

Meeting Date: February 10, 2015

Agenda Item

24

REQUESTED COMMISSION ACTION:

Consent

Ordinance

X Resolution

Consideration/
Discussion

Presentation

SHORT TITLE

A resolution of the City Commission approving and authorizing the proper city officials to submit an application to Broward County for the Tourist Development Tax Capital Challenge Grant Program for the purpose of obtaining funds in the amount of \$500,000 for the Pompano Beach Cultural Center; and, if awarded, authorizing the City Manager to accept the funds.

Summary of Purpose and Why:



Broward County announced a new grant program: the Broward County Tourist Development Tax Capital Challenge Grant. The Tourist Development Tax is a local sales tax, authorized and governed by Florida Statute 125.0104. In 1980, Broward County Ordinance 80-70 authorized the Board of County commissioners to levy and impose a 2% Tourist Development Tax. Periodically, Broward County receives request for financial assistance from local municipalities or nonprofit organizations to support capital projects using proceeds from this tax. We've attached the 2014/2015 grant application and will complete the grant application for 2015/2016 funding period online, which will be similar to the 2014/2015 application. Staff is in the process of completing the grant application, which is due on February 15, 2015. We will be requesting grant funding in the amount of \$500,000 for the Pompano Beach Cultural Center. The grant requires a two-to-one match which the city would meet with existing allocations for the Cultural Center.

This item is related to Strategic Plan Strategy: Great Places: goal 7.0, initiative 7.3, objective 7.3.1- Redevelopment of "Old Pompano".

- (1) Origin of request for this action: Staff initiated
(2) Primary staff contact: Mark Beaudreau, Recreation Programs Administrator Ext. 4191
(3) Expiration of contract, if applicable: n/a
(4) Fiscal impact and source of funding: None at this time.

Table with 4 columns: DEPARTMENTAL COORDINATION, DATE, DEPARTMENTAL RECOMMENDATION, DEPARTMENTAL HEAD SIGNATURE. Rows include Parks & Recreation, City Attorney, Finance, and City Manager.

ACTION TAKEN BY COMMISSION:

Table with 4 columns: Ordinance/Workshop, Resolution, Consideration, Results. Rows include 1st Reading and 2nd Reading.



MEMORANDUM

Parks, Recreation & Cultural Arts

Memorandum 15-A044

February 4, 2015

TO: Dennis Beach, City Manager

FROM: Mark Beaudreau, Recreation Programs Administrator

SUBJECT: Broward County Tourist Development Tax Capital Challenge Grant Application for the Pompano Beach Cultural Center

Please place the attached resolution on the February 10, City Commission agenda. The resolution authorizes the proper city officials to apply for a Broward County Tourist Development Tax Capital Challenge Grant in the amount of \$500,000 for the Pompano Beach Cultural Center.

In January 2014, Broward County announced a new grant program: the Broward County Tourist Development Tax Capital Challenge Grant. The tourist development tax is a local sales tax, authorized and governed by Florida Statute 125.0104. In 1980, Broward County Ordinance #80-70 authorized the Board of County Commissioners to levy and impose a two percent (2%) tourist development tax. Periodically, Broward County receives requests for financial assistance from local municipalities or nonprofit organizations to support capital projects using proceeds from this tax.

Project funds may be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote certain facilities as authorized by the Local Option Tourist Development Act (as authorized in Section 125.0104, Florida Statutes), including convention centers, sports stadiums, sports arenas, coliseums, auditoriums, aquariums, or museums that are publicly owned and operated, or owned and operated by non-profit organizations and open to members of the public, within the boundaries of Broward County.

The 2015/2016 grant application is online and will be similar to the attached 2014/2015 grant application. We will be requesting grant funding in the amount of \$500,000 for the Pompano Beach Cultural Center. The deadline for submission is February 15, 2015. The grant application requires a two-to-one match which the city would meet with existing allocations for the Cultural Center.

Staff recommends application for a Broward County Tourist Development Tax Capital Challenge Grant in the amount of \$500,000 for the Pompano Beach Cultural Center.



City Attorney's Communication #2015-541

February 4, 2015

TO: Mark A. Beaudreau, Recreation Programs Administrator

FROM: Gordon B. Linn, City Attorney

RE: Resolution – Grant Application for the Tourist Development Tax Capital Challenge Grants Program

As requested in your email of February 3, 2015, the following form of Resolution, relative to the above-referenced matter, has been prepared and is attached:

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, AUTHORIZING THE PROPER CITY OFFICIAL TO SUBMIT AN APPLICATION TO BROWARD COUNTY FOR THE TOURIST DEVELOPMENT TAX CAPITAL CHALLENGE GRANT PROGRAM FOR THE PURPOSE OF OBTAINING FUNDS IN THE AMOUNT OF \$500,000.00 FOR THE POMPANO BEACH CULTURAL CENTER; AND, IF AWARDED, AUTHORIZING THE CITY MANAGER TO ACCEPT THE FUNDS; PROVIDING AN EFFECTIVE DATE.

Please feel free to contact me if I may be of further assistance.



GORDON B. LINN

/jrm
l:cor/recr/2015-541

Attachment

RESOLUTION NO. 2015-_____

CITY OF POMPANO BEACH
Broward County, Florida

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, AUTHORIZING THE PROPER CITY OFFICIAL TO SUBMIT AN APPLICATION TO BROWARD COUNTY FOR THE TOURIST DEVELOPMENT TAX CAPITAL CHALLENGE GRANT PROGRAM FOR THE PURPOSE OF OBTAINING FUNDS IN THE AMOUNT OF \$500,000.00 FOR THE POMPANO BEACH CULTURAL CENTER; AND, IF AWARDED, AUTHORIZING THE CITY MANAGER TO ACCEPT THE FUNDS; PROVIDING AN EFFECTIVE DATE.

WHEREAS, Broward County offers a grant challenge for funds to be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote certain facilities as authorized by the Local Option Tourist Development Act, Section 125.0104, Florida Statutes; and

WHEREAS, an application ("Application") must be submitted to Broward County to participate in said challenge; and

WHEREAS, it is the desire of the City of Pompano Beach, Florida, to formally adopt an official Resolution to approve the submittal of an Application in the amount of \$500,000.00; now, therefore,

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA:

SECTION 1. That the proper city officials are hereby authorized to submit an Application to Broward County for the Tourist Development Tax Capital Challenge Grant

Program for the purpose of obtaining or acquiring funds in the amount of \$500,000.00 for the Pompano Beach Cultural Center.

SECTION 2. That the City Manager or his designee shall be the official liaison agent and is authorized to accept the funds.

SECTION 3. This Resolution shall become effective upon passage.

PASSED AND ADOPTED this _____ day of _____, 2015.

LAMAR FISHER, MAYOR

ATTEST:

MARY L. CHAMBERS, CITY CLERK

GBL/jrm
2/4/15
l:reso/2015-197

**1. Introduction - Tourist Development Tax (TDT) Capital Challenge Grant Program (TDT-CCGP)
Broward County Cultural Division/ Broward Cultural Council/ Broward County Board of
County Commissioners**

Tourist Development Tax (TDT) Capital Challenge Grant Program (for the funding period: October 1, 2014 through September 30, 2015)

Purpose: The TDT is a local sales tax, authorized and governed by Florida Statute 125.0104. In 1980, Broward County Ordinance #80-70 authorized the Board to levy and impose a two percent TDT. Periodically, Broward County receives requests for financial assistance from local municipalities or non-profit organizations to support capital projects using proceeds from this tax. This program is for applicant(s) seeking capital funds and is otherwise ineligible under the County's existing Cultural Division Grants Program solicitations. Any award and expenditures of tourist development tax funds must comply with the express authorized use(s) of such funds pursuant to Florida Statutes Section 125.0104. Applicants shall ensure that the proposed use(s) and, if awarded, the actual use of the tourist development tax funds are expressly permitted by Section 125.0104, and shall provide documentation sufficient to substantiate same to County upon request. Project funds may be used to acquire, construct, extend, enlarge, remodel, repair, improve, or maintain tourist-oriented facilities, including convention centers, sports stadiums, sports arenas, coliseums, auditoriums, aquariums, or museums that are publicly owned and operated, or owned and operated by non-profit organizations (NPOs) and open to the public, within the boundaries of Broward County.

Application Deadline: A completed application must be submitted between December 1 and February 15 of each year. and by February 15 on, or before, 11:59 PM.

Who May Apply:

(A) (1) Must be a not-for-profit organization qualified to do business in Florida. (2) Which is has tax-exempt status under Section 501(c) subsections (3), (4), (5), (6) or (7) of the Internal Revenue Code. (3) A copy of the most recent IRS determination letter must accompany the application, to confirm tax-exempt status. (4) Which has a governing board which meets regularly and operates under a set of bylaws, and has fifty percent (50%) of governing board members residing in Broward County (5) Which must have a bank checking account confirmed at the time of application. (6) Whose principal office address, as recorded in the Secretary of State's Office, is in Broward County with a minimum of one (1) full-time staff position in that office.

also

(B) A public entity located primarily in Broward County, which is a municipality, state government agency, or political subdivision of state government, or sovereign Native American Nation; the public entity must demonstrate in its application that any grant received would impact county-wide tourism and economic development. (C) Applicants must not have received Tourist Development Capital Challenge Grant funding from Broward County in the current or five (5) previous County fiscal years. Any Tourist Development Tax ("TDT") funding received by the applicant prior to the creation of the TDT Capital Challenge Grant Program shall not be considered. (D) A consortium or alliance or organizations may apply for a challenge incentive; however, all members of the consortium or alliance must meet all eligibility requirements. One (1) organization must be the lead applicant. (E) If an applicant receives TDT Capital Challenge grant funding pursuant to this section, it shall not apply for or be eligible to receive additional TDT Capital Challenge grant funding for the same project.

