

# FLORIDA GRAND opera

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NEWS RELEASE

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## 2006-07 Season Ticket Sales Set New Records for Florida Grand Opera

Miami, FL –Ticket sales for Florida Grand Opera’s 2006-07 season set new records for attendance and revenue generated. The total ticket sales revenue of **\$7,230,000** surpassed the previous season’s record of \$5,226,400 by \$2,003,600, representing a **38% increase**. In total, **117,346 seats were filled** for the 2006-07 season, consisting of 53 performances of 6 opera productions, surpassing the previous season’s record attendance of 91,321. Nearly half of the 53 performances were sold out, resulting in an overall season capacity of 91.4%.

Florida Grand Opera’s new production of Verdi’s *Aïda*, the Company’s inaugural production in the Sanford and Dolores Ziff Ballet Opera House at Miami’s Carnival Center for the Performing Arts, was given a total of 12 performances, the highest number in the company’s history. Total attendance for the 12 sold-out performances of *Aïda* was 28,317.

Marc A. Scorca, President & CEO of OPERA America, the national service organization, said, "The success of Florida Grand Opera this season is historic. In the same year that The Metropolitan Opera initiated high-definition transmissions to movie theaters across the country, Florida Grand Opera moved into a new opera house and joined only a handful of leading companies with ticket sales of over 100,000. It is wonderful to see FGO fulfill its potential as one of the most important opera companies in North America, demonstrating opera's vitality."

Robert M. Heuer, Florida Grand Opera’s General Director & CEO, stated, “This has truly been an historic milestone for Florida Grand Opera. The move to the Ziff Ballet Opera House at Carnival Center provided our Miami audiences with the kind of facility our Fort Lauderdale audiences have enjoyed at the Broward Center for several years now. Our new productions of *Aïda*, *La sonnambula*, and *Anna Karenina* would not have been possible without the Ziff Ballet Opera House. I am deeply grateful for the dedication and professionalism of the Opera’s staff, and for the loyalty and commitment of our Board of Directors and our patrons.”

### **About Florida Grand Opera**

**Florida Grand Opera** was formed in June 1994 by the merger of Greater Miami Opera, founded in 1941, and The Opera Guild Inc., of Fort Lauderdale, founded in 1945. Celebrating its 67<sup>th</sup> season of continuous performances, Florida Grand Opera stands as one of the oldest performing arts organizations in Florida. In addition to producing standard repertoire, Florida Grand Opera also presents lesser known operas, as well as commissions and produces new operas. Since 1985, under the leadership of General Director Robert M. Heuer, the organization has produced more than 90 main-stage productions, including more than 25 operas never before seen in South Florida. Annually, performances are attended by over 115,000 people, and its community engagement programs serve over 50,000 students. FGO offers several highly successful outreach and educational programs, including its internationally recognized Young Artist Studio Program. Founded in 1984, the program attracts young singers who train and enhance their professional skills during a 35-week Miami residency.

Florida Grand Opera is sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, the Florida Arts Council, and the National Endowment for the Arts. Funding for this organization is provided, in part, by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and by the Greater Fort Lauderdale Convention & Visitors Bureau. Additional support is provided by the Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council, the Mayor and the Miami-Dade County Board of County Commissioners. Program support is provided by the City of Miami Beach, Cultural Affairs Program, Cultural Arts Council. Florida Grand Opera is a Resident Company of Carnival Center for the Performing Arts and a member company of OPERA America.

Young Artist programming and education outreach is also funded through generous grants from Miami Dade County Public Schools, the School Board of Broward County, Florida, The A.D. Henderson Foundation, The Batchelor Foundation, Peacock Foundation, Community Foundation of Broward, Carnival Cruise Lines, Inc., BankAtlantic Foundation, Assurant Solutions / Assurant Specialty Property, Publix Super Markets Charities, Federated Department Stores, Citizens Interested in Arts, and Florida Department of State, Division of Cultural Affairs.

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