

Memorandum




Date: October 24, 2011

RCA

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

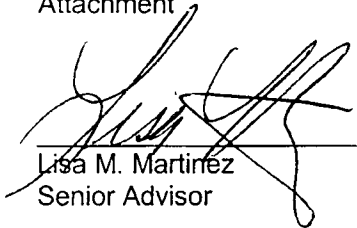
Agenda Item No. 6(A)

From: Carlos A. Gimenez
Mayor 

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

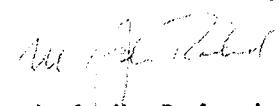
Attached please find the monthly status report and financials provided from the Adrienne Arsht Center for the Performing Arts of Miami-Dade County.

Attachment



Lisa M. Martinez
Senior Advisor

MEMORANDUM

Date: September 23, 2011
To: The Honorable Carlos Gimenez, County Mayor
From: M. John Richard 
Subject: Adrienne Arsht Center for the Performing Arts of Miami-Dade County Status Report

Neighborhood Development

In a boost to the Adrienne Arsht Center for the Performing Arts of Miami-Dade County's growing status as Miami's new "Town Square" the Center has received a \$300,000 grant from an unprecedented private-public collaboration, ArtPlace. ArtPlace is an initiative of 11 of America's top foundations, including John S. and James L. Knight Foundation, working in conjunction with the National Endowment for the Arts and several federal agencies. Its aim is to drive revitalization across the country by putting the arts at the center of economic development. The Adrienne Arsht Center is the sole grant recipient in Florida. The Arsht Center grant will be used to support a master planning initiative. This grant will allow the Center to expand its role in downtown Miami's cultural awakening and economic revitalization.

Four influential community leaders have announced the founding of the Town Square Neighborhood Development Corporation (TSNDC) – a nonprofit and independent entity that will oversee the development of Miami's emerging Arsht Center District. TSNDC is chaired by Armando Codina, chairman of Codina Partners. Joining Codina on the TSNDC are vice chair Manny Diaz, former City of Miami mayor; treasurer Mike Eidson, chairman of the Performing Arts Center Trust Board of Directors and partner in the South Florida law firm Colson Hicks Eidson and secretary Parker Thomson, founding chair of the Performing Arts Center Trust Board of Directors. As its first action TSNDC selected Pelli Clarke and Pelli to carry out the master planning process for the development of the Arsht Center District. Working in partnership with neighborhood communities, the TSNDC plans to have an active role in overseeing the development and redevelopment of the district by advocating for best solutions as infrastructure is developed; addressing future Arsht Center expansion needs; and supporting the Arsht Center itself as a catalyst to improve the livability of the surrounding urban neighborhoods through cultural programming and entrepreneurial business ventures.

Nurturing local artists

The Arsht Center's commissioning program, *Miami Made*, is calling for new proposals from South Florida artists interested in extending the boundaries of the performing arts

by creating writing, composing or choreographing a new work. If selected, that work may be supported by and presented as a work-in-progress or a completed short work at the Adrienne Arsht Center during the 2012 *Miami Made Weekend*. *Miami Made* has been supporting the work of local artists since before the center opening, beginning in 2005. The proposal deadline is November 14, 2011.

The Center is proud to announce an innovative new artistic partnership with the University of Miami Department of Theatre Arts that provides young acting and theater production majors at the University an opportunity to work with seasoned professionals in creating a professional production of *The House of Bernarda Alba*. *The House of Bernarda Alba* will have a three-week run at the Carnival Studio Theater from October 13-30, 2011 as part of the Arsht Center's *Theater Up Close* 2011-2012 season.

Arts Education and Outreach

Now in its third season, the Arsht Center created theatrical musical, *Rock Odyssey* has already been experienced by more than 40,000 students from more than 400 schools across Miami-Dade County. Thanks to the generous support of Miami-Dade County, by the end of this year, 70,000 Dade County Public School system students will have experienced a performance of *Rock Odyssey* free of charge. On October 1st we invite the entire community to see a free performance of *Rock Odyssey* as part of this season's first *FamilyFest*.

Summer Programming Recap

Cirque Eloize iD was the Center's most successful summer show ever. Total attendance was more than 47,000. The Center's production team created a media wall, which featured live "tweets and texts" from the audience. This innovative use of social media received international attention and was the highlight of a Miami Herald article. We thank the community for their outpouring of support.

Ailey Camp Miami returned for the third year in the row. The Center received nearly 600 applications and 100 Miami-Dade County at-risk middle school students were selected to participate. Thanks to the generous support of Miami-Dade County, the camp is completely free for participants. Attendance at the August 6 *AileyCamp Miami* showcase lead the nation for the third consecutive year. Over 1,500 friends and family members attended.

Finances

- For the fourth year in a row the Center is projecting a balanced budget (see attachment).
- The Center's Advancement team reached our revised private sector fundraising goal.
- During the first ten months of the fiscal year, the Arsht Center hosted 442 events and 350,000 guests.

- All performances have sold at 68% through August. Arsht Center and Broadway performances have sold at 67% for the year.
- Occupancy costs for the year are \$7 million.

Upcoming Performances

- With special effects and a sensational Miami based cast *Rock Odyssey* will be the highlight of this season's first free Family Fest on Saturday October 1st in the Knight Concert Hall.
- The most internationally recognized female Brazilian performer of her generation, Daniela Mercury, will perform October 8 in the Ziff Ballet Opera House.
- Enjoy an unpredictable evening with Henson Alternative's *Stuffed & Unstrung* featuring the Miskreant Puppets on October 9 in the Ziff Ballet Opera House.
- The Florida Premiere of *The House of Bernarda Alba* will run in the Carnival Studio Theater October 13-30.
- Celebrating its landmark 30th Anniversary Season, Mark Morris Group opens the *Dance at the Arsht* season with a critically acclaimed repertory of modern dance masterpieces October 14 & 15.
- Four-time Grammy Award-winning Gospel artist Yolanda Adams launches the Center's *Free Gospel Sunday's* season October 16 in the Knight Concert Hall.
- Miami City Ballet presents *Program I* October 21-23 in the Ziff Ballet Opera House.
- The Miami Symphony Orchestra led by Music Director Eduardo Marturet, celebrates the beginning of a new concert season with a musical journey "From Beethoven to The Beatles" on October 23.
- On October 25-30 the smash-hit musical comedy *The Addams Family* begins the Center's Broadway season.
- The sensational flamenco singer Diego El Cigala returns to Miami to perform his legendary music October 27 in the Knight Concert Hall.
- New World Symphony presents *Tricks and Treats* October 29 in the Knight Concert Hall.