Broward County Tourist Development Tax Capital Challenge Grant Application

What may be funded: (A) Project funds may be used to acquire, construct, extend, enlarge, remodel, repair, improve, or maintain tourist-oriented facilities, including convention centers, sports stadiums, sports arenas, coliseums, auditoriums, aquariums, or museums that are publicly owned and operated, or owned and operated by non-profit organizations (NPOs) and open to the public, within the boundaries of Broward County. (B) Applicants must demonstrate how the projects will enhance Broward County as a tourist destination and thereby generate hotel and motel (lodging) "bed nights". (C) The maximum amount award may not exceed \$500,000. (D) Applicants must provide matching funds via cash contributions in a minimum ratio of 2:1. (E) Project timelines may not exceed three (3) years from notification of award from the County. See guidelines for specific application and reporting requirements.

2. Organization Information

APPLICANT INFORMATION

Organization Name:

City of Pompano Beach

Primary Contact for the organization:

First Name:

Brian

Last Name:

Donovan

Title:

Assistant to the City Manager

E-mail address:

brian.donovan@copbfl.com

Web Address:

<http://pompanobeachfl.gov>

Federal Identification Number - (FEIN)

FEIN Number:

59-6000411

Broward County Tourist Development Tax Capital Challenge Grant Application

Date organization was incorporated.

Date of Incorporation:

1948

Date the organization's fiscal year ends.

Fiscal Year Ending Date:

09/30/2014

The number of performances, exhibits, or events in Broward County provided by the organization during the previous fiscal year.

(Number of Performances exhibits and events)

12

The number of paid subscribers/members during the fiscal year:

(Number of Paid Subscribers or Members)

0

Total Attendance (attendance from the past year):

Full-time, Part-time, and Contract Employees
(Total Attendance)

2,097,23

Please list the number of Full-time, Part-time, and Contract Employees within your organization.

Staff Full-Time Personnel.

Staff Part time Personnel

Contract Personnel

DUNS Number: For cultural not-for-profit organizations: Please indicate your DUNS Number. Arts organizations are encouraged to obtain their own free Dun & Bradstreet (D&B) number-or if you already have a D&B number, to ensure that they are accurately coded as an arts organization or artist. To find your DUNS number, please go to: <http://smallbusiness.dnb.com>

Broward County Tourist Development Tax Capital Challenge Grant Application

DUNS Number:

080181167

3. Project / Program Description

Please provide a brief project/ program description for your request:

Request Amount:

Grant requests range up to \$500,000

500,000

Project/ Program Description (up to 250 words)

Construction and buildout of a new Cultural Arts Center, including a state-of-the-art Performance & Event Space, Digital Arts & Media Center, and new large public Arts Plaza at the terminus of the Downtown Pompano Connectivity Plan.

In conjunction with a new Broward County Public Library, the City of Pompano Beach has designed and will construct a new Cultural Center/Arts Plaza. The arts will be central to the function of the new center, intertwining the disciplines of theater, music, dance and film with creative new work in the cutting edge Performance & Event Space and Digital Media Center, and then spilling the arts out onto a large, new Arts Plaza along Atlantic Boulevard in Downtown Pompano.

The City demanded iconic architecture, and Silva Architects, influenced by years of planning by the City, local Cultural/Arts Organizations and individual artists, responded with a bold "inverted L" design for the new center, creating massing and structure that intertwines a central courtyard and breezeways to encourage Cultural Center and library patrons to intermingle, relax and celebrate the arts in a new "sloping panels" public plaza.

The exterior of the building creates interplay between solid, transparent, and translucent materials. At night, a translucent "glowing crown" will highlight the drama of activities at the Cultural Center and serve as a beacon of light for the Cultural Arts in the City of Pompano Beach.

Select the discipline(s) most appropriate for the project, or program (you may select up to five - use the "drop down" box feature.

Program Area

- Arts and Culture-Theatre
- Arts and Culture-Music
- Arts and Culture-Dance
- Arts and Culture-Media
- Arts Education-Arts Education/ Theatre Instruction
- Publicly owned and operated

4. Program Narrative

Provide a summary of organizational scope of services for the proposed project, and a proposed project timeline. An explanation of how the funds will be utilized

Enter the Project's Start Date and End Date:

Project Start Date

03/27/2012

Project End Date

05/01/2015

Program Narrative

Tourist Development Tax Capital Grant funds will be used to complete construction of the new Cultural Center. 100% Construction Documents are in final preparation and are due for County (Public Library) and City (Cultural Center/Arts Plaza) review in mid-February. Once the Construction Documents are approved, permitting will take place, and the project should break ground (April/May 2014).

The Pompano Beach Cultural Center Program was developed as a split-level facility of 15,967 net assignable square feet, with a total gross square footage of 21,980 sf, in response to the following:

- Information gathered from the 2011 Needs Assessment for Facilities + Cultural Program completed by Webb Management Services, Inc. (See excerpt in Supporting Documents)
- Information gathered from the 2012 Business Plan for a Cultural Center at the Broward County Library by Webb Management Services, Inc.
- Program spaces based on List of Spaces (Scenario A) generated by Theatre Consultants Collaborative included in the Webb Management Business Plan and approved by the Pompano Beach City Commission.
- Recommendations based on site and budget considerations, opportunities, and constraints

The new Cultural Center, in conjunction with the Library, will serve as a significant catalyst for the redevelopment of a new Civic Campus, and the inclusion of the Cultural Center within the Public Library setting is an important element to complement the programmatic needs of the Library as well as to offer a truly unique and vibrant place within Pompano Beach. Goals set forth in the Downtown Pompano Connectivity Plan will be achieved by bringing together cultural, educational and community programs that are aligned in a singular and significant setting at the heart of the community.

The "heart" of the facility is the Multi-Purpose Performance & Event Space. This space shall have the highest capacity, highest level of flexibility, and highest degree of theatrical functionality possible. This includes a flexible performance space with retractable raked seating that can be withdrawn to allow for flat floor cultural uses, seated dinner configurations, and other event uses. A Digital Media Center will build upon and create synergy with the Library's offerings will be provided, allowing the Cultural Center to provide unique programs and a cultural destination for people of all ages and interests. The facility's Visual Arts Gallery adjacent to the entrance to the Performance & Event space will provide for arts and other exhibitions within a featured location of the Cultural Center.

Broward County Tourist Development Tax Capital Challenge Grant Application

The facility will provide a high quality space exceeding those of other local venues and facilities. The technical features (including lighting, sound, and other technology) will exceed those housed in other existing local spaces. The facility shall provide a higher quality of audience amenities and experience, including arts-specific ticketing, concessions, and reserved seating. Activities and events will also expand outside the building. In the large public plaza in front of the building, there can be, for example, concerts and street theatre held during the summertime. These will create a vibrant environment within and without the building, and will support the ambition of bringing the community together in a productive and engaging environment open to all.

Multi-Use Performance & Event Space - 7,001sf
Digital Media Studio - 2,833sf
Visual Art Gallery - 941sf
Cultural Center Public Spaces - 3,135sf
Offices - 715sf
Services - 1,342sf

Sub-Total NASF - 15,967
Unassigned Space (Gross Area) - 6,013 Total Building GSF - 21,980

5. Criteria (a) Marketing Plan Strategy Criteria (d) Criteria (e)

(a) Sufficiency of marketing plan/strategy. Provide a detailed marketing plan/strategy, including information of the organizations, or individual(s) who will be responsible for said plan.

Marketing Strategy

Marketing Plans will be developed during 2014 prior to the Cultural Center's opening in 2015. It is anticipated there will be a substantial funding commitment to out-of-market advertising and promotion of Broward County with the intent of attracting overnight visitors to hotel(s) within Broward County.

The overall objective of the Pompano Beach Cultural Center Marketing Plan will be to promote the arts through Owned, Earned and Paid media channels that promote the arts to local, regional, and national markets.

Owned Media: Promotion channels that the City of Pompano Beach controls, including website, Facebook Page and Twitter account, etc.

Earned Media: Positive publicity gained through public relations and promotional efforts other than advertising.

Paid Media: Positive publicity gained through paid advertising, participation in trade shows, and other promotional efforts that require expenditure on the part of the tourism organization.

Pompano Beach Cultural Arts Marketing Strategies

- Utilize a combination of Owned, Earned and Paid media channels to maximize effectiveness of Cultural Arts marketing.

Broward County Tourist Development Tax Capital Challenge Grant Application

- Utilize Owned and Earned media channels, including City of Pompano Beach and Pompano Beach CRA website, Facebook, Twitter and any partner sites to distribute information about upcoming events and activities.
- Continue to develop quality programming for the Pompano Beach Cultural Center.
- Develop campaigns, based on a new Pompano Beach Cultural Arts brand and supporting message points, to market to local/regional/national markets

(d) List the number of projected hotel room nights generated annually within the boundaries of Broward County.

