



Management Agreement Operational Plan FY 2018-2019

A. Company Overview

Our Mission

Founded by playwright and director, Michel Hausmann, and National Medal of the Arts winner, Moisés Kaufman, Miami New Drama is a producing organization committed to artistic excellence and groundbreaking work unique to this diverse and extraordinary city, with a vision of theater as a powerful vehicle for social change. We present world-class work by American, Latin American, and international artists designed for Miami's unique multicultural 21st century audience. By sharing work where cultures, dialogues, and communities intersect, we aim to reach audiences as diverse as the city itself.

Our Programming

Includes an eclectic mix of original plays, musicals, classics and world premieres – featuring work commissioned specifically for Miami New Drama. Our productions utilize a mix of the best local, national, and international talent to incubate work from a mere idea to a full-fledged performance. Actors, directors and designers, culled from the Miami community and beyond, create work that reflects our extraordinary city and highlights some of the best theatrical talent in the world.

2018-2019 Season

ONE NIGHT IN MIAMI...

The night of February 25th, 1964 a young Cassius Clay emerges from the Miami Beach Convention Center as the World Heavyweight Boxing Champion. Against all odds, he's defeated Sonny Liston and shocked the world of boxing. While crowds of people swarm Miami Beach's hotspots to celebrate the match, Clay, unable to stay on the island because of Jim Crow-era segregation laws, spends the night at the Hampton House Motel in Miami's Overtown neighborhood celebrating with three of his friends: activist Malcolm X, singer Sam Cooke, and football star Jim Brown. The next morning, the men emerge determined to define a new world. In One Night in Miami..., critically-acclaimed playwright Kemp Powers aims to pinpoint exactly what happened during those pivotal hours. Featuring the music of Sam Cooke, including his hit song, "A Change is Gonna Come," the show sets out to answer this question by offering a piercing narrative for the evening, which challenges the four men, strips them bare, and reveals them for who they were.

FAKE

World Premiere

Amidst cut-throat competition at a renowned auction house, Camila has just been promoted as the head of the Latin American Art Department when she is presented with one of her great-aunt Amelia Pelaez's paintings as a last minute inclusion. The authenticity of the painting is questionable, Camila's dedication to her great Aunt is not, forcing Camila to decide between her own burgeoning career and Amelia's legacy. Written by Cuban-American playwright and Miami native Carmen Pelaez, this exciting world premiere thrusts us into the world of high stakes art dealing, Cuban politics, and a thrilling pursuit for the truth. Absent from Miami stages since her extended run of Rum and Coke at the Coconut Grove Playhouse, Ms. Pelaez will also star in the new play.

COCAINE COWBOYS

World Premiere

Based on the acclaimed documentaries by Billy Corben, Cocaine Cowboys chronicles the development of the illegal drug trade in Miami during the 1970s and 1980s through the eyes of Rivi Ayala, a hired assassin working with the notorious drug dealer Griselda Blanco. Created from the actual texts of Ayala's depositions, newspaper articles of the time, and other found documents, this new theatrical documentary will shed light on how the economic growth which took place in Miami during this period was a benefit of the drug trade, and how it shaped the Magic City we know today. Award-winning playwright, journalist, and multimedia artist Aurin Squire, currently a writer on CBS' The Good Fight, and a graduate of North Miami Beach High School joins Billy Corben and Michel Hausmann in developing this uniquely Miami docudrama.

VIVA LA PARRANDA!

World Premiere

A village, a dream, a new musical. Bringing passion and color through traditional rhythms and dances, Betsayda Machado and La Parranda El Clavo—her village's own multi-generational band—invites audiences to discover, indulge, and celebrate the contagious beats of Afro-Venezuelan soul through stories and songs of their real-life struggles and triumphs. The energizing percussion and vocal ensemble presents an engaging repertoire cultivated through centuries of African tradition and musical influence in Venezuela.

B. Budgets

		ACTUALS (990)		PROJECTIONS						
		2-Year Management Agreement			5-Year Extension					
		Prior Year	Budgeted Current Year	Current Year Updated (Quarter 3)	Next Year	Year 2	Year 3	Year 4	Year 5	
		(2015-2016)	(2016-2017)	(2017-2018)	(2017-2018)	(2018-2019)	(2019-2020)	(2020-2021)	(2021-2022)	(2022-2023)
Revenue	Contributions and grants	171,471.	291,249.	646,152.	822,000.	825,000.	924,000	1,050,000	1,148,000	1,200,000
	Program service revenue	179,296.	747,027.	900,000.	928,000.	1,125,000.	1,276,000	1,450,000	1,652,000	1,800,000
	Investment income	75.								
	Total revenue	\$350,842	\$1,038,276	\$1,402,152	\$1,750,000	\$1,950,000	\$2,200,000	\$2,500,000	\$2,800,000	\$3,000,000
Expenses	Salaries, other compensation, employee benefits	213,235.	313,583.	836,952.	1,079,090.	856,773.	946,000	1,075,000	1,204,000	1,290,000
	Professional fundraising expenses									
	Total fundraising expenses		6,157.	20,000.	18,000.	20,000.	22,000	25,000	28,000	30,000
	Other expenses	121,901.	728,169.	545,200.	652,910.	1,093,227.	1,232,000	1,400,000	1,568,000	1,680,000
	Total expenses	\$335,136	\$1,041,752	\$1,402,152	\$1,750,000	\$1,950,000	\$2,200,000	\$2,500,000	\$2,800,000	\$3,000,000
Revenue less expenses		15,706.	-3,476.							

C. Staff

Current Regular Staff

- o Artistic Director

Michel Hausmann is a Venezuelan-born theater director, producer, and writer. He is the co-founder and Artistic Director of Miami New Drama, the resident company and operator of the historic Colony Theatre on Miami Beach. Michel is the bookwriter and director of The Golem Of Havana, a critically-acclaimed original musical that has been produced across the country including a sold-out, extended run at the Colony Theatre. Under his artistic leadership Miami New Drama has produced: Our Town (also Director), Terror (Directed by Gregory Mosher) and A Special Day (in co-production with The Play Company.) Hausmann's Off-Broadway credits include the New York Premiere of Vassily Sigarev's Black Milk at East 13th Theater and the New York premiere of The Color Of Desire, by Pulitzer Prize-winning author Nilo Cruz. He was the co-founder and Artistic Director of an award-winning theater company in Venezuela where he directed over a dozen productions. Michel received a BA from Emerson College and an MFA in Theater Directing from Columbia University. He is a New York Theater Workshop 2050 Fellow, a Shubert Presidential fellow, an IRNE nominee, a Richard Rodgers Award finalist, and a two-time Knights Arts Challenge Award recipient. Michel is a husband, father of three, and a dog lover.

