$ 66	$ 47	$ 28	$ 125	$ 125	$ 125	$ 120	$ 1,000	$ 1,190
Box Office Fees	$ 201	$ 194	$ 275	$ 350	$ 382	$ 398	$ 195	$ 128	$ 195	$ 211	$ 225	$ 200	$ 2,954	$ 3,050
Parking Revenue	$ 46	$ 33	$ 33	$ 61	$ 74	$ 95	$ 107	$ 38	$ 50	$ 50	$ 50	$ 50	$ 687	$ 675
Concessions	$ 33	$ 23	$ 11	$ 12	$ 37	$ 32	$ 103	$ 15	$ 39	$ 30	$ 30	$ 20	$ 385	$ 400
Merchandise Sales	$ 3	$ 2	$ 1	$ 4	$ 2	$ 10	$ 5	$ -	$ 2	$ 2	$ 2	$ 2	$ 35	$ 30
Subsidy-Foundation	$ 922	$ 500	$ 760	$ 600	$ 504	$ 350	$ 700	$ 250	$ 500	$ 550	$ 600	$ 619	$ 6,855	$ 8,355
CDT Subsidy	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Other Revenue	$ -	$ 4	$ -	$ -	$ 4	$ 45	$ 10	$ 5	$ 5	$ 5	$ 5	$ 75	$ 158	$ 500
TOTAL REVENUES	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
EXPENSES														
Non-Stagehands Salaries & Benefits	$ 536	$ 579	$ 815	$ 764	$ 604	$ 619	$ 640	$ 587	$ 625	$ 848	$ 630	$ 625	$ 7,872	$ 7,872
Stagehands Salaries & Benefits	$ 137	$ 178	$ 111	$ 100	$ 32	$ 282	$ 144	$ 32	$ 150	$ 134	$ 135	$ 65	$ 1,500	$ 1,705
Marketing & Communications	$ 296	$ 198	$ 224	$ 282	$ 274	$ 763	$ 294	$ 48	$ 237	$ 350	$ 475	$ 225	$ 3,666	$ 2,737
Event Expenses	$ 829	$ 797	$ 678	$ 835	$ 882	$ 2,454	$ 1,130	$ 173	$ 551	$ 712	$ 1,168	$ 880	$ 11,089	$ 13,550
Professional Services	$ 48	$ 80	$ 118	$ 39	$ 54	$ 55	$ 58	$ 44	$ 65	$ 65	$ 64	$ 60	$ 750	$ 1,186
Fulfillment Costs & Comp. Tickets	$ 30	$ 58	$ 23	$ 7	$ 68	$ 71	$ 54	$ 25	$ 44	$ 40	$ 40	$ 40	$ 500	$ 432
Show/Event Parking	$ 40	$ 32	$ 18	$ 74	$ 52	$ 75	$ 76	$ 65	$ 40	$ 40	$ 40	$ 40	$ 592	$ 590
Administration & Overhead	$ 100	$ 150	$ 198	$ 161	$ (15)	$ 69	$ 93	$ 160	$ 100	$ 100	$ 95	$ 89	$ 1,300	$ 1,359
Miami-Dade County Commitment	$ -	$ -	$ 375	$ -	$ -	$ 375	$ -	$ -	$ -	$ -	$ -	$ -	$ 750	$ 1,500
Settlement	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Capital Expenditures	$ -	$ 4	$ (4)	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Depreciation Expense	$ 36	$ 35	$ 35	$ 35	$ 35	$ 35	$ 35	$ 35	$ 36	$ 36	$ 36	$ 36	$ 425	$ 300
Interest Expense	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
TOTAL EXPENSES	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Operating Surplus (Deficit)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Miami-Dade County Funding	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Occupancy Rate	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Operating Surplus (Deficit)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Consolidated Surplus (Deficit)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

4