(Number of room nights)

1000+

(e) Contribution to Broward County's reputation as an attractive destination for tourists.

Tourism Impact (Demonstration of how the project will generate hotel and motel (lodging) "bed nights".)

Describe the number of projected hotel room nights generated annually within the boundaries of Broward County, and how the project will contribute to Broward County's reputation as an attractive destination for tourists.

In 2011/12, the Webb Management Business Plan for the new Pompano Beach Cultural Center projected that in its first full year of operations, event attendance could exceed 27,000. Using the Broward County average for all audiences, this would result in approximately \$700,000 in local ancillary spending, including \$143,100 in expenditures for lodging (one night) using the 2007 analysis "Economic Impact of Nonprofit Arts and Culture Organizations and their Audiences in Broward County, FL" (Americans for the Arts).

The average daily rate for rooms was \$124.87 in Broward County in December 2012. If expenditures by attendees of the new Pompano Beach Cultural Center follow the County trend, this would translate into more than 1,100 room nights resulting from activities at the Center.

In Broward County, cultural tourism includes both the arts and local indigenous culture—visitors enjoy and consume both. This definition covers a wide range, including both what might be called Culture (centering on the arts) and what might be called culture (centering on ethnic traditions and expression). Because the arts can be, and often are, rooted in particular local ethnic cultures, the two overlap and reinforce one another, but they are two different aspects of cultural tourism. They, each and together, present opportunities for strengthening Broward's cultural tourism.

Current Cultural Arts offerings in Pompano Beach include theater and concerts in the City's Community Centers, tours and art exhibitions at the Sample-McDougald House, monthly events such as Music Under the Stars, public programs by the Pompano Beach Historical Society, and special events throughout the year.

The future Cultural Arts activities outlined for the Pompano Beach Cultural Center and within the City's adopted Cultural Arts Master Plan will entice visitors to the City's beaches, hotels and small lodgings and position the City as a Cultural Arts destination, making Pompano Beach a more interesting destination and encouraging guests to stay longer and take in a little more of the artsy side of "Florida's Warmest Welcome".

Broward County Tourist Development Tax Capital Challenge Grant Application

Broward County, in conjunction with its Tourist Development Council and Broward Cultural Council has formed a Cultural Tourism Committee (CTC) that is working in 2014 with the Broward County Cultural Division to create a Centennial Event.

Broward County was founded on April 30th, 1915. In 2015, the County will celebrate its Centennial. As of 2010 the population was 1,748,066, which is the second most populous county in Florida. The centennial creates an opportunity to celebrate the past as well as look forward to the future.

The fact that a county is 100 years old is not a wide spread newsworthy item. The goal of the centennial celebration is to create new awareness of the attributes of Broward County and engage the community. Research of other centennial celebrations illustrated a significant coordination effort with event organizers, local schools, the business community, and city and county governments.

Programming at the Pompano Beach Cultural Center can include working with the CTC and Broward County Cultural Division to incorporate Centennial celebration programming during the County's 2015 event.

6. Criteria (b) Scope and Reach of Organization Criteria (c) Community Need

Describe the impact, scope and reach of the organization. Provide statistical information for the reader that demonstrates the countywide or regional impact of the organization (audiences served and/ or membership growth).

(b) Scope and reach of organization.

Centrally located on Florida's famous Gold Coast, today Pompano Beach covers more than 25 square miles in northern Broward County. The City has just over 100,000 residents. Pompano Beach is located on the southeast coast of Florida, midway between Miami and Palm Beach, and just minutes from Ft. Lauderdale. Pompano Beach is the sixth largest of Broward County's 31 municipalities.

Currently, Cultural Arts activities in the City are programmed and coordinated through the City's Parks, Recreation, and Cultural Arts Department. Arts activities, take place in City Community Centers and recreational spaces that are generally heavily used for community programs as well as rentals such as private events, nonprofit meetings, fundraisers and celebrations.

In 2013, the City/Redevelopment Agency undertook and approved a year-long, community-based Cultural Arts Master Planning process to identify objectives/implementation strategies for future Cultural Arts programming, including:

1. A Vision for the Cultural Arts
2. Cultural Arts Venues
 - a. Pompano Beach Cultural Center
 - b. Pompano Beach Amphitheater
 - c. Hotel Bailey Arts Center
 - d. Ali Building Cultural Center
 - e. Sample-McDougald House -
3. Cultural Arts Operational Goals and Initiatives
4. Benefits/Economic Impacts
5. Future Cultural Arts Activities/Offerings
6. Cultural Arts Organizations
7. Potential Partners in Programming -- Regional

Broward County Tourist Development Tax Capital Challenge Grant Application

Community Need: What geographic area in Broward County does the organization serve? Have any surveys, focus groups or interviews been conducted with the community, residents, or audiences, to assess the need for this project? Are there any unique populations in the organization's service area? Describe how will this TDTCGP project enhance that area and serve these needs?

(Community Outreach Review Criteria)

The City of Pompano Beach is home to 102,239 residents of diverse socio-economic background (50.6% white, non-Hispanic; 28.9% African American; 17.5% Hispanic; 8.5% other). More than 20% of the population lives in poverty. To unite our diverse community in meaningful cultural, social, and civic engagement, the City of Pompano Beach is building a 21,980 sq. ft., state-of-the-art Cultural Center, a vital component of a comprehensive public-private redevelopment initiative guided by the Downtown Pompano Connectivity Plan.

Opening in 2015, the Pompano Beach Cultural Center will inspire artists to experiment and draw new audiences to Downtown Pompano. Innovative programming will celebrate the City's diverse history and nurture budding cultural organizations. Adjacent to City Hall and new Broward County Library, cultural, literary and civic activities will be juxtaposed at a vibrant, walkable hub and spill out onto a new Arts Plaza, into historic Old Pompano and along MLK Boulevard.

The Pompano Beach community, arts organizations and individual artists have participated in a three-year planning process culminating in a Cultural Arts Master Plan (PompanoBeachArts.com) that clearly identifies a Vision and Operational Goals for implementation. Arts disciplines, intertwined with innovative new library programming and a commitment to state-of-the-art digital technology throughout, promise to bring younger audiences and participants to both the traditional and contemporary arts.

Beginning in January 2011, the City of Pompano Beach worked with Webb Management, Inc. (New York) to conduct needs assessment to identify what cultural activities might create a program for the proposed Civic Campus. Webb conducted one-on one interviews with Pompano Beach residents and with representatives from Broward County, surveyed Broward County cultural organizations to identify demand for facilities for performance, rehearsal, teaching, production, storage and administration, and:

- reviewed City/CRA initiatives, arts and cultural activities in Pompano Beach and Broward County within the context of the 'arts as an industry' and economic, technological, environmental and social issues.
- presented trends in cultural participation by arts audiences, including a discussion of ethnically specific participation.
- analyzed Pompano Beach audiences, defining markets and characteristics of four segments:
 - . • the City of Pompano Beach
 - . • the 10-mile Radius surrounding the Northwest CRA
 - . • the 30-mile Radius surrounding the Northwest CRA
 - . • the US (when applicable) for context
- presented information regarding second homeowners and tourists.

The study effort found:

- latent demand for cultural programming given the characteristics of the population and limited local mix and levels of cultural programming and space.
- an inventory of local facilities of relatively low quality, low level of theatrical functionality and with limited seating capacity and availability that could be negatively affecting the presence and development of cultural organizations and programming as well as meeting and event activity.
- gaps for film, family arts, and touring dance, comedy and theatre programs. opportunities to strengthen and expand cultural activity with new and improved facilities.
- a number of interested and qualified partners to support the animation of new space.
- great potential for arts and cultural facilities and activity to contribute to the City's development plans, contributing to downtown development and vitality, economic development, quality of life and improving the regional profile of Pompano Beach.

A community meeting was held in May 2011, and Webb Management finalized a report in July 2011, including the following opportunities for programming and facility components in Pompano Beach:

Community Arts Education and Digital Media Facilities for Life Long Learning:

Pompano Beach has a need and opportunity to develop facilities and programming to build on existing offerings provided by the Parks, Recreation and Cultural Arts department, providing active arts education experiences for people of all ages in facilities appropriate for these types of activities. Other potential partners include the County Library, local artists, the school district, arts organizations and community colleges.

Flexible Performance, Meeting and Event Space for 300 to 400: The nature of the demand identified in the assessment suggests potential for a mid-sized space that can accommodate a variety of uses and users, from live performance to temporary art installation to meetings, special events and other activities, accommodating activity around the clock.

Artist Studio Center and Incubator: The Needs Assessment also suggested demand for more adequate artist workspace as well as sufficient retail and exhibition space.

300 to 600 seat Traditional Performance Space: At this time, there is limited rental demand for a traditional fixed-seat small to mid-sized proscenium theater. However, given some desire and demand for a more traditional space, and the potential for the cultural community to develop and increase demand for such a space, this type of facility could certainly be viable in the mid to long-term, particularly if it were programmed and positioned in unique ways.

In 2013, the City/Redevelopment Agency undertook and approved a year-long, community-based Cultural Arts Master Planning process to identify objectives/implementation strategies for future Cultural Arts programming, including focus group discussions, public meetings and community presentations.

