



## MILLER THEATRE ADVISORY BOARD (MTAB) 2018 REVIEW

- Celebrated the 95<sup>th</sup> anniversary season with special branding and #CelebrateMiller encouragement from Mayor Sylvester Turner who unveiled the promotion at our opening performance on March 16.
- Miller Outdoor Theatre hosted 129 artistically and culturally diverse performances and events, attracting nearly 355,000 Houstonians and visitors. With a total HOT investment of \$2.504 million in MTAB, ROI for the City was \$7.05. HOT distributed through 34 grants and 28 presented programs was \$1,871,500, with attendance at those programs of 336,600, ROI for the City was \$5.56.
- ***Thriller at Miller*** gala, November 16<sup>th</sup>, was the most successful fundraising event in MTAB history, surpassing the goal and raising nearly \$250,000. 265 guests attended the reception in the Cherie Flores Pavilion of the McGovern Centennial Gardens in Hermann Park preceding a performance of *I am King: The Michael Jackson Experience* at Miller Outdoor Theatre.
- MTAB has fulfilled reporting requirements in the HOT agreement including filing the 2017 audit by June 30, 2018; submitting monthly MWDDBE utilization reports (exceeding the goal by more than 7.793% to date); and filing quarterly HOT expenditure reports on time.
- MTAB continues to solicit grant applications from qualified minority performing arts groups in its quest to increase diversity in grantees and grants programming and received applications from 4 new diverse organizations for 2019 funding.
- Debbie Moffett of DGM Consulting led the Board through a Strategic Planning Process which will continue through 2019, culminating in the 2023 Centennial Celebration for Miller Outdoor Theatre.
- Redesigned website was launched November 20<sup>th</sup>.
- TripSavvy (travel advice website reaching more than 8 million readers monthly) awarded Miller Outdoor Theatre the 2018 TripSavvy Editors' Choice Award for Best Live Music Venues. MOT is one of 1,400 businesses worldwide to receive such recognition!