- **Moisés Kaufman** (Co-Founder) was awarded the National Medal of Arts by President Obama in September 2016. He is also a Tony and Emmy nominated director and playwright. Prior Broadway credits: The Heiress with Jessica Chastain, 33 Variations (which he also wrote) with Jane Fonda (5 Tony nominations); Rajiv Joseph's Pulitzer Prize finalist Bengal Tiger at the Baghdad Zoo with Robin Williams; the Pulitzer and Tony Award-winning play I Am My Own Wife. His plays Gross Indecency: The Three Trials of Oscar Wilde and The Laramie Project are among the most performed plays in America over the last decade. Kaufman also co-wrote and directed the film adaptation of The Laramie Project for HBO, which received two Emmy Award nominations for Best Director and Best Writer. He is currently directing and writing a new Broadway-bound adaptation of Bizet's Carmen with Grammy-winning composer Arturo O'Farrill. He's the artistic director of Tectonic Theater Project, co-founder and Artistic Associate of Miami New Drama, and a Guggenheim Playwriting Fellow.
- **Executive Director**
Olga C. Granda is a Miami native and cultural entrepreneur. She is a graduate of the Harid Conservatory and Davidson College. As a dancer she performed with the Miami City Ballet and the Royal Ballet at the Metropolitan Opera House, Lincoln Center. After managing and directing a renown antiques and art gallery, Olga co-founded TheHighBoy.com, an online marketplace for antiques and art designed to help the antiquated industry compete in the digital world. Pursuing a new challenge aimed at combining her experience in the arts, business, and historic preservation with her passion for social impact, Olga is committed to the creation of world-class theater in Miami as Miami New Drama's Executive Director. Olga is fluent in Spanish, French, and Italian, and is the proud mother of three children.
- **Producing Director**
Lisa Dozier King is proud to have been on the team of Miami New Drama since its premiere production, The Golem of Havana. She also has an Off Broadway general management firm in New York that has managed more than one hundred professional productions. Recent/Current Off Broadway: A Letter to Harvey Milk (Executive Producer). The Crusade of Connor Stephens, Leonard Nimoy's Vincent, Promising, Bedbugs the Musical (NY Times Critics' Pick), Breakfast with Mugabe (NY Times Critics' Pick), Sistas the Musical, F#%king Up Everything (NY Times Critics' Pick), Ten Chimneys, Bronte: A Portrait of Charlotte. Lisa has been on staff at Symphony Space, Manhattan Theatre Club, and the New 42nd Street. She is on faculty at the University of Miami as the BFA theatre management program director, collaborates with the Yiddishkayt Initiative, and has served as the general manager for the National Alliance for Musical Theatre's Festival of New Musicals for the last decade.
- **Theatre Manager**
Claudia Urdaneta B.A. in Political Sciences from Universidad Central de Venezuela, Master of Arts in Performing Arts Administration from NYU. President of the Centro Cultural Chacao (2014-2017). Executive Director of Festival Internacional de Teatro de Caracas (Caracas International Theater Festival) (2001-2012). Executive Producer of the Miami World Theater Festival (2005). Executive Director of Danzahoy Dance Company (1988-2001), A member of La Red de Promotores Culturales de Latinoamérica y el Caribe - La Red (Network of Cultural Promoters of Latin America and the Caribbean), and President of La Red for two terms, 1996-1997 / 2002-2004, and member of the Advisory Board in 1992-1993 / 1995-1996 / 1999-2000. La Red was a grantee of the Rockefeller Foundation from 1992 to 2002. Co-founder and President of the Caribbean Network of Art Presenters - CARIBNET) (1997- 2001). During her presidency, Mrs Urdaneta developed the Caribbean Fund for Arts and Culture, with the support of the Ford Foundation for three years. In 1999 she received the Venezuelan National Artists Award as best contemporary dance producer.
- **Productions and Operations Manager**
Steven Nuñez joined Miami New Drama in 2016. He was born in Okinawa, Japan and raised in the military, primarily in Arizona. He moved to Miami and graduated with a BFA from New World School of the Arts. He has been active in the Miami arts community for some time, where he has worked on a variety of collaborative pieces with a wide range of artists.

- **Company Manager**
Stephanie Debrecht is a graduate of the University of Miami with a BA in Theatre Arts, currently working as the company manager for Miami New Drama, and house manager for the Colony Theatre. Previous stage management credits include: *The Elaborate Entrance of Chad Deity* at Miami New Drama, *Children of Eden*, *As You Like It* (Ring Theatre), and *See What I Wanna See* (Hecht Studio Theatre).
- **Director of Community Relations**
Erik J. Rodriguez is a graduate of Florida International University where he received his Bachelors in Theatre Performance . He has been in multiple South Florida productions as an actor including: *Body Awareness* at Island City Stage, *Taming Of The Shrew* at Gablestage and *Suspension Of Disbelief* at New Theatre. He has organized multiple one-act festivals and has had his play *Not Ready For Primetime* produced around the country which focuses on the first five years of Saturday Night Live. Erik has also toured his one person show *Warmth Of The Sun* at multiple venues across US and UK. He also was the assistant events manager at FIU where he managed the facilities and facilitated rentals and Literary Manager at New Theatre where he assisted in assembling the programming.
- **Master Electrician**
Ernesto Pinto is a lighting designer with an extensive career in theater, dance, opera and music concerts. He received the Venezuelan's Critic Association Award as Best Lighting Design 2016 for *Piaf, Voz y Delirio*, and a *Latin Grammy Certificate* as Lighting Designer of *Una noche común y sin corriente - Best Long Form Music Video* (2010). He has completed designs and operated lights for the concerts of artists such as Caramelos de Cianuro, Frank Quintero, Franco de Vita, and Ricardo Montaner. He has also completed designs for musical theater, such as *Fame*, *Cabaret*, *Vivo El Musical*, *Chicago*, and *Piaf, Voz y Delirio* at the Teatro Teresa Carreño and the Centro Chacao Cultural.
- **Administrative Assistant**
Alexandrea Hess is a south florida native with over a decade working in the various roles of theatre. Obtaining a B.F.A in design at Florida International University she specializes in scenic and properties design, with an additional focus of theatre management. She has been the production stage manager for the annual *American Resort Development Association (ARDA)* awards conference since 2015, while scenic designing over three mainstage season shows at FIU, as well as an opera for the FIU School of Music. She also served as President and Executive Producer for Alpha Psi Omega, Alpha Alpha Lambda Chapter where she produced two full productions and a musical showcase. She has also previously served as the Box Office Manager for FIU School of Music from 2016-2018.

Seasonal Staff

- House Manager
- Ushers
- Production Stage Manager
- Crew

Board of Directors

- David Michael Scharlin, Chair
- Steven Bandel, Vice Chair
- Alexander Galsky, Treasurer
- Yael Muller, Secretary
- Evan Fancher
- Gary Farmer
- Marlene Green
- Michel Hausmann
- Moises Kaufman
- Helene Lindenfeld

- Martin Lindenfeld
- Janet Melk
- Charles Million
- Eduardo Muller
- Enrique Norten
- Amy Scharlin
- David Schrader
- Brandi Reddick, Non-Voting
- Olga Granda, Non-Voting

D. Maintenance

Miami New Drama employs a full-time **Production and Operations Manager**, who serves as the main liaison for all physical production aspects of the organization for all theatre productions and its guest presenters, including acting as the direct supervisor for all technical staff and crew members, and as the contact for all operations vendors regarding maintenance of the 400 seat venue.