7. Criteria (f) Organizational capacity and financial stability of the applicant

Organizational Capacity(f) Organizational capacity and financial stability of applicant(s). Describe the organization's record for developing resources and effectively implementing programs. Evidence of the competence of administrative staff and volunteer qualifications. Evidence of board involvement in sound financial management, planning, effective governance, fund raising, and policy development.

Broward County Tourist Development Tax Capital Challenge Grant Application

Organizational Capacity

City of Pompano Beach Comprehensive Annual Financial Reports (CAFR) are attached demonstrating the City's ability to fund the new Pompano Beach Cultural Center.

The City was incorporated in 1947 and covers an area of approximately 25 square miles. The legal authority by which the City was created and is governed is its charter, which was derived from Chapter 57-1754, Special Acts 1957, as amended. The City is governed by an elected five member district commission and a mayor at large. In addition to general government services, the City also provides community planning and redevelopment, public safety, public works and culture and recreation services to its residents. Furthermore, the City's water and sewer, stormwater, sanitation, golf, pier and airpark operations are reported as enterprise funds.

Located in Broward County, Florida, the City is centrally located between Palm Beach and Miami, and is the year round home to 102,239 residents. During the peak season (September through March), this number increases to nearly 150,000. As the name implies (Pompano - a species of in-shore tropical game fish) the City is famous for some of the world's best sport fishing and is locally known as the "dive capital" of Broward County. Once a thriving agricultural community, the City has evolved into a warehouse/distribution hub for a wide range of companies that service the over 5 million residents of the South Florida market. The Pompano Beach Air Park is also home to the famous Goodyear Blimp.

The City offers 3 miles of beautiful shoreline and the City's public beach has been declared a Blue Wave Award winner since 2000. Additionally, in 2005 the City was named an All-America City. The All-America City Award is America's original and most prestigious community recognition award honoring communities in which community members, government, businesses and non-profit organizations work together to address critical local issues. The City has also been declared a Tree City USA for the twenty-fourth year and is committed to enhancing its tree canopy and providing shade and fresh air to residents and guests. Due to its mild year round climate, visitors to the City can also enjoy its beautiful parks, beaches, boating, fishing, scuba diving and all other types of outdoor recreation.

Due to its tremendous transportation links, the City is now home to over 30 million square feet of industrial/warehouse/distributions space, which includes regional headquarters for companies such as Aetna, Aquathin, Associated Grocers, FedEx Ground and Stimpson Co. The City provides access to both the Florida Turnpike and Interstate 95 and also provides access to both the CSX and FEC railroads.

By 2030, Pompano Beach will be an even greater place to live along the Atlantic coast of South Florida. The sense of place and family, the distinctive architecture, the broad range of amenities, the comparative diverse economic sectors will make it a draw for many people. At the same time, the location and talent that exists in the City make it a very attractive site for businesses to locate and grow. Pompano Beach is a city of great places and of great opportunity.

Describe the board/trustee approved collaborations, or formal alliances with local (cultural) organizations or community organizations.

Collaborative Efforts, Alliances, and Partnerships.

The City of Pompano Beach is the sole applicant for funding from the Broward County TDT Capital Grant for the Pompano Beach Cultural Center.

Broward County Tourist Development Tax Capital Challenge Grant Application

Since the beginning of the 2011 Cultural Arts Needs Assessment, discussions have been held with local arts organizations to involve the arts community and cultural organizations in plans for the new facility, including the following:

Rock Road Restoration Historical Group

The Rock Road Restoration Historical Group is the culmination of many meetings, strategizing sessions, and the realization of a dream long deferred. A small group of like-minded residents began meeting to discuss how they could record, preserve and find a way to let citizens see and hear the contributions of earlier Colored/Negro/Black/African American settlers. The Historical Group is currently in discussions with the CRA to become a resident tenant of the Ali Building and will be an important partner in development of future historic tours and other cultural activities.

Old Dillard Foundation

The mission of the Old Dillard Foundation is to facilitate collaborative relationships and actions that allow and assure sustainable resources to support successful museum programs and projects that celebrate the pride, history and culture of the African American community and to be widely recognized for board excellence in governance, fund raising and stewardship in support of the African American heritage and culture. Old Dillard Foundation is currently in discussions with the CRA to act as Programming Consultant to coordinate tenant and programming activities for the Ali Building.

Ashanti Cultural Arts & Enrichment, Inc.

Ashanti Cultural Arts provides a variety of programs to enrich lives of all youngsters and adults through instruction in dance, music, literacy and wellness. Ashanti is dedicated to providing outreach programs to underserved communities throughout Palm Beach, Broward, and Dade Counties. Ashanti Cultural Arts is currently in discussions with the CRA to become a resident tenant of the Ali Building.

South Florida Artists Association

South Florida Artists Association is a non-profit organization that strives to promote and provide opportunities for the local artists of South Florida. SFAA focuses its efforts on the professional development of visual artists, performing artists and musicians. SFAA members have been actively involved in the CRA's ArtHall event, and it is anticipated that the organization and its members will provide key support for programming activities in the Hotel Bailey.

Curtain Call Playhouse

The mission of Curtain Call Playhouse is to promote cultural, educational and entertaining events through the medium of live theatre, while striving to preserve the highest professional standards; to develop and offer educational programs for children in the cultural medium of live theatre; and to develop and maintain community outreach efforts for the underserved segments of our community. With the opening of the new Pompano Beach Cultural Center, it is anticipated that Curtain Call will be able to significantly increase the number and quality of its theatrical productions, which currently take place in the City's Community Centers.

American Legion Symphonic Band

The American Legion Symphonic Band, under the direction of Mr. James McGonigal, is a 501(c)(3) non-profit organization, sponsored by the American Legion 9th District, which comprises the entirety of Broward County. With over 75 professional and amateur musicians who volunteer their time and talents, the band provides live music for enjoyment throughout the tri-county area (Broward, Palm Beach, and Miami-Dade).

Broward County Tourist Development Tax Capital Challenge Grant Application

South Florida Chamber Ensemble

The South Florida Chamber Ensemble is new to Pompano Beach in 2013/14. Concerts take place on Saturdays at 7:30pm and Sundays at 3pm at the Emma Lou Olson Center. General admission is \$15 and students, seniors and military pay only \$10. Children under 12 are free with a paid adult admission.

Pompano Beach Historical Society

The Pompano Beach Historical Society's mission is to collect, preserve and publicize the history of the greater Pompano Beach area. Pompano Beach Historical Society provides programming throughout the year, and members of the Historical Society have been involved in discussions from the beginning of the 2011 Cultural Arts Needs Analysis.

Sample-McDougald House Preservation Society

The historic Sample-McDougald House (1916), now located at Pompano Beach Centennial Park, 450 NE 10th Street, is one of South Florida's most historic structures, dating from the pioneer era of northern Broward County. The house was built on Dixie Highway, but was moved to its current site to insure its preservation.

Pompano Beach Friends of the Library, Inc.

The Pompano Beach Friends of the Library supports after school programs at Broward County Libraries in Pompano Beach and the recent AWESOME 2013 summer program "Dig Into Reading". Friends also supports the following programs: Nona Roy Book Award; Annual Author's Reception; Members Reception; and Community Outreach events.

Puppetry Center of the Americas

The Pompano Beach CRA has engaged in discussions with a prospective Cultural Arts organization regarding creation of a Puppetry Center of the Americas. A new non-profit organization would need to be created to manage a facility in the Old Pompano commercial district. The new organization could host exhibitions of puppets and the art of puppetry. It is anticipated that future performances would be programmed at the new Pompano Beach Cultural Center on the Civic Campus.

8. Criteria (g) Financial Information

Please provide a summary of the organization's financial information. The detail will be submitted in Attachment 1 the Excel sheet (Income, Expenses, In-Kind Volunteer).

INCOME/ REVENUES:

Total Income Recently Completed Fiscal Year

Total Income Current Fiscal Year

220,505,844

Total Income Next Fiscal Year

\$226,018,490

Broward County Tourist Development Tax Capital Challenge Grant Application

EXPENSES:

Total Expense Recently Completed Fiscal Year

Total Expense Current Fiscal Year

220,505,844

Total Expense Next Fiscal Year

\$226,018,490

Total Project Budget:

Total Project Budget:

\$11,000,000

Describe sources and composition of the Matching Funds for the project:

Matching Funds

Applicants must provide matching funds via cash contributions in a minimum ratio of two dollars matching funds to one dollar grant funds (2:1). Match funds must be detailed: any in-kind match must be identified and may not exceed 30% of the total projected cost; matching funds derived from projected earned income is not allowable under TDT-CCGP. The amount and source of all funds for the proposed project must be disclosed at the time of application. Broward County heavily discourages applicants from including projected amounts and/or anticipated revenue from fundraising or other activities. Only funds identified as "on hand" at the time of application will count towards required match.

The total budget for the Pompano Beach Cultural Center is \$11 million. Identified funding for the project including the Civic Campus/Arts Plaza is \$5.8 million, approximately a 9 to 1 match for expenses the Pompano Beach Cultural Center (\$4.3 million).

