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KRAVIS CENTER DRESS CIRCLE MEMBERS HONORED WITH SPECIAL EVENING

Annual Dress Circle members learn details of Kravis 2020: The Future Is Now Campaign

(West Palm Beach, Fla.) Dress Circle members were honored at a special Dinner Dance on December 10, 2018 at the Raymond F. Kravis Center for the Performing Arts, where over 400 supporters were in attendance. The highlight of the evening was a special presentation on ***Kravis 2020: The Future Is Now*** campaign.

Sponsored by UBS Private Wealth Management for the fourth consecutive year, the annual event included a cocktail reception and dinner by Catering by The Breakers at the Kravis Center and live music from Marcia Mitchell Music.

During the dinner, Judith Mitchell, CEO of the Kravis Center, welcomed and thanked the Dress Circle members saying “Many of you have supported us for more than two decades, and during that time, the Center has become recognized as a premier performing arts center, both nationally and internationally. This past fiscal year, *Pollstar* World Wide Tickets Sales ranked the Kravis Center as the seventh busiest performing arts center in the world, and the fifth busiest in the United States in the facility category of halls with up to 10,000 seats. Quite remarkable when you consider that Dreyfoos Hall has 2,195 seats!

“We exceeded last season’s annual fundraising goal of \$6 million in great part due to the generosity of our Dress Circle members. The financial commitment of donors who give at your level of \$1,000 and above represented 89 percent of our annual \$6 million fundraising goal. It is heartwarming for me to have the opportunity this evening to say thank you for your continued support.”

Ms. Mitchell reported that the Kravis Center’s 2018-19 season is in full swing with a record number of subscribers to the *Kravis On Broadway* Series ... just under 10,000. Tickets are in high demand for the two signature fundraising events – the Palm Beach Wine Auction on January 24 and the Kravis Center Gala on March 1, which will include a performance by David Foster and Friends featuring the Kravis Center Pops Orchestra. Ms. Mitchell then recognized Board members and Life Trustees in attendance and introduced Kravis Center Board Chairman Michael Bracci.

Mr. Bracci thanked Ms. Mitchell, and noted that she started at the Center in 1989 as the Development Director, became the CEO in 1992 and now has a dedicated staff of 227 employees.

Mr. Bracci then presented the ***Kravis 2020: The Future is Now*** video and provided an overview of the project, “The Kravis Center needed to enhance the guest experience and to adapt to the community’s needs. The project includes expanding the Dreyfoos Hall Lobby and adding additional restrooms, guest gathering space and seating, adding a new valet parking garage, creating pedestrian-friendly plazas, adding a new entrance/exit ramp to the existing garage and improving overall traffic flow on and around the Kravis Center campus. Construction is well underway and we anticipate completion in 2020. This

project will reduce congestion, increase safety as well as increase technology campus-wide to improve customer service, security, Box Office communications and parking availability for guests.”

Mr. Bracci acknowledged John Kessler, Campaign Chairman and Kravis Center Board Vice Chairman, for his tireless efforts on the **Kravis 2020** campaign.

“In addition, I want to thank tonight’s sponsor, UBS Private Wealth Management, and introduce my friend, Eileen Berman, UBS Managing Director,” Mr. Bracci said.

Ms. Berman thanked the Dress Circle members for their generous contributions and continued support of the Kravis Center.

“Rather than talk about UBS, which might bore you, or the markets, which might depress you, I’d like to focus on a positive topic: the expanding diversity in the Kravis Center’s programming. I’d like to give a shout out to Lee Bell, Senior Director of Programming who for the past 22 years, has presented a wide and diverse variety of performances to meet the interest of our entire community,” Ms. Berman said.

Dress Circle members are donors who support the Center by contributing \$1,000 or more annually. Membership benefits include priority seating based on membership level, special ticketing privileges, including ticket exchange, invitation to the annual Dress Circle recognition event, 15 percent discount on all purchases made at the Kravis Center Gift Shop, listing in Kravis Center *Playbill* and *Ovations* magazines and acknowledgement of support on the Dress Circle Wall of Honor.

The Raymond F. Kravis Center for the Performing Arts is a not-for-profit performing arts center located at 701 Okeechobee Blvd. in West Palm Beach, FL. The Center's mission is to enhance the quality of life in Palm Beach County by presenting a diverse schedule of national and international artists and companies of the highest quality, by offering comprehensive arts education programs - serving approximately 2.5 million students since its inception; by providing a Palm Beach County home for local and regional arts organizations to showcase their work; and by providing an economic catalyst and community leadership in West Palm Beach, supporting efforts to increase travel and tourism to Palm Beach County. To enhance and elevate the customer experience, the Center has embarked upon a \$50 million capital campaign to support a campus redesign and facility expansion that will create a more accessible, comfortable and pedestrian-friendly venue for the community. Aptly named **Kravis 2020: The Future is Now**, this campaign is at the heart of the Kravis Center's vision for the future.

For more information on becoming a member of the Kravis Center call 561-651-4320 or visit kravis.org/membership. For general information about the Kravis Center, please visit kravis.org or call the Box Office at 561.832.7469. For more information about the **Kravis 2020: The Future is Now** project, visit kravis.org/kravis2020.