Responsibilities:

- Oversee scheduling and staffing for all technical personnel and crew for all load in, technical rehearsals, performances and strike dates; as well as all rental dates.
- Schedule and supervise all routine facilities maintenance calls with vendors.
- Source and bid vendors for facilities.
- Serve as liaison between visiting companies and MND with matters relating to use of facilities.
- Monitor, manage, collect and submit payroll and reimbursements for all technical personnel.
- Supervise and be present, or delegate a pre-approved manager on site when not present, at any time that the theater or its equipment is in use.
- Create and coordinate realistic load in and technical schedules with delivery of physical production items, crew and cast scheduling, as well as conveying finalized schedule to venue personnel.
- Review all gear request lists for lighting, audio and video packages to assess best method to secure items, or make adjustments as needed regarding budgetary and artistic priorities,
- Evaluate all design facets prior to design implementation to analyze achievability within the scope of budget and scheduling provisions.
- Acting as main liaison with creative personnel on productions, by supervising implementation of set, costumes, props, lighting, sound, and projection designs.
- Bid, select and contract all shops and vendors for design implementation steps.
- Track and report to Producer all physical production related expenses with materials, shop fees, staff expenses and crew salaries.
- Facilitate all rehearsal needs in regards to physical production.
- Create and maintain budgets for company operations related to facilities and technical operations of MND productions.
- Keep up inventory of production expendables and budget for replacement items.
- Maintain safety guidelines related to venue operations and maintenance.
- Manage safety and government compliance as related to venue.
- Manage facility compliance related to historical building guidelines and regulations.
- Directly supervise all technical personnel and outside vendors related to facilities.
- Undertake special assignments as directed.
- Report work schedule weekly and communicate regularly with General Manager.

E. Affiliations

Industry Partners

- Tectonic Theatre Group
- ABKCO
- Theatre Communications Group (TCG)
- Asolo Repertory Theatre
- The Studio Theatre DC
- rakontur

Sponsorships

- Lincoln Road BID
- Miami Design District
- Meat Market
- SuViche
- Segafredo
- Halves & Wholes
- Miami Herald
- The Bass
- Citizens Interested in Arts
- The New Tropic
- Menin Hospitality
- Mondrian
- Mast Capital
- Amazon Services Inc.
- WLRN
- RJ Heisenbottle Architects
- Avanti Way
- International Finance Bank
- Absolut Elyx
- Banco do Brasil

F. Grant Support

John S. and James L. Knight Foundation
Perez Family Foundation
Miami-Dade County, Department of Cultural Affairs
State of Florida, Department of Cultural Affairs
Mailman Foundation
Daniel Nir and Jill Braufman Foundation

G. Public Relations/Marketing Plan

Marketing Plan

A major multi-channel marketing campaign has been created for the 2018-2019 season of MND for the productions, *One Night In Miami...*, *Fake*, *Cocaine Cowboys*, and *Viva La Parranda*. This campaign includes:

- Thousands of direct mail season subscription brochures
- Full-page print ads in the Miami Herald, coupled with a digital marketing campaign including email blasts.
- Print ads in the Miami New Times, coupled with a digital marketing campaign.
- Additional digital marketing outlets include The New Tropic, Travelzoo, Goldstar, and the GMVCB website.

- Radio advertisements on WLRN, Hot 105, 103.5 Beat.
- Print ads in the Miami Times
- Print ads and feature in Legacy Magazine
- Cross-promotional eblast campaigns with New World Symphony, Arsht Center, The Bass, Nu Deco Ensemble
- Trailers at O Cinema locations
- Outdoor projections on Colony Theatre
- Extensive investments in Social Media and Online Digital Marketing Campaigns.

Public Relations

Through our partnership with the Lincoln Road BID, Miami New Drama enjoys public relations support from the Lou Hammond Group.

For *One Night in Miami...* Miami New Drama has contracted the services of One Circle Marketing, led by Suzan McDowell and is working with ABKCO's Bob Merlis out of Los Angeles to further promote music industry coverage of the production.

Public Outreach

Miami New Drama contributes hundreds of tickets annually through Miami Dade County Department of Cultural Affairs' Golden Ticket Program and directly to numerous Senior Centers throughout Miami Beach.

For the 2018-2019 Season, Miami New Drama will unveil a \$3.05 ticket program reserving seats for first time theatergoers for every performance.



FISCAL YEAR 2018-2019 SUMMARY SHEET

Projected Income	\$1,950,000
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Projected Expenses*	\$1,950,000
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**LESS AEA BOND*

Profit/Loss	\$0	*in-kind revenue not valued
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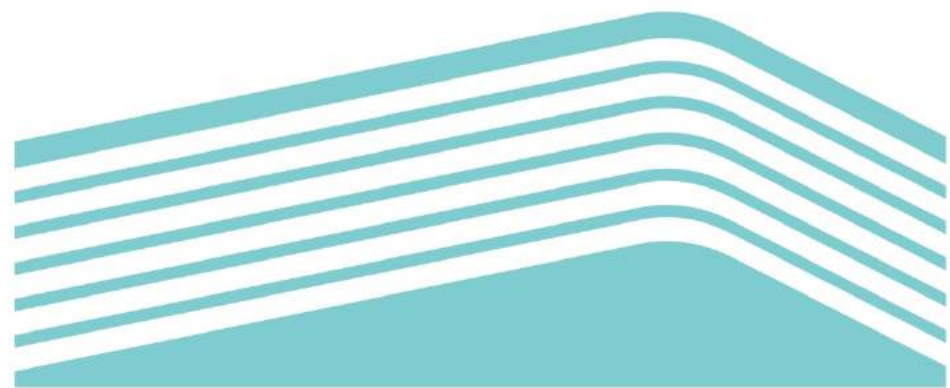
Summary of Expenses	
MND Personnel Expenses	
Artistic Director	\$60,000
Executive Director	\$37,500
Producing Director	\$35,000
Interns/Assistant Support	\$35,000
Health Insurance	\$20,000
Taxes	\$25,125
TOTAL	\$212,625
MND Company Expenses	
Accountant	\$15,000
Development Costs	\$20,000
Travel	\$5,000
Office Expenses	\$12,000
Advertising & Marketing	\$200,000
TOTAL	\$252,000
Colony Theatre Facilities Expenses	
Financial Director	\$37,500
Theater Manager	\$45,000
Custodial Manager	\$32,000
Operations Manager	\$50,000
Administrative/Box Office	\$28,000
Taxes & Benefits	\$38,500
Rentals & Brand Marketing	\$25,000
Production & Tech Crew	\$60,000
FOH Team	\$50,000
Insurance	\$20,000
Elevator Maintenance	\$5,000
Electricity	\$76,000
Office Expenses	\$12,000
Telephone & Internet	\$8,000
Facilities Supplies	\$40,000
Repairs & Maintenance (Labor)	\$15,000
Storage	\$20,000
Waste	\$2,100
Water	\$4,000
TOTAL	\$530,600
MND Production Expenses	
ONIM	\$212,000
FAKE	\$193,500
COCAINE COWBOYS	\$244,000
VIVA LA PARRANDA	\$214,000
ANTIGONE	\$68,775
TOTAL	\$932,275
<i>Contingency</i>	\$22,500
TOTAL	\$1,950,000
	\$1,950,000