Committed Funding for Pompano Beach Cultural Center/Arts Plaza -- \$11 million

City of Pompano Beach -- \$4.3 million

Pompano Beach CRA -- \$1.8 million

(Future Allocation Required -- \$4.8 million)

Related Downtown Cultural/Arts Projects Funding:

Broward County Library Component -- \$11 million

CRA Cultural Art Facilities -- \$2.4 million

Downtown Pompano Streetscape -- \$8 million

Pending Funding:

Florida Department of Cultural Affairs \$5 million

ArtPlace America Grant - \$5 million

9. Project Budget Description

Explain how the funds will be utilized, including amount requested, total project budget, and an itemized description of the budget. Complete the Excel Form as Attachment XYZ

(Program Budget Narrative)

The total budget for the Pompano Beach Cultural Center is \$11 million. Identified funding for the project including the Civic Campus/Arts Plaza is \$5.8 million, approximately a 9 to 1 match for expenses for the Pompano Beach Cultural Center (\$4.3 million).

The \$11 million budget includes:

- Architectural Services - Fees for design work, including schematic design, design development, construction documents, bidding & negotiation, and construction oversight.
- General Requirements - Field engineering, shop drawings, allowances, construction photographs, quality control, LEED administration, temporary facilities, waste management.
- Site Construction - Site clearing, water & sewer work, underground utilities & building services, paving & drainage work, irrigation systems, earthwork, & landscaping.
- Concrete - Structural cast-in-place concrete for footings & miscellaneous beams, architectural site & pre-cast panels, & special concrete toppings & finishes.
- Masonry - Concrete unit masonry and reinforced concrete unit masonry construction.
- Metals - Structural steel, metal fabrication, steel joists and decks, metal framing, metal stairs, pipe and tube railings, gratings, and ornamental metalwork.
- Wood and Plastic - Finish carpentry, interior architectural casework, and floor finish at Multi-Purpose Room.
- Thermal and Moisture Protection - Waterproofing, fireproofing, modified bituminous built-up roofing, metal roofing, and sealants.
- Doors and Windows - Impact resistant aluminum storefront/curtain wall systems, hollow metal doors and frames, interior aluminum storefronts, wood doors, & door hardware.
- Finishes - Stucco, drywall, VCT & linoleum flooring, ceramic & quarry tile, & carpet finishes throughout. Also includes acoustical wall & ceiling insulation.
- Specialties - Project signage, lockers, metal storage shelving, toilet accessories, and fire extinguishers.
- Equipment - Project passenger elevators and freight elevator.
- Furnishings - Full buildout of the Cultural Center's Performance & Event Space, Digital Arts & Media Center, offices and public areas.
- * Mechanical - Pumps, motors, sprinkler systems, plumbing fixtures, water heaters, HVAC controls, boilers, furnaces, air-conditioning units, chiller plant, fans, etc.
- Electrical - Wires & cables, transformers/switchgear, panel boards, fuses, disconnect switches, lighting, fire alarm & public address systems, & lighting control.

10. Criteria (h) Priority Given To Projects

Priority will be given to projects that demonstrate the following elements: 1.) Are shovel ready (already designed and permitted, including that the applicant has received all governmental and/or regulatory permits); 2.) Exceed the 2:1 match requirement; 3.) Achieve geographic distribution of TDT Capital Challenge Grant Program dollars across Broward County; or, 4.) Demonstrate substantial funding commitment to out-of-market advertising and promotion of Broward County with the intent of attracting overnight visitors to hotel(s) within Broward County.

Broward County Tourist Development Tax Capital Challenge Grant Application

Describe how your project will meet these "priority" items.

1) 100% Construction Documents are in final preparation and are due for County (Public Library) and City (Cultural Center/Arts Plaza) review in mid-February. Once the Construction Documents are approved, permitting will take place, and the project should break ground (April/May 2014).

2) Total budget for the Cultural Center is \$11 million (22:1 match). Committed funding for the Center is currently \$4.3 million (~9:1 match).

3) Pompano Beach's needs and efforts are in line with County plans and goals for arts and cultural development in the coming years. CreativeBROWARD 2020 is a ten-year plan that aims to organize the economic development of the creative sector in Broward County. It addresses the development of the creative economy, public art and design and cultural tourism. It also offers a number of key policy and infrastructure recommendations as well as a new signature international festival of creativity and other programming and positioning opportunities. Over the course of the planning process, which was completed in 2010, Division leadership heard need for arts facilities in the northern end of the County.

4) Marketing Plans will be developed during 2014 prior to the Cultural Center's opening in 2015. It is anticipated there will be a substantial funding commitment to out-of-market advertising and promotion of Broward County with the intent of attracting overnight visitors to hotel(s) within Broward County.

11. Fiscal Sponsorship and Collaborations (optional)

Fiscal Sponsorship and Collaborations:

Fiscal sponsors listed- Should an applicant propose collaboration with other party/entity for purposes of marketing, advertising, financial arrangements or other programming, such agreement must be disclosed at the time of application and agreements, signed by duly authorized representative of each entity, must be submitted as part of the application. Collaborative applications must clearly define in the Narrative how the relationship enhances tourism and destination attractiveness, beyond what the individual entities produce on their own.

Not applicable.

The City of Pompano Beach is the sole applicant for funding from the Broward County TDT Capital Grant for the Pompano Beach Cultural Center.

12. Criteria (j) Documented need for renovation or expansion, or completed

j) Need for Construction Project: In Attachment XYZ upload any preliminary drawings or completed architectural plans, and feasibility studies that document the need for the proposed project. Describe, below, the documented need for the renovation or expansion, or the completed feasibility study for project based on acquisition and new construction. (l) Describe how the project demonstrates consistency with the Broward County community's local cultural action plan. (m) Does the project have historic or architectural significance. (n) Describe how the project reflects energy efficient use in design and operation. (o) Applicant is an established organization/entity with no negative grant history. (p) Applicant has or will employ qualified professional staff for the provision of programming and services.

(Need for Project Assistance)

k) The Pompano Beach Cultural Center Program was developed as a split-level facility of 15,967 net assignable square feet, with a total gross square footage of 21,980 sf, in response to the following:

- Information gathered from the 2011 Needs Assessment for Facilities + Cultural Program completed by Webb Management Services, Inc. (See excerpt in Supporting Documents)
- Information gathered from the 2012 Business Plan for a Cultural Center at the Broward County Library by Webb Management Services, Inc.
- Program spaces based on List of Spaces (Scenario A) generated by Theatre Consultants Collaborative included in the Webb Management Business Plan and approved by the Pompano Beach City Commission.
- Recommendations based on site and budget considerations, opportunities, and constraints

The new Cultural Center, in conjunction with the Library, will serve as a significant catalyst for the redevelopment of a new Civic Campus, and the inclusion of the Cultural Center within the Public Library setting is an important element to compliment the programmatic needs of the Library as well as to offer a truly unique and vibrant place within Pompano Beach. Goals set forth in the Downtown Pompano Connectivity Plan will be achieved by bringing together cultural, educational and community programs that are aligned in a singular and significant setting at the heart of the community.

l) • Pompano Beach's needs and efforts are in line with County plans and goals for arts and cultural development in the coming years. CreativeBROWARD 2020 is a ten-year plan that aims to organize the economic development of the creative sector for the first time. It addresses the development of the creative economy, public art and design and cultural tourism. It also offers a number of key policy and infrastructure recommendations as well as a new signature international festival of creativity and other programming and positioning opportunities. Over the course of the planning process, which was completed in 2010, Division leadership heard need for arts facilities in the northern end of the County.

m) Historical Significance. The new Pompano Beach Cultural Center is sited directly south of the historic Old Pompano commercial district. Adjacent to City Hall and new Broward County Library, cultural, literary and civic activities will be juxtaposed at a vibrant, walkable hub and spill out onto a new Arts Plaza, into historic Old Pompano and along MLK Boulevard.

Architectural Significance. Given both the new Cultural Center's location as a terminus of the Downtown Pompano Connectivity Plan and the ambitious cultural goals for the new facility, the

Broward County Tourist Development Tax Capital Challenge Grant Application

City of Pompano Beach demanded iconic architecture. The project's design responds with a bold "inverted L" massing and structure that creates a central courtyard and pleasant breezeways that encourage Cultural Center and Library patrons to intermingle and move easily to a large public plaza in front.

The exterior of the building creates interplay between solid, transparent, and translucent materials. At night, a translucent "glowing crown" will highlight the drama of activities at the Cultural Center and serve as a beacon of light for the Cultural Arts in the City of Pompano Beach.

n) Sustainable Design is an important component of the building program for the new Cultural Center/Library building. Project is designed to meet the requirements of LEED 2009 for New Construction and Major Renovations.

It is important to note that the building design increases community connectivity and encourages use of public transportation due to its open and pedestrian friendly massing and access. Proximity to County and City bus lines increase this connectivity. Bicycle racks and showers for staff, as well as dedicated spaces for vanpools and carpools also help reduce requirements for vehicular traffic on site.

Stormwater is handled on-site and filtered to provide for both quantity and quality control. Heat island effect is mitigated by a reflective roof, and light pollution is reduced by providing full cut-off fixtures with carefully studied photometrics that limit light spillout to neighboring parcels. Building interior lighting is also provided with occupancy sensors and a building management system to avoid interior light pollution.

Project is designed to use 30% less water by specifying low flow and efficient plumbing fixtures. Irrigation water required is also reduced by specifying native and drought tolerant plant material, as well as providing a cistern that captures rainwater from the roof, which is then utilized for irrigation.

Project is designed to use approximately 25% less energy than an ASHRAE 90.1 standard building, via use of occupancy sensors, energy efficient lighting, efficient HVAC equipment, and a Building Management System designed to meter and monitor energy consumption by use so that building owners and occupants are accountable for energy use. Refrigerant systems are specified to be environmentally friendly.

