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## LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: July 11, 2011

SUBJECT: SoundScape Cinema Series at the ExoStage, an Arts in the Park Program

This Letter to Commission is provided as an update on the inaugural season of the SoundScape Cinema Series beginning in March. The City developed and produced the SoundScape Cinema Series at the ExoStage to allow the public to experience FREE weekly movies. The Cinema Series is part of the City's Arts in the Park program that was launched in 2006 in response to the results of community surveys and focus groups that indicated residents would like to see more free cultural events. The SoundScape Cinema Series uses the state-of-the-art visual and audio technology in SoundScape, providing a variety of movies on the soaring, 7,000-square-foot projection wall.

In producing the SoundScape Cinema Series, the City uses the following Selection Criteria for movies:

1. Public Performance Event License availability
2. Rating of "G", "PG" or "PG-13" by the Motion Picture Association of America (MPAA)
3. History of critical and commercial success to appeal to largest resident population
4. Variety of programming through length of series: balancing recent and classic films in numerous genres (action, comedy, musicals, drama, animation, suspense, science fiction/fantasy)
5. Appropriateness of film to public outdoor large-screen format

The inaugural season of the Cinema Series ran fourteen (14) weeks. The movies were shown on Wednesday nights in an effort to bring consumers to the area during a slower night of the week. The following movies were shown:

- March 16: **Avatar**
- March 23: **Fantastic Mr. Fox**
- March 30: **Grease**
- April 6: **Star Wars**
- April 13: **Moulin Rouge (cancelled due to rain)**
- April 20: **Big**
- April 27: **Fantasia**
- May 4: **North By Northwest**
- May 11: **Wall-E**
- May 18: **2001: A Space Odyssey**
- May 25: **The Sound of Music**
- June 1: **Casablanca**
- June 8: **The Wizard of Oz**
- June 15: **Dirty Dancing**

SoundScape Cinema Series

The SoundScape Cinema Series has been very well received by the Community. The program had an average weekly attendance of 938 people, with a high of 1,200 for Wizard of Oz. Attendees continue to provide very positive feedback to City Staff regarding the experience, and many say it has enhanced their sense of community and quality of life.

Due to the program's success, movies will now also be shown in August prior to the start of the next school year. The following is a list of the selected August movies:

August 3: ***Ghostbusters***  
August 10: ***Spider-Man***  
August 17: ***Back To The Future***  
August 24: ***HBO Film: Iron Jawed Angels***

The City was able to secure Total Bank as a sponsor of the June 15 movie and continues to seek sponsorship for the program at large. At this time, the Administration is planning to continue the Cinema Series from October 2011 – May 2012, subject to funding availability. Additionally, other programming alternatives are also being developed by the Administration. We will provide that information and schedule once it is fully developed.

We are also very proud to report that Today.com, in cooperation with Travel + Leisure Magazine, ran a story in the travel section of the website on June 10, 2011, highlighting America's Best Outdoor Movie Theaters, which included the City's SoundScape Cinema Series.

Please feel free to contact me if you have any questions.

C: Hilda M. Fernandez, Assistant City Manager  
Max A. Sklar, Tourism and Cultural Development Director  
Gary Farmer, Cultural Affairs Program Manager