

Memorandum



Date: October 7, 2013

CRC
Agenda Item No. 7(D)

To: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

A handwritten signature in black ink, appearing to read "Carlos A. Gimenez", written over the printed name.

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

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

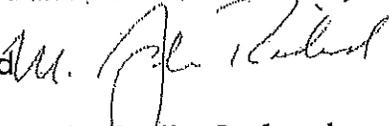
A handwritten signature in black ink, appearing to read "Lisa M. Martinez", written over a horizontal line.

Lisa M. Martinez
Senior Advisor

MEMORANDUM

Date: July 26, 2013

To: The Honorable Carlos Gimenez, County Mayor

From: M. John Richard 

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

Earlier this summer, the Adrienne Arsht Center welcomed the fifth consecutive class of AlleyCamp Miami. For the past six weeks, 100 campers have called the Arsht Center campus home. AlleyCamp Miami is a free six-week, full scholarship summer day camp for students enrolled in Miami-Dade County Public Middle Schools. AlleyCamp Miami uses dance as a vehicle for developing self-esteem, creative expression and imagination. Every summer, the Center changes the lives of 100 young people through this program. Reflections, this year's culminating performance scheduled for August 3rd on the stage of the Knight Concert Hall, is an artistic narrative detailing the campers' personal growth and this camp's impact on our community's children over the past five years. The performance is free for the community.

Programming

The Center's official 2013-2014 box office opening is scheduled for September 7th. The community will have its first opportunity to purchase tickets for next season's newly announced performances as well as its first opportunity to purchase tickets to individual performances in the *Jazz Roots*, *Broadway in Miami*, and Ziff Classical Music Series, including Chris Botti, Israel Philharmonic Orchestra, and *Warhorse*.

New shows on sale for the first time include Smokey Robinson, Michael McDonald, Natalie Merchant, Buddy Guy, Pink Martini, Engelbert Humperdinck, Whoopi Goldberg, Soweto Gospel Choir plus the return of Miami favorites Flamenco Festival Miami, Alvin Ailey American Dance Theater and Ayikodans.

Enhanced Website Functionality

On September 7th the Arsht Center will officially launch its new website (www.arshtcenter.org). The new site is enhanced with interactive features that provide each visitor with a one-stop shop of information on shows and promote social media engagement.

The new website features more than a dozen new functionalities, including the ability to select-your-own seats, see the view from every section of the auditorium, print tickets at home, connect seamlessly to Facebook/Twitter/Instagram, become a member instantly and buy and redeem gift certificates. In addition, users can now watch videos, view photos and read cast biographies and reviews on a page dedicated to each show. To add to the site's user-friendliness, www.arshtcenter.org is also mobile-optimized making the site easier to navigate from a mobile phone or tablet device.

Financials for the month of June

- All performances have sold at 64% year-to-date through June.
- Through the month of April, the Center hosted 404 performances.
- Occupancy costs are as budgeted.

Upcoming performances and events

- Playwright Mario Vargas Llosa explores themes of friendship, identity and rituals in *Al pie del Tàmesis* Friday, July 26 in the Carnival Studio Theater.
- A troupe of traveling players comes to town to perform their "Folfa" in *Siglo de Oro, Siglo de Ahora* - Saturday, July 27 - Sunday, July 28 in the Carnival Studio Theater.
- The Miami forecast calls for snow this summer when Slava's Snowshow takes audiences on an exhilarating journey July 31st through August 25th in the Ziff Ballet Opera House.
- On August 1st on the Thomson Plaza for the Arts, Miami New Times' Iron Fork 2013 kicks off two months of discounted three-course meals at Miami's best restaurants during Miami Spice.
- Join AileyCamp Miami on Saturday August 3rd as it celebrates its 5th Anniversary season with the culminating performance *Reflections*.