(o) Applicant is an established organization/entity with no negative grant history.

(p) Applicant has or will employ qualified professional staff for the provision of programming and services.

13. Mission Statement

Express the mission statement of the organization.

(Mission Statement)

A Vision for the Cultural Arts

Pompano Beach will be a Cultural Arts destination in north Broward County, featuring innovative arts programming that includes the visual arts, music, film, theater, dance, public art, history, and historic preservation for the enjoyment and enrichment of residents of and visitors to Pompano Beach, Broward County, and the greater South Florida area.

Value Statement #1: Cultural Arts programming will be created and presented in state-of-the-art facilities.

Value Statement #2: The unique character of the Pompano Beach program will be enhanced through digital media support of and cultural education opportunities in all art disciplines to bring younger audiences and participants to both traditional and contemporary arts.

14. Demographic Information

Describe the demographic composition of the organization's staff, board, and volunteers. Enter the "number" (not percentage) of members in each category are minorities, senior citizens, and persons with disabilities.

BOARD- Please tell us about the composition of your Board.

(Board Disabled)

0

(Board African American)

1

(Board Latin American)

0

(Board Asian American)

0

(Board Native American)

0

(Board Seniors)

2

Broward County Tourist Development Tax Capital Challenge Grant Application

(Total Board Members)

6

STAFF- Please tell us about the composition of your staff.

(Staff Disabled)

(Staff Minorities)

(Staff Seniors)

(Total Staff)

VOLUNTEERS- Please tell us about the composition of your volunteers.

(Volunteers Disabled)

(Volunteers Minorities)

(Volunteers Seniors)

(Total Volunteers)

15. ADA Compliance

Americans With Disabilities Act - Answer the questions for ADA compliance, using the "drop down" box (yes / no), as appropriate.

Project accessible to persons with disabilities?

Yes

If 'No,' is accessibility part of long range planning

<None>

Policies and procedures been established?

No

ADA Self Evaluation of facility been conducted?

No

Complaint process in place?

No

Is ADA information posted?

No

Are Staff Members informed and trained?

No

Provide the designated staff person who is responsible for Section 504, ADA, and Florida Statutes 553 compliance.

Name of ADA compliance officer

Phyllis A. Korab, Assistant City Manager

Please select the Commissioner districts that will be served by your funded projects /programs next year.

Broward County Tourist Development Tax Capital Challenge Grant Application

Geographical Area Served

- District 2
- District 4
- District 9
- All Districts

16. Certification

The applicant certifies that the data in this application and its various sections, including budget data, are true and correct and that the filing of this application for funding by the Tourist Development Tax Capital Challenge Grant has been duly authorized.

(Name and Title of CEO)

Dennis Beach
City Manager
City of Pompano Beach
100 W. Atlantic Boulevard
Pompano Beach, 33060
954-786-4601
dennis.beach@copbfl.com

Primary contact for this application request (Development Director, or Project Administrator)

First Name:

Brian

Last Name:

Donovan

Title:

Assistant to the City Manager



Tourist
Development Tax
Capital Challenge
Grant Program
(TDT-CCGP)

Tourist Development Tax Capital Challenge Grant Program
(TDT-CCGP)

Application Guideline FY 2015
(October 2014 through September 2015)

Fiscal Year

2015

Deadline: February 15, 2014
on, or before, 11:59 PM

Broward County Board of County Commissioners /Broward Cultural Council



Broward County Cultural Division



**Broward County Cultural Division
Tourist Development Tax Capital Challenge Grant Program (TDT-CCGP)
FY2015 Guideline (October 1, 2014 - September 30, 2015)
Application and attachment outline**

Funding period: October 1, 2014 - September 30, 2015

Purpose – The Tourist Development Tax (TDT) is a local sales tax, authorized and governed by Florida Statute 125.0104. In 1980, Broward County Ordinance #80-70 authorized the Board of County Commissioners to levy and impose a two percent (2%) TDT. Periodically, Broward County receives requests for financial assistance from local municipalities or NPOs to support capital projects using proceeds from this tax. If an applicant is seeking capital funds and is otherwise ineligible under the County's existing Cultural Division Grants Program solicitations, the following guidance must be followed. Any award and expenditures of tourist development tax funds must comply with the express authorized use(s) of such funds pursuant to Florida Statutes Section 125.0104. Applicants shall ensure that the proposed use(s) and, if awarded, the actual use of the tourist development tax funds are expressly permitted by Section 125.0104, and shall provide documentation sufficient to substantiate same to County upon request.

Deadline- All applications must be submitted electronically online on, or before, **February 15, 2014** at 11:59PM. Late applications cannot be accepted without specific action by the Board of County Commissioners. Applications filed electronically online: Any application filed electronically online must be filed by midnight of the deadline listed as described. If such deadline falls on a Saturday or Sunday, the deadline shall automatically become midnight of the following Monday. If the deadline falls on a Broward County, State of Florida, or national (federal) holiday, the grant deadline will become midnight of the following business day.

Who May Apply:

A public entity or a nonprofit organization that has been operational in a tourism-related discipline(s) or administered tourist-related facilities or activities for a minimum of five (5) uninterrupted years immediately preceding the date of application, which public entity or nonprofit organization meets the following qualifications:

(A) Nonprofit organization:

(1) Incorporated in and qualified to do business in the state of Florida.

(2) Has tax-exempt status under Section 501(c) subsections (3), (4), (5), (6) or (7) of the Internal Revenue Code.

(3) A copy of the most recent IRS determination letter must accompany the application, to confirm tax-exempt status.

(4) Has a governing board which meets regularly and operates under a set of bylaws, and has fifty percent (50%) of governing board members residing in Broward County.

(5) Which must have a bank checking account confirmed at the time of application.

(6) Whose principal office address, as recorded in the Secretary of State's Office, is in Broward County with a minimum of one (1) full-time staff position in that office.

(B) A public entity located primarily in Broward County, which is a municipality, state government agency, or political subdivision of state government, or sovereign Native American Nation; however, evidence of impact on countywide tourism and economic development must be demonstrable.

(C) Applicants may not have received TDT Capital Challenge Grant funding from Broward County in the previous five (5) years.

(D) A consortium or alliance or organizations may apply for a challenge incentive; however, all members of the consortium or alliance must meet all eligibility requirements. One (1) organization must be the lead applicant.

(E) An applicant can receive only one (1) TDT Capital Challenge Grant award during any five-year period and never again for the same project.

Requested Award Size:

Requests may be made in any amount up to Five Hundred Thousand (\$500,000), and any awarded grant is contingent upon available capital funds as determined annually by the Broward County Board of County Commissioners. Multiple year awards may be considered, but the total grant may not exceed \$500,000. The applicant must also demonstrate the ability to provide in-kind services and other available funding for the project equal to the amount requested as follows:

The cash matching portion shall be used solely for the project for which the TDT Capital Challenge Grant funds are awarded. The cash match may include: applicant's available cash-on-hand earmarked for the project; irrevocable contributions of cash that will be received and obligated by the end of the project period; the cost of site acquisition (for owned property) if acquired within three (3) years prior to the date of application, or the Broward County Property Appraiser's official assessed valuation if acquired more than three (3) years prior to the date of application.

T (total project costs) = A (amount requested) + B (cash match of A × 2) + optional C (in-kind services).

What may be funded:

- (a) Project funds may be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote certain facilities as authorized by the Local Option Tourist Development Act (as authorized in Section 125.0104, Florida Statutes), including convention centers, sports stadiums, sports arenas, coliseums, auditoriums, aquariums, or museums that are publicly owned and operated, or owned and operated by non-profit organizations (NPOs) and open to members of the public, within the boundaries of Broward County. Leased facilities must also be located within the boundaries of Broward County.
- (b) Applicants must demonstrate how the project(s) will enhance Broward County as a tourist destination and a project must have as one of its main purposes a tourist-related component evidenced by the promotion of the activity, service, venue, or event thereby generating hotel and motel (lodging) "bed nights" as required by the Local Option Tourist Development Act (as outlined in Florida Statutes Section 125.0104).
- (c) The maximum award amount is Five Hundred Thousand Dollars (\$500,000).
- (d) Applicants must provide matching funds via cash contributions in a minimum ratio of two dollars matching funds to one dollar grant funds (2:1).
- (e) Project timelines may not exceed three (3) years from execution of grant funding award agreement with the County.
- (f) For leased property, the following will govern the project scope and the lease period required:

Project Scope	Minimum Number of Remaining Years on Lease Period at Time of Application
Equipment, capital fixtures (excluding office furniture)	10 years
Building renovation, improvement	20 years
Building expansion	30 years
Building construction on leased land	50 years

(g) General funding restrictions listed in Section 29.17(b) of the Broward County Administrative Code are applicable to a TDT Capital Challenge Grant Program's facility incentive except that facility funds may be used for capital construction or acquisition of real property.

Review Criteria: In order to be deemed responsive, an application for a TDT Capital Challenge Grant must be for a purpose expressly authorized by the Local Option Tourist Development Act (Florida Statutes Section 125.0104).