Miami New Drama
Operating Budget and Projections
2015-2023

		ACTUALS (990)		PROJECTIONS						
		2-Year Management Agreement			5-Year Extension					
		Prior Year	Budgeted Current Year	Current Year Updated (Quarter 3)	Next Year	Year 2	Year 3	Year 4	Year 5	
		(2015-2016)	(2016-2017)	(2017-2018)	(2017-2018)	(2018-2019)	(2019-2020)	(2020-2021)	(2021-2022)	(2022-2023)
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Revenue less expenses		15,706.	-3,476.							

*if you go to print this, it looks best if you set the margins to "narrow" and "fit to width"



COLONY
T H E A T R E

MIAMI

NEW

DRAMA



MIAMI BEACH

HISTORIC COLONY THEATRE



Colony Theatre
opens
January 25th, 1935

“The Colony theater will be as modern as tomorrow”

Theatre News
WEEK BEGINNING JANUARY 25, 1935.

NOW --
THE NEW RENDEZVOUS FOR ENTERTAINMENT LOVERS!
THE COLONY
SPARKS' WONDER THEATRE
LINCOLN ROAD MIAMI BEACH

COLONY THEATER OPENS TONIGHT
Sparks House on Lincoln Road Built at Cost of \$150,000

INAUGURAL PROGRAM!
ENTIRE WEEK STARTING FRIDAY, JANUARY 25
The Screen's Proudest Achievement
"CLIVE OF INDIA"
Featuring **RONALD COLMAN, LORETTA YOUNG**
70 PRINCIPALS 3980 EXTRA

are the keynotes, the atmosphere relaxing and harmonious.

A handsome, spacious lobby, flanked by shops forms the entrance to the Colony. Beyond the lobby a roomy foyer leads to the auditorium. From each side of the foyer broad staircases with wide treads lead to the loge, where smoking will be permitted. Rest rooms similarly flank the foyer, a novelty being the addition of a large powder room. Upholstered lounges, deep soft chairs, smoking stands and end tables will welcome every visitor.

The carpeting is deep and soft, absorbing both shock and sound.

The auditorium will be fitted throughout with the latest and best obtainable in theater seats. Each chair, pride of the American Seating company, is an exact reproduction of those in use in the mezzanine only of the Radio City Music Hall. The Colony at its opening will be the only house in the country to be so seated throughout the entire auditorium, orchestra and loge. The seats themselves, 855 in all—645 in the orchestra and 210 in the loge—are 24 inches wide, deeply upholstered, with backs high enough to form a head-rest.

The latest in blowers and suction fans will be synchronized into a comprehensive system of air control to assure a complete change of air evenly throughout the house every few minutes.

The Colony theater will be as modern as tomorrow, its operators promise. Modernistic as to architecture and fittings, with the best features of the new mode retained, the decor combines the chic and smartness of the new with the comfort and restfulness of the old. Simplicity, dignity and good taste

Constructed at an estimated cost of \$150,000, including furnishings, equipment, elaborate cooling system, and lavish appointments, the Colony ranks as the finest playhouse in Greater Miami.

Nor does the inclusion of the many comforts and conveniences complete the story of what the Colony has provided for the enjoyment of patrons seeking the best that the motion picture industry is able to offer. Countless theaters, including the largest and the costliest in the country, have been remodeled to meet the demand for sound pictures, but the Colony, with six years of sound experimentation behind it by which to profit, is one of the finest to be planned from the beginning as a talking picture theater.

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COLONY THEATRE RECENT HISTORY



\$6 Million

2006 Renovation by
The City of Miami Beach



Under Spectra Management

Rental venue (2008-2016)

30-40 events per year

House dark 80% year

Consistent complaints to the city

Inconsistent maintenance of facility

MIAMI NEW DRAMA

PRESENTS THE GOLEM OF HAVANA

JANUARY-FEBRUARY 2016

- 5 week **SOLD OUT** run
- **6,500** attendees
- Highest grossing show at The Colony Theatre in recent history

CRITICS LOVE IT, SO WILL YOU!

★★★★★
FUNNY, SMART AND ABSOLUTELY GORGEOUS
—Entertainment Weekly

THOUGHTFUL, WELL-CONCEIVED, SMARTLY PRODUCED AND EXPERTLY ACTED MUSICAL
—The New York Times

PROVOCATIVE, INTELLIGENT... TOP-NOTCH MUSICAL THEATER... THE CREATORS DESERVE TO LIGHT SOME NICE, BIG CUBAN CIGARS
—TheaterMania.com

THE GOLEM OF HAVANA

FROM JANUARY 14TH TO FEBRUARY 7TH
THU-SAT 8PM
SUN 3PM

A NEW MUSICAL
AFTER TWO SOLD OUT RUNS OFF-BROADWAY AND THE BERKSHIRES THE GOLEM OF HAVANA FINALLY COMES HOME
THE COLONY THEATRE
1040 LINCOLN RD. MIAMI BEACH, FL 33139

MUSIC BY SALOMON LERNER
LYRICS BY LEN SCHIFF
BOOK AND DIRECTION BY MICHEL HAUSMANN

GET TICKETS

WWW.MIAMINEWDRAMA.ORG
BOX OFFICE

MIAMI NEW DRAMA (MND)

20% OFF WITH CODE: FUNDarte20
Discount Code only through January 22nd



CITY OF MIAMI BEACH APPOINTS MIAMI NEW DRAMA AS RESIDENT COMPANY OF THE COLONY THEATRE FOR A TWO-YEAR TRIAL PERIOD



Annual Agreement Terms 2016-2018

-  30,000 Attendees
-  75 Events
-  Quarterly report
-  \$170,000
Operating Contribution
\$80,000
Utility Reimbursement

