

Memorandum



Date: January 9, 2012

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

From: Carlos A. Gimenez
Mayor 

Subject: South Miami-Dade Cultural Arts Center
Status Report

RCA
Agenda Item No. 6(B)

The South Miami-Dade Cultural Arts Center (SMDCAC) has completed a busy and successful December with holiday performances of *The Nutcracker* by Miami Youth Ballet and a musical production by the chorus Seraphic Fire called *O Holy Night*, attracting enthusiastic audience response. Media coverage of the Center's programs continues to be very positive. *El Nuevo Herald* featured SMDCAC's production of *The Nutcracker* prominently in an article about several *Nutcracker* productions taking place throughout Miami-Dade County. The SMDCAC was also named as a venue to see Seraphic Fire as part of a recent announcement regarding the three Grammy Award nominations that the group received.

The SMDCAC is presenting two free concerts for the community in the month of January. On Sunday, January 15, the Center is co-presenting Black Violin with CultureShockMiami.com. The group consists of two classically-trained violinists and a DJ who present a unique type of fusion between classical music and hip hop. The event is meant to attract young people ages 13-22 to attend the concert and become a part of the Culture Shock Miami program managed by the Department of Cultural Affairs. CultureShockMiami.com offers \$5 tickets to students to performances in Miami-Dade County throughout the year as a way to cultivate future audiences. The second concert is on Thursday, January 26 and features the Band of the United States Air Force Reserve presented in conjunction with Chamber South. This is a family event which will draw attendance by service members from the Homestead Reserve Base and veterans.

SMDCAC has secured several rentals for the month of January including an annual concert and art fair presented by The Cultural Council and auditions and rehearsals for Miami Acting Company's upcoming production of *The Odd Couple*. In addition, the Center is hosting one of the auditions for Young Talent, Big Dreams presented by The Children's Trust.

The Center recently completed its staff hiring process and has added: Carla Hill, Education and Outreach Manager; Sixto Tamarit, Building Maintenance Manager; Stephanie Aponte, House Manager and Alex Fernandez, Book Keeper.

The second half of training is complete on SMDCAC's Arts Management System, a web-based ticketing and facility management software system. Staff members were trained over a one-week period on the facilities management component of the program. Earlier in the season, staff successfully trained on the box office and ticketing aspect of the system.

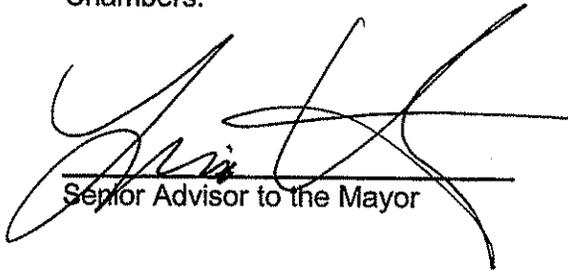
BACKGROUND

The South Miami-Dade Cultural Arts Center is located on S.W. 211 Street in Cutler Bay and is a multidisciplinary arts center designed to showcase the performing arts. The design team was led by architectural and engineering firm Arquitectonica International, Inc, and also included: theater consultant Fisher Dachs Associates, Inc.; acoustical and sound and communications

consultant Artec Consultants, Inc.; and arts management consultant AMS Planning & Research Corp.

The Center's 966-seat state-of-the-art Theater Building includes a fly tower, orchestra pit, front of house spaces (box office, lobby, restrooms, concessions, etc.), back of house support spaces (dressing rooms, storage and work areas, administrative offices, etc.) and a multi-purpose rehearsal space. The separate Activities Building of the Center houses an informal performance space, and smaller multi-purpose spaces for lectures, classes, or community gatherings. The Center's two buildings are joined by an outdoor promenade leading to a gently-sloping lawn for outdoor concerts and festivals along the Black Creek Canal.

Through Miami-Dade County's Art in Public Places Program, the Center has major public art works created by Miami artist Robert Chambers. An innovative light piece illuminates the translucent inner lobby wall with changing light designs created by computer-programmed LED fixtures. In addition, the lobby features two marble sculptures also created by Robert Chambers.



Senior Advisor to the Mayor