Review Panel: The Cultural Division will appoint a review panel of subject matters experts and hoteliers in March of each year to complete a Due Diligence Review (as described below) of each application and determine eligibility and proposed funding, if any, for each applicant. Application reviews will be completed prior to the commencement of the County's Budget Workshops, usually in June of each year. The review panel will consist of five (5) members: one (1) member who has served on the Broward Cultural Council ("Council") for at least five (5) consecutive years; one (1) member who is the Tourist Development Council liaison to the Council; and three (3) members who are hoteliers identified by the Cultural Division.

Scoring: Each application will be reviewed by the panel and given a narrative rating of: (1) High; (2) Medium; (3) Low; or (4) Non-Responsive/Ineligible. A copy of the Review Sheet that will be used by the review panel will be included with each application. Due Diligence Review will ensure verification of documentation submitted, including, but not limited to: active non-profit status, financial capacity and organizational capacity.

Review Criteria:

- (a) Sufficiency of marketing plan/strategy.
- (b) Scope and reach of organization.
- (c) Community need.
- (d) Number of projected hotel room nights generated annually within the boundaries of Broward County.
- (e) Contribution to Broward County's reputation as an attractive destination for tourists.
- (f) Organizational capacity and financial stability of applicant(s).
- (g) Appropriate documentation of all funding sources (e.g., cash match and other in-kind).
- (h) Priority will be given to projects that:
 - 1. Are shovel ready (already designed and permitted, including that the applicant has received all governmental and/or regulatory permits);
 - 2. Exceed the 2:1 match requirement;
 - 3. Achieve geographic distribution of TDT Capital Challenge Grant Program dollars across Broward County; or
 - 4. Demonstrate substantial funding commitment to out-of-market advertising and promotion of Broward County with the intent of attracting overnight visitors to hotel(s) within Broward County.
- (i) Ability to demonstrate legal proof of ownership or the right to undisturbed use of the leased property for the minimum number of remaining years on the lease period indicated above, and documentation and written explanation of any easements, covenants, or other conditions affecting the use of the site or facility, or both. The documentation may be in the form of an executed copy of a lease, deed, agreement for deed, title, or copy of a recent tax statement. If the application is for acquisition, the application must include a description of the site or facility, purchase price, and a letter of intent or contract to sell signed by the seller.
- (j) Documented need for renovation or expansion, or completed feasibility study for project based on acquisition and new construction.

- (k) Completed preliminary drawings or completed architectural plans.
- (l) Demonstrates consistency with the Broward County community's local cultural action plan.
- (m) Project has historic or architectural significance.
- (n) Project reflects energy efficient use in design and operation.
- (o) Applicant is an established organization/entity with no negative grant history.
- (p) Applicant has or will employ qualified professional staff for the provision of programming and services.

Application Requirements

- a. An explanation of how the funds will be utilized, including amount requested, total project budget, itemized budget (EXCEL attachment section) and documentation of existing bank checking account.
- b. Match funds must be detailed; any in-kind match must be identified and may not exceed 30% of the total projected cost; matching funds derived from *projected earned income* is not allowable under TDT-CCGP. The amount and source of *all funds* for the proposed project must be disclosed at the time of application. Broward County heavily discourages applicants from including projected amounts and/or anticipated revenue from fundraising or other activities. Only funds identified as "on hand" at the time of application will count towards required match.
- c. Explanation of "shovel readiness" of project; including explanation of design, permitting and construction status. (provide preliminary drawings or completed architectural plans as an attachment).
- d. Demonstration of how the project will generate hotel and motel (lodging) "bed nights".
- e. Fiscal Sponsorship and Collaborations: Should an applicant propose collaboration with other party/entity for purposes of marketing, advertising, financial arrangements or other programming, such agreement must be disclosed at the time of application and agreements, signed by duly authorized representative of each entity, must be submitted as part of the application. Collaborative applications must clearly define in the Narrative how the relationship enhances tourism and destination attractiveness, beyond what the individual entities produce on their own.
- f. Applicants must provide matching funds via cash contributions in a minimum ratio of 2:1.
- g. Project timelines may not exceed 3 years from notification of award from the County.

Eligibility Requirements- The eligibility requirements must be met at the time of application deadline. Applicants must have complied with all reports and audited financial reporting requirements of previous Broward County agreements, if any. An applicant organization may not apply under more than one organizational name in one Broward County fiscal year unless a new name is registered with the Secretary of State during that period. A **late** or **incomplete** application will not be eligible for funding. An incomplete application (i.e., missing attachments, lack of proper support materials, etc.) may be rejected at the Division Staff level and not recommended to the Panel for consideration. Applications with deficiencies will receive a lower score. An organization may submit only one application to the Tourist Development Tax Capital Challenge Grant Program (TDT-CCGP) per fiscal year.

Funding Restrictions - These funding restrictions are applicable to all Broward Cultural Council incentive programs unless such expenditures are specifically authorized in program guidelines. Funds may not be used for:

- (a) Expenses incurred or obligated prior to or after the award period.
- (b) Capital Construction or real property.
- (c) Interest or reductions or deficits or loans, fines, penalties or cost of litigation.
- (d) Prize money, scholarships, awards, plaques, certificates, or contributions.
- (e) Benefits and projects planned primarily for fund raising purposes.
- (f) Entertainment and promotions including related expenses such as receptions, food, beverages, flowers, t-shirts.
- (g) Projects or organizations whose primary purpose is not secular and programs where the primary effect of funding would be to support a religion.
- (h) Travel.
- (i) Any expenditure not authorized by Section 1-90 Broward County Code of Ordinances.
- (j) Matching funds from another Council funding program.
- (k) Admissions to cultural programs, exhibits or performances.
- (l) Projects that are restricted to private participation, including those programs which would restrict public access on the basis of race, color, national origin, sex, religion, age, marital status, political affiliation, familial status, disability, sexual orientation, pregnancy, or gender identity and expression (including, but not limited to, Broward County Code, Chapter 16½).
- (m) Telemarketing.

Application Deadline: February 15, 2014- 11:59 PM. All applications must be submitted electronically online on, or before, **11:59 PM.** Late applications cannot be accepted without specific action by the Board of County Commissioners. **Applications will be accepted between January 1st and February 15th of each year.**

Funding period: October 1, 2014 - September 30, 2015

Review and Scoring Process

Staff Review - The Division Staff reviews the application for its completeness and compliance with all program policies, guidelines, and requirements. Incomplete applications will not be forwarded to the review panel for consideration. Official documents such as corporate status, bylaws, and board roster are checked and verified for accuracy.

Peer Panelists - Appointed by the Broward Cultural Council, Peer Panelists consider the applications and rate them. Any panelists having a Conflict of Interest (as defined by Chapter 112, Part III, Code of Ethics, Florida Statutes) with an applicant is prohibited from participating in the evaluation process for that applicant's application.

Panel Meetings Are Public - Applicants are encouraged to attend and be prepared, if asked, to respond to questions panelists may have about their applications.

Scoring - Peer Panelists score applicants based upon review criteria as listed in the program's guidelines. Each application will be reviewed by the panel (consisting of no less than three members) and given a narrative rating of: (1) High; (2) Medium; (3) Low; or (4) Non-Responsive/Ineligible.

Funding Approval - *The Panel's recommendations are forwarded to the Board of County Commissioners for approval. Awards will take place subsequent to Budget Workshops and Board approval.*

Appeals Process

Applicants have two opportunities (oral and written) to appeal the Review Panel's recommendation regarding their applications. Each applicant must substantiate at least one of the following reasons for any appeal:

Reasons for an Appeal

1. The Review Panel failed to follow published procedures for applications and review.
2. The Review Panel acted in an unfair manner, or,
3. The Review Panel's decision was based on insufficient information through no fault of the applicant.

Oral Appeals at the Panel Review Meeting

After all applications have been scored by the panel, the Chair announces a break while scores are computed and ranked.

Chair inquires if the applicant wants to present an oral appeal based on any of the three reasons for appeals.

Speaking time is limited to three minutes per organization. The representative of the organization making the appeal must state on which of the three reasons the appeal is based. Upon conclusion of the oral appeal(s), chair asks if any panelist wants to alter a score for the applicant(s) making an oral appeal. Panelists must state the name of the applicant and a revised score at this time.

Revised scores for the appealing applicant are re-averaged and all scores are ranked.

Panel makes funding motions and votes on them.

Written Appeals

Written appeals are to be addressed to the Chair, Broward Cultural Council, 100 S. Andrews Avenue, Fort Lauderdale, FL 33301-1829 and submitted within 14 days of the date of the review panel meeting. Written appeals must state the reason for the appeal.

Staff will prepare a fact sheet concerning the application and scoring by the panel.

The appeals are then forwarded to the Council for consideration in an appeals workshop.

The appeals workshop occurs at the next Council meeting.

At The Appeals Workshop

- Chair opens public workshop.
- Chair calls upon organization(s) that submitted a written appeal. (Speaking time is limited to three (3) minutes per organization).\
- Chair calls upon Chair of the Review Panel to address the Council concerning the appeals(s).
- The Appeals Workshop is adjourned.
- Council Meeting Convened
- Council may discuss the appeal(s), may vote to alter the funding recommendations, or may vote on a motion concerning the funding recommendations on the consent agenda.
- If the motion on the consent agenda is passed, Chair explains the ramifications to the appealing applicant(s).

Managing Awards

Administration of the Award – Awardees will be first notified in writing by the Cultural Division.