OUR LEADERSHIP



Michel Hausmann
Artistic Director, Co-Founder



Moisés Kaufman
Artistic Associate, Co-Founder



Olga C. Granda
Executive Director



Lisa Dozier King
Executive Producer



Claudia Urdaneta
Theater Manager



Steven Nunez
Productions & Operations Manager

BOARD OF DIRECTORS

DAVID MICHAEL SCHARLIN, Chair

STEVEN BANDEL, Vice Chair

ALEXANDER GALSKY, Treasurer

YAEL MULLER, Secretary

EVAN FANCHER

GARY FARMER

MARLENE GREEN

MICHEL HAUSMANN

MOISES KAUFMAN

HELENE LINDENFELD

MARTIN LINDENFELD

JANET MELK

CHARLES MILLION

EDUARDO MULLER

ENRIQUE NORTEN

AMY SCHARLIN

DAVID SCHRADER

Non-Voting

BRANDI REDDICK

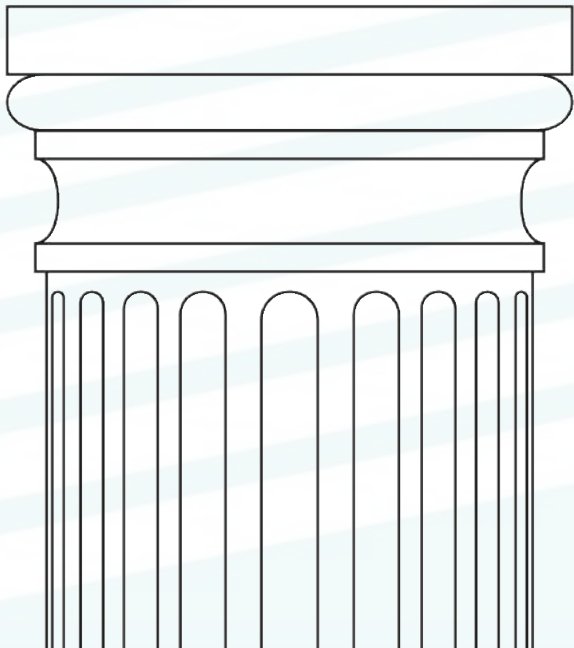
OLGA GRANDA



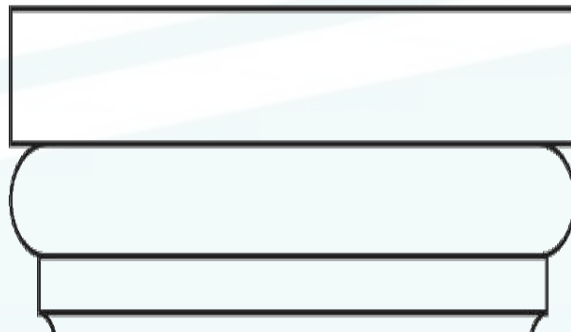
OUR MISSION

Founded by playwright and director, Michel Hausmann, and National Medal of the Arts winner, Moisés Kaufman, Miami New Drama is a producing organization committed to artistic excellence and groundbreaking work unique to this diverse and extraordinary city, with a vision of theater as a powerful vehicle for social change.

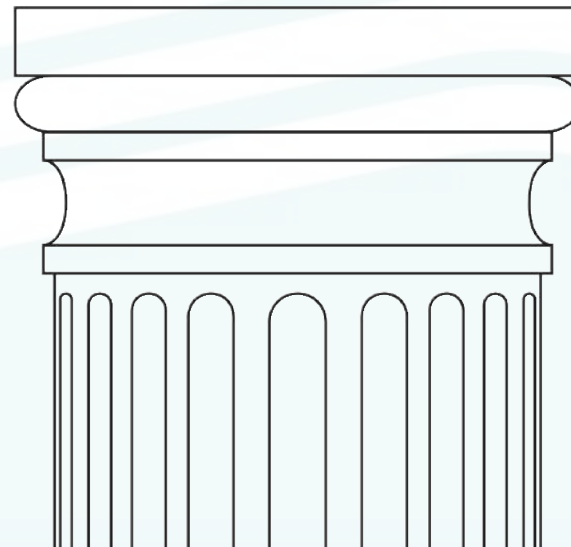
EXCELLENCE



DIVERSITY



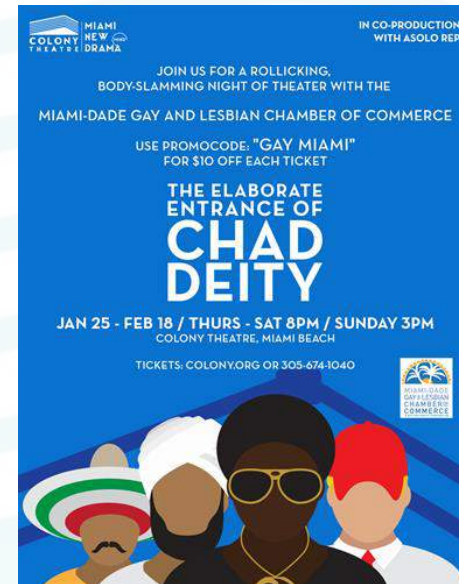
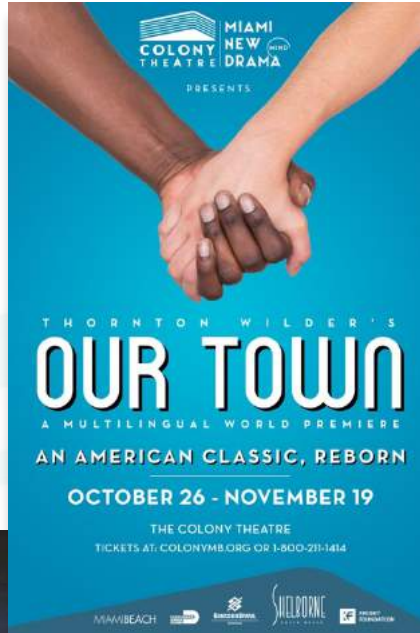
DIALOGUE



TRANSFORMATION



MIAMI NEW DRAMA PRODUCTIONS 2017-2018



Every production offered free performances and discounted tickets to the community.

COMMUNITY PROGRAMMING



The Colony Theatre has remained home for numerous non-profits and local festivals.

MILESTONES & ACCOLADES



2 Knight Arts Challenge Grants

Michel Hausmann accepts the Knight Arts Challenge awards with \$150,000 grants for each.



Premier of *Moonlight*

The cast celebrates the premiere of the Oscar winner for Best Picture, *Moonlight* in their hometown at The Colony Theatre.



Tappan Wilder, *The Wilder Family*

Nephew of American playwright and three time Pulitzer Prize winner Thornton Wilder speaks to students before a presentation of *Our Town*.



5 Proclamations

The Mayor and Commissioners of the City of Miami Beach have presented Miami New Drama with five proclamations.

MIAMI NEW DRAMA IN THE PRESS

The New York Times

Knight Foundation Helps Drive Miami Art Scene

"unites audiences from a range of backgrounds."

-Miami New Times



NEWS

Theater that reflects a changing America? Venezuelan Michel Hausmann is doing it in Miami

"We need to be a theater that creates work for a multilingual, diverse audience and a way for what the future of theater will look like in America."

The Washington Post

MORE THAN
100
HITS IN THE
PRESS!

