

Memorandum



Date: September 12, 2011

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

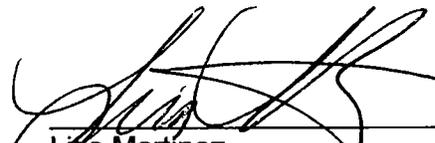
From: Carlos A. Gimenez
Mayor 

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

RCA
Agenda Item No. 6(A)

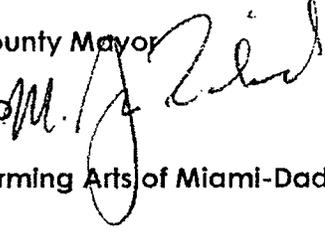
Attached please find the monthly status report and financials provided from the Adrienne Arsht Center for the Performing Arts Center of Miami-Dade County.

Attachments



Lisa Martinez
Senior Advisor to the Mayor

MEMORANDUM

Date: July 22, 2011
To: The Honorable Carlos Gimenez, County Mayor
From: M. John Richard, President and CEO 
Subject: Adrienne Arsht Center for the Performing Arts of Miami-Dade County Status Report

On behalf of the Adrienne Arsht Center I wish to express our congratulations upon your election as County Mayor and following is my first status report to you.

Arts Education

AileyCamp Miami has returned for the third year in a row. Our campus is once again alive with the energy of more than 100 campers who are Miami-Dade County Public School middle school youth ages 11 to 14. Made possible by CDT funding the Center receives from Miami-Dade County, these at-risk youth attend this six-week camp at no-cost. The 2011 camp will culminate in a free showcase performance entitled *Transendance* on August 6 in the Knight Concert Hall. We have sent an invitation to your office and I hope you can join us.

Summer Programming

Cirque Eloize iD is an exciting, moving, and unforgettable modern circus blending the daring soundtrack of rock, hip-hop, and electronica with the romantic heart of *West Side Story*. *iD* showcases the unique talents of a troupe of more than 16 international artists—masters of hand-to-hand acrobatics, contortion, in-line skating, hip-hop, modern dance, break dance, and Cyr wheel all leading up to a stunning finale on the one-of-a-kind video trampowall. *iD* opens July 26 and runs through September 4.

Finances

- For the third year in a row the Center is projecting a balanced budget (see attachment).
- During the first nine months of the fiscal year, the Arsht Center hosted 385 events and 313,000 guests.
- All performances have sold at 68% through June. Arsht Center and Broadway performances have sold 68% for the year which is on budget.

- Occupancy costs for the year are \$5.7 million and our forecast is to achieve our budget expense goal of \$7.6 million.

Investing in our community's talented young people

The Adrienne Arsht Center offers student internship opportunities for motivated, self-actuating young people in programming, marketing, production, operations and administration. So far, more than 55 students have participated in the Center's program.

Arsht Center internships are not dreary paper-pushing positions but are designed as real-life work experiences. All interns are given specific responsibilities within a body of work, and the expectations are high. For performing arts center, internships are one of the best ways to connect with communities by literally investing in talented and capable youths.

Community Outreach

The Arsht Center and America's Moms for Soldiers will join forces to send "care packages" to U.S. troops in Afghanistan and Iraq. Working with chaplains and officers, America's Mom's mission is "to never let a soldier walk away from mail call with nothing" and specifically targets troops who do not receive regular mail. Center staff collected supplies and a team of employees will fill 100 boxes with letters, snacks, personal hygiene items and other reminders of home. These troops will also be entitled to a special "welcome home" ticket offer. This will be one of America's Mom's biggest events ever in Miami-Dade County.

Upcoming Community Events

In celebration of National Dance Day, on Saturday, July 30 at 9 a.m. on Thomson Plaza for the Arts the Arsht Center will host Miami's biggest dance party! Participants will get the chance to appear on America's favorite dance show, "So You Think You Can Dance." This community event will include the Marlins Mermaids Dancers, the cast of *Cirque Eloize iD* and everybody in Miami who's got the magic of movement. Members of the community will enjoy giveaways, prizes and free refreshments.

Miami City Ballet

I am pleased to report our resident company has been receiving rave reviews and standing ovations in Paris this summer. Truly our ballet company is an international ambassador for Miami-Dade County. We are proud to be their home.