Revisions and Defining Units of Service - Before an Agreement can be issued, awardees are asked to provide updated information regarding changes in the project/program that have been made since the date of the original application. At that time the awardee also will be asked to help define the “units of service” that serves as the basis on which the funding will be distributed.

Agreements and Workshop - After submitting revisions, and the units of service are defined, awardees are sent an agreement for services which will have to be executed in a timely manner. A workshop is offered, as well as a detailed administration manual to assist in managing the agreement.

Change Requests – Awardees must keep the Contract Administrator informed about any changes in the project or program that effect the provisions found in “Exhibit A” of the agreement. All changes must be submitted on a *Change Request* form prior to their implementation.

Invoices and Project Evaluation Reporting - Awardees are required to keep accurate records and receipts of funded activity and document such on invoices and final Project Report (Exhibit B) (submitted online) to the county. Payment of all funding is on a reimbursement basis, contingent upon successful completion of the project or program and meeting the requirements of the (contract) agreement.

Insurance Requirements - If insurance is required by the County's Risk Management Division, the awardee shall furnish a Certificate of Insurance or endorsements evidencing the insurance coverages specified by the agreement and such Certificate of Insurance shall be attached and incorporated as part of the agreement. Such required Certificate shall be provided prior to the awardee beginning

performance of work under the agreement. The Certificate must name **Broward County** as an additional insured. Please maintain the organization's coverage with your agent by keeping an up-to-date Certificate of Insurance. Failure to provide an up-to-date, or renewed, Certificate could delay the execution of the agreement, and payments, until the insurance requirements are met.

The Correct Use of County Logos and Attribution in Printed Materials - Awardees must adhere to all provisions of the agreement giving appropriate attribution to the Broward County Board of County Commissioners, and other participating funders (e.g., The Tourist Development Council, National Endowment for the Arts, etc.). Failure to use the correct attribution to the County in printed publication/ publicity materials could be detrimental to future funding.

For LOGOS:

<http://www.broward.org/ARTS/FUNDING/Pages/Logos.aspx>

For Tourist Development Tax Capital Challenge Grant Program (TDT-CCGP) funded projects. - Use both the Broward County Logo and the Greater Fort Lauderdale Convention and Visitors Bureau (CVB) Logo with the funding statement (listed below) in flyers, programs, brochures, newsletters, direct mail, sponsor recognition, signage, etc. In press releases only the funding statement is required.

Example:

	
Funding for this event is provided in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and Greater Fort Lauderdale Convention & Visitors Bureau.	

or

	
Funding for this event is provided in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and Greater Fort Lauderdale Convention & Visitors Bureau.	

ArtsCalendar.com, South Florida's Complete Guide to the Arts, is collaboration between ArtServe and Broward Cultural Division and includes listings of all cultural arts events, directories, reviews, auditions, calls for artists, classes and workshops and so much more. ArtsCalendar.com is the leading online resource for Arts and Cultural information for Broward County.



During the term of the agreement, if an awardee's program was funded by Broward County, these programs, or events, are to be added into the ArtsCalendar.com. event schedule

See: (<http://www.artscalendar.com/>).

Awardees must post the **ArtsCalendar.com** banner web link on their organization's website. Go to: <http://www.broward.org/Arts/Funding/Pages/ArtsCalendar.aspx> for instructions. There is no need to upload any images to your site, simply copy the code into body of your webpage at its designated location. The logo will appear in the location linked to ArtsCalendar.com.

Extensions/Waivers - If an awardee is unable to file and project evaluation reports on time, then the organization will have to request either an extension and /or waiver of the deadline for submission.

Application Process

Plan ahead - Applicants are urged to plan ahead and begin preparation of their applications well in advance of the due date for submission. Before starting the writing process, applicants should read the guidelines and instructions carefully and follow them. **Failure to follow instructions could result in disqualification of an application.**

1. Plan to attend the workshop designed for applicants to the Tourist Development Tax Capital Challenge Grant Program (TDT-CCGP).

2. Schedule a meeting with a member of the Staff if you would like personal guidance regarding your application. **Note:** First-time applicants to the TDT-CCGP program are required to meet with a Staff member prior to submitting an application for funding.

3. **Check and double check** - Applications should be checked carefully to assure that all sections of the application form is complete and the required attachments are provided in the order listed.

Note: The Cultural Division cannot allow applicants to add omitted attachments or other documents once the deadline for submission has passed. Guidelines require that an application be complete and that it meets all applicable eligibility requirements at the program deadline for submission of applications.

Application Instructions - Complete the Cultural Investment Program application form as follows, and submit with the required attachments on, or before, **11:59 PM** on **February 1**.

Application Guidance

Online application outline

If you are creating an online proposal on behalf of the primary contact (proposal writer, or executive director), please use their account login to ensure proper distribution of future correspondence concerning the proposal. Application landing page:

<http://www.broward.org/Arts/Funding/Pages/Tourist-Development-Tax-.aspx>

SEE: “**Application Instructions**” for the *Guide to the Online Application*.

To start a new online TDT application, (or create an account login) click link below:

→ https://www.grantrequest.com/SID_391?SA=SNA&FID=35106



(on the web page)

Return to your previously started (*In progress application*) online application return to your *MY ACCOUNT*, click link below (if you are a returning applicant, please enter your email and password to access your saved and completed applications):

➤ https://www.grantrequest.com/SID_391?SA=AM



(on the web page)

Online application outline

Page 1- Introduction

Page 2 - Organization Information- Enter the legal name of the applicant organization as registered with the Florida Secretary of State.

Contact Person – (Primary contact for the application) List the name, title, e-mail address of the person with in-depth knowledge of the organization and its application to be contacted in the event there is a question concerning the application. If the project is funded, this person will be listed as the official contact in the agreement and the person to whom Division award related correspondence should be sent.

Federal Identification Number - Provide the organization’s federal employer identification number (FEIN) as established by the IRS and the number of people employed by the organization.

Date Incorporated - List the month, day, and year in which the organization was incorporated (as shown on the organization's charter as filed with the Secretary of State).

Month and Day Fiscal Year Ends - List the month, day, year the organization's fiscal year ends.

Last Fiscal Year Data - List the number of performances, exhibits, or events in Broward County provided by the organization during the previous fiscal year; the total attendance at those events; and the number of paid subscribers/members during the fiscal year. Please enter the number Full-time, Part-time, and Contract Employees within your organization.

D&B D-U-N-S Number: All artists and arts organizations are encouraged to obtain their own free Dun & Bradstreet (D&B) number—or if you already have a D&B number, to ensure that they are accurately coded as an arts organization or artist. To find your DUNS number, please go to: <http://smallbusiness.dnb.com> If you do not have a DUNS number, you can get one for free by either calling 1-800-333-0505.

Page 3 - Project / Program Description- Provide a title and a **brief summary** of your organization's yearly program of activities for which you are requesting support. Cultural disciplines- Select the discipline most appropriate for the project up to five areas.

Page 4 - Program Narrative

What Impact would the maximum award have on your project and your organization. The application score will heavily influence the size of award you receive, explain here the true impact of you receiving the largest award possible within the competitive pool of applicants. Also help the panelists measure the impact of a lesser award on the quantity/quality of your activities proposed during the project period.

Indicate if any extraordinary or special fiscal circumstances exist for your organization at this time. Include any significant change in annual operations (growth or decline), and the reason for any deficits and the plan to solve them. If the auditor included any management letters, provide information as to corrective action planned or taken by the organization in response to the management letters. If there are not special financial circumstances in your organization at this time, convey that to the reader.

Page 5 – Criteria (a) Marketing Plan Strategy Criteria (d) Criteria (e)

Review Criteria - This is the basis on which a review panel scores or evaluates an application. State how the proposed project addresses the specific review criteria listed in the guidelines for the Cultural Investment Program. List each criterion and show how the project meets it.

Page 6 - Criteria (b) Scope and Reach of Organization Criteria (c) Community Need

Page 7 Criteria (f) Organizational capacity and financial stability of the applicant

Page 8- Criteria (g) Financial Information

Page 9- Project Budget Description

Page 10- Criteria (h) Priority to Projects with the following elements: 1.) Are shovel ready (already designed and permitted, including that the applicant has received all governmental and/or regulatory permits); 2.) Exceed the 2:1 match requirement; 3.) Achieve geographic distribution of TDT Capital Challenge Grant Program dollars across Broward County; or, 4.) Demonstrate substantial funding commitment to out- of-market advertising and promotion of Broward County with the intent of attracting overnight visitors to hotel(s) within Broward County.

Page 11- Fiscal Sponsorship and Collaborations (optional)- Fiscal sponsors listed- Should an applicant propose collaboration with other party/entity for purposes of marketing, advertising, financial arrangements or other programming, such agreement must be disclosed at the time of application and agreements, signed by duly authorized representative of each entity, must be submitted as part of the application. Collaborative applications must clearly define in the Narrative how the relationship enhances tourism and destination attractiveness, beyond what the individual entities produce on their own.

Page 12 - Criteria (j) Documented need for renovation or expansion, or completed.

Page 13- Mission Statement, Key Goals and Accomplishments – Express the mission statement of the organization. When completed, the reader should have a clear understanding of the **key** area(s) that the organization will focus on for the coming funding period (up to three key goals). These goals should be realized in time lines, budgets, and be realistic and quantifiable. Also, describe any major accomplishments, or progress, that has been made toward