The New York Times

"a Miami production [of *Our Town*] this fall will feature characters speaking in English, Spanish and Creole."



Norah Lopez Holden is Emily and Youssef Kerkour the stage manager in the Royal Exchange Theater production of "Our Town." Stephen King
By Matt Trueman

Miami Herald



Betsy Graver's Julie spins a fantasy with Rudi Goblen's John in Miami New Drama's "Queen of Basel" at the Colony Theatre. STIAN ROENNING

PERFORMING ARTS

'Queen of Basel' a modern Miami take on the 19th-century Swedish 'Miss Julie'



MIAMI NEW TIMES: BEST OF MIAMI 2018

BEST THEATER FOR DRAMA
Colony Theatre



BEST ACTOR
Pierre Jean Gonzalez



2017 Winner:

BEST THEATER FOR DRAMA
Adrienne Arsht Center for the Performing Arts

MIAMI NEW DRAMA'S DIRECT ECONOMIC IMPACT 2016-2018 (24 MONTHS)

**\$19.5
Million**

$\$500,000 \times 39 = \19.5 M
Miami New Drama leveraged each dollar of grant funding invested by the City of Miami Beach into \$39 of economic impact.

$\$53.51 \times 30,000 \text{ attendees} = \1.6 Million/year
On average a theater patron will spend \$53.51 per person, per event, beyond the cost of admission, on meals, parking, etc on Lincoln Road.

**\$3.2
Million**

**200+
Jobs**

Miami New Drama has employed over 200 full time, part time, or independent contractors, during our two-year period at the Colony Theatre.

Miami New Drama has booked over 300 nights at Miami Beach hotels in order to house our visiting artists.

**300+
Hotel
nights**

Sources: http://miamidadearts.org/sites/default/files/files/inline/2017_-_the_arts_in_miami-dade_county_final_7.17.2017.pdf

SPONSORS AND COMMUNITY PARTNERS

CITIZENS **IN**TERESTED
ARTS
KEEPING ARTS ALIVE IN SOUTH FLORIDA



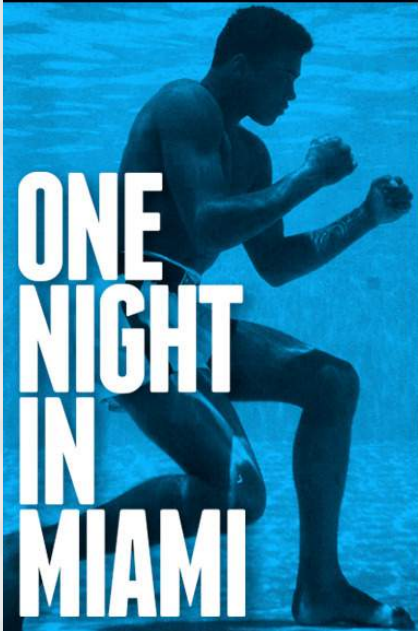
Looking towards the future...

COLONY

2018-2019 SEASON: EXTRAORDINARY STORIES FOR AN EXTRAORDINARY CITY



OCT - NOV 2018



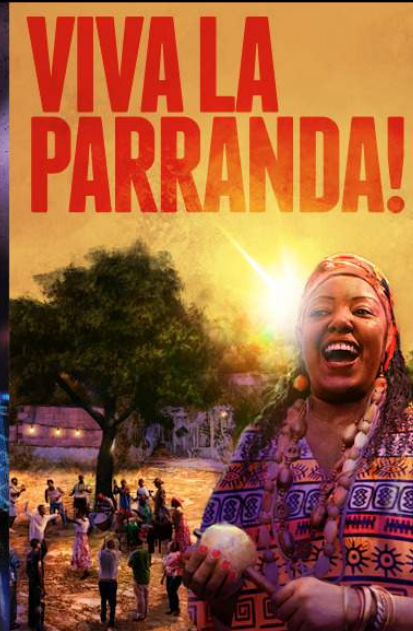
JAN- FEB 2019



APR- MAY 2019



MAY- JUN 2019



DEVELOPMENT OF NEW EDUCATION DIVISION



Educational programs for each of our productions



A traveling play for schools & senior centers



A SUMMER CAMP FOR CHILDREN THAT WILL LEAVE A MARK!

**DANCING - ACTING - SINGING
BEATBOXING - PAINTING**

A fun and creative camp for aspiring artists, led by professionals! This unique three-week summer camp at the Colony Theatre on Lincoln Road will combine lessons in acting for musicals, hip-hop and breakdancing, singing, beatboxing, percussion and painting to create an unforgettable experience for participating children. All of the educational activities will culminate in a show with participants taking the stage to premiere an exciting new production!

THREE-WEEK SESSION ONLY

JUNE 11-29, 2018

**Monday - Friday, 9am - 3pm,
early drop-off 8am
AGES 8 - 12**

FEE: \$750

REGISTER NOW: WWW.COLONY.ORG

**FOR MORE INFORMATION,
PLEASE CONTACT:**

**CAMP@MIAMINEWDrama.ORG
OR CALL 305-674-1040**



Children's workshops & camps

SUPPORT OUR FUTURE IN MIAMI BEACH

MIAMI NEW DRAMA REQUESTS:

5 year Lease Extension

- \$420,000 Operating Contribution
- \$80,000 Utilities Reimbursement
- CPI Increases



150 events / year



35,000 attendees / year

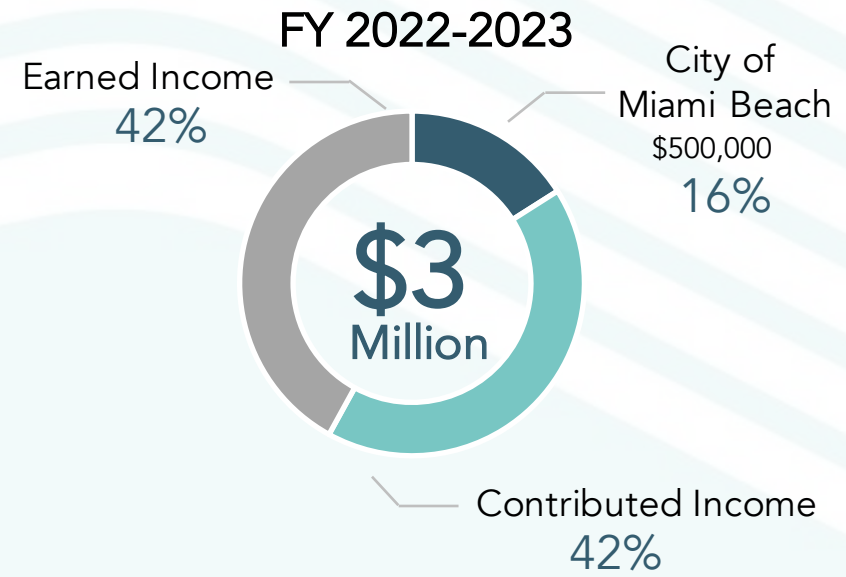
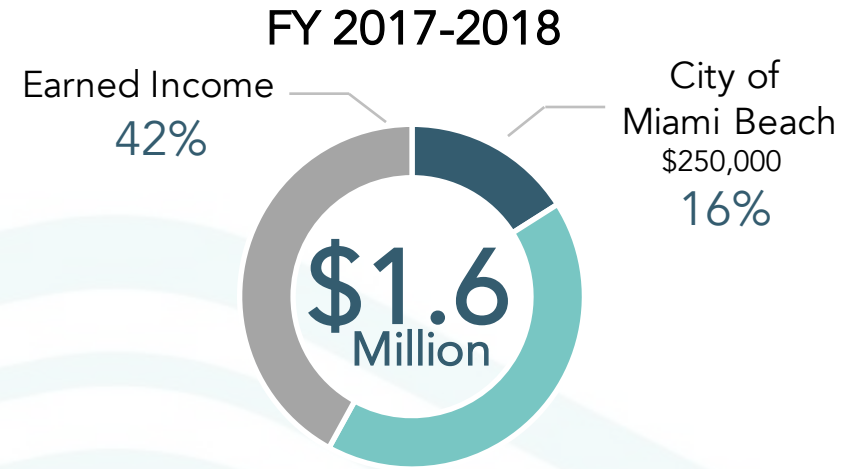
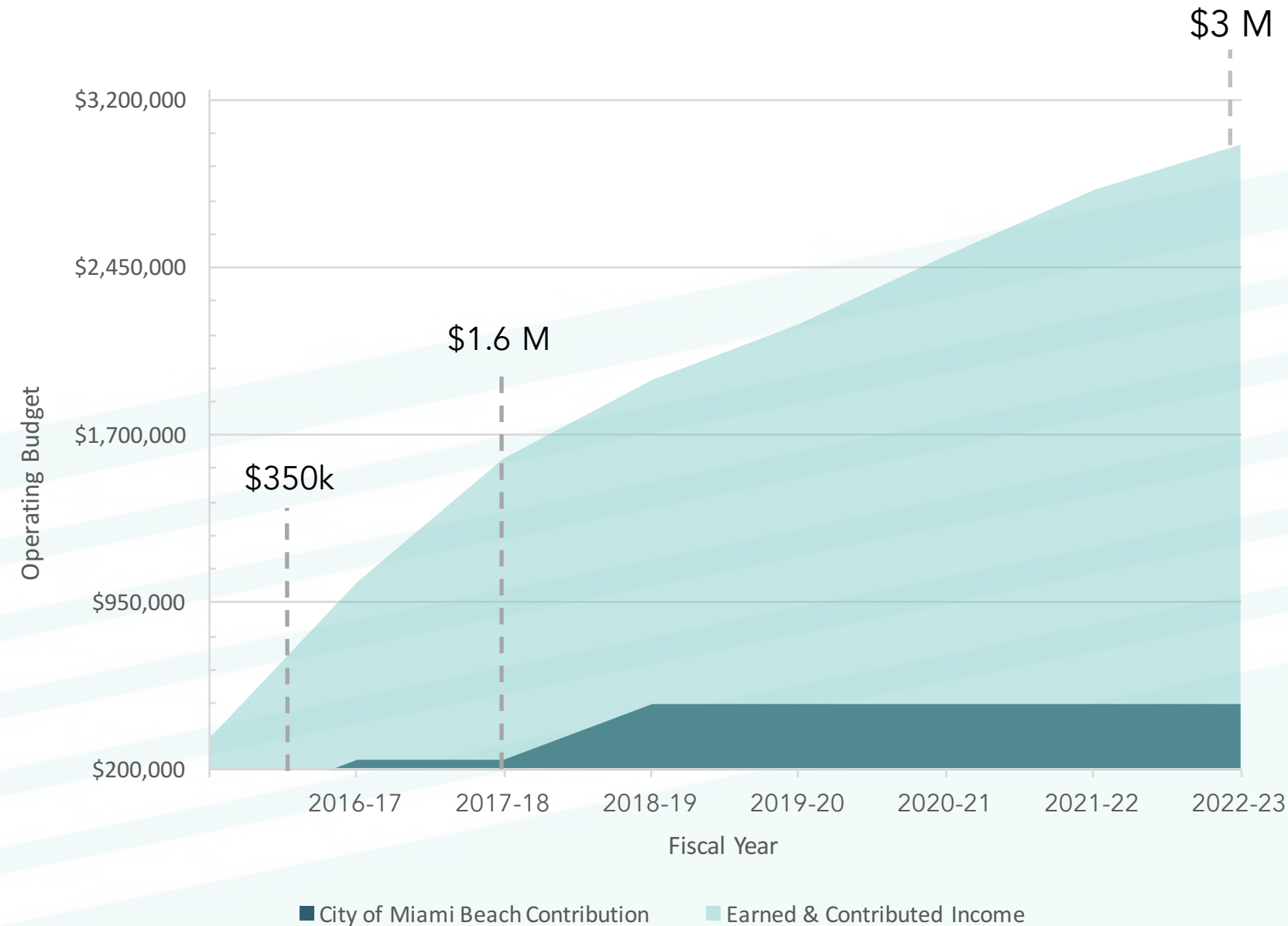


Development of Education Division



Biannual report

5 YEAR OPERATING BUDGET PROJECTION



COMPARATIVE CASE STUDIES

Seminole Theatre
(420 seats)
Homestead, FL

*exclusively a rental venue

\$380,000
Operating Budget

\$380,000
City Contribution



2 full-time
10 part-time

[A]

Sandrell Rivers Theatre
(200 seats)
Miami, FL

\$917,000
Operating Budget

\$400,000
County Contribution



10 full-time
20-30 part-time

[B]

Bass Museum of Art
Miami Beach, FL

\$3,168,000
Operating Budget

\$651,000+
City Contribution



18 full-time
3-10 part-time

[C]

MIAMI NEW DRAMA'S PROPOSED PUBLIC BENEFIT **ANNUALLY**

**\$19.5
Million**

$\$500,000 \times 39 = \19.5 M

Miami New Drama will leverage each dollar of funding invested by the City of Miami Beach into \$39 of economic impact.

$\$53.51 \times 35,000 \text{ attendees} =$
 $\$1.87 \text{ Million/year}$

On average a theater patron will spend \$53.51 per person, per event, beyond the cost of admission, on meals, parking, etc. on Lincoln Road.

**\$1.87
Million**

**8000+
students
impacted**

Miami New Drama will reach over 8000 students through lectures, touring productions, field trips, and workshops each year.

Miami New Drama will provide over 1000 free or discounted tickets to the community, including seniors and veterans, each year.

**1000+
tickets**



1040 Lincoln Road
Miami Beach, FL 33139

www.colony.org

Michel Hausmann
Artistic Director
(305) 414-1121
michel@miaminewdrama.org

Olga C. Granda
Executive Director
(305) 674-1040
olga@miaminewdrama.org

Appendix

[A] Seminole Theatre

18 N Krome Ave, Homestead, FL 33030

<https://www.cityofhomestead.com/DocumentCenter/View/2309/FY-2018-Adopted-Budget-Book?bidId=>

Parks, Recreation & Facility Maintenance Department

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	ACTUAL EXPENSES FY 2016	ADOPTED BUDGET FY 2017	ADJUSTED BUDGET FY 2017	ADOPTED BUDGET FY 2018
SEMINOLE THEATRE					
001-6150-572.31-30	SPECIAL DEPARTMENTAL SUPPLIE \$	1,966	\$ 5,000	\$ 5,000	\$ 5,000
001-6150-572.33-20	MANAGEMENT/CONSULT FEES	215,000	230,000	230,000	250,000
001-6150-572.34-36	PROPERTY/BLDG INSURANCE	48,601	44,158	44,158	34,301
001-6150-572.34-51	ELECTRICITY CHARGES	35,421	60,000	60,000	40,000
001-6150-572.34-53	WATER/SEWER CHARGES	1,314	3,000	3,000	3,000
001-6150-572.34-54	GARBAGE CHARGES	1,491	3,000	3,000	3,000
001-6150-572.34-55	TELEPHONE CHARGES	4,086	4,600	4,600	4,600
001-6150-572.34-58	STORMWATER CHARGES	930	1,000	1,000	1,000
001-6150-572.35-10	BUILDING REPAIRS & MAINTENANC	1,350	10,000	22,500	17,500
001-6150-572.35-30	EQUIPMENT REPAIRS & MAINTENA	3,255	0	0	0
001-6150-572.35-60	MAINT. CONTRACTS & LICENS	8,836	17,699	17,699	17,699
001-6150-572.60-25	BUILDING IMPROVEMENTS	2,815	0	0	0
TOTAL SEMINOLE THEATRE		\$ 325,065	\$ 378,457	\$ 390,957	\$ 376,100

[B] Sandrell Rivers Theatre (Fantasy Theatre Factory)
6103 NW 7th Ave, Miami, FL 33127

https://d36ff89f97eddeae95d-4a6d7498c2822f0d4f092500bd8afae4.ssl.cf1.rackcdn.com/Uploads/client_id_159882_upload_1508016694.6339.pdf

Fantasy Theatre Factory Consolidated Operating Budget Projection 2017-18	
Personnel Expenses	Expense Projection (FY 17-18)
Executive Artistic Director (Salaried F/T) Larry Fields	\$70,000
Theater Manager/Scheduling Director (Salaried, F/T) Evelyn Sullivan	\$55,000
Financial Director (Hourly, F/T) Clara Arango	\$52,500
Marketing Director (Hourly, F/T) Alex Machado	\$31,200
Outside Artists (Outside Contractor NOT Subject to Taxes)	\$68,000
Outside Tech (Outside Contractor NOT Subject to Taxes)	\$7,500
Production/Facility Manager (Salaried F/T) Rommel Arellan Marinas	\$42,000
Production Assistant (Hourly, P/T) Paula Mackie	\$18,096
Production Assistant (Hourly, P/T) OPEN POSITION	\$18,096
Technical Director (Hourly, F/T) Kenyatta DeShazor	\$50,000
Scheduling Assistant Jesus Vazquez	\$31,200
Security (Outside Contractor NOT Subject to Taxes, F/T) Otto Cintra	\$35,000
Custodian (Hourly F/T) Francia Franco	\$24,960
Office/Box Office Manager (Hourly, F/T) Patricia Morales	\$31,200
Outside Additional Stagehands & Maintenance Workers as Needed (Outside Contractor NOT Subject to Taxes)	\$12,000
Staffing for M Ensemble Productions (House Manager, Box Office Manager, Box Office Assistant, Tech Director, Security, Janitorial)	\$23,520
Employee Health Benefits (F/T)	\$12,210
Employee taxes (SS, Medicare)	\$34,255
Personnel Total:	\$616,737
Reoccurring Annual Expenses	Expense Projection (FY 17-18)
Utilities - FPL	\$65,000
Utilities - Water & Sewer	\$4,500
Garbage/Recycling	\$5,500
Elevator Maintenance	\$3,000
Fire Alarm Monitoring	\$5,000
Fire Alarm Testing and Certification	\$1,600
Burglar Alarm Monitoring	\$1,000
HVAC Maintenance	\$7,000
IT Services	\$5,000
Wi-Fi Bandwidth/Internet/Phones	\$12,000
Office Supplies	\$3,000
Bulb Replacement	\$4,000
Cleaning/Maintenance Supplies	\$12,500
Misc. Costs and Expenses	\$14,000
Property Insurance	\$15,000
Garage Maintenance and Repair	\$2,500
Concessions	\$2,000

Merchant Processing Fees	\$2,000
General Commercial Liability	\$5,500
Commercial Auto Ins	\$6,500
Workers Comp	\$6,500
Travel Exp	\$25,000
Food, Lodging	\$5,000
Marketing Expense (printing, web, social media, etc.)	\$20,000
Theater Supplies	\$15,000
Production Rental (outside theaters for fieldtrips)	\$5,500
Accounting	\$16,000
Other Production Expense	\$22,341
Unemployment Tax	\$4,000
Non Profit Directors & Officers Insurance	\$1,000
Bond Renewal	\$1,300
Interest on Ford Van	\$80
Postage	\$2,000
Reoccurring Expense Total	\$300,321
Total Projected Company Expenses (FY17-18)	\$917,058
Income	Income Projection (FY 17-18)
Theater Rentals	\$24,319
Concessions Sales	\$4,000
Facility Fees	\$3,500
M Ensemble Reimbursement of Direct Costs for Productions	\$23,520
FTF Program Admissions at SRT	\$20,000
CUA Facility Grant	\$400,000
Community Events	\$90,000
In-School	\$52,500
Interest Income	\$612
Miami-Dade YAM Grant	\$90,000
Broward County RINV Grant	\$12,800
State of Florida Gen Sup Grant	\$14,807
Miami Beach Grant	\$19,000
Broward County CAEP Grant	\$4,500
Jim Moran Foundation	\$57,500
Miami-Dade DERM	\$45,000
Funding Arts Broward	\$10,000
Admissions FTF Outside Fieldtrips	\$25,000
Fiscal Agent Fees	\$20,000
Total Projected Company Income:	\$917,058
Total Profit/Loss:	\$0

[C] Bass Museum of Art
2100 Collins Ave, Miami Beach, FL 33139

<https://miamibeach.novusagenda.com/agendapublic/CoverSheet.aspx?ItemID=6615&MeetingID=430>

Administrative Costs	\$ 206,210
Facilities Costs	\$ 256,500
Permanent Collection Costs	\$ 180,290
Marketing Costs	\$ 8,000
Total	\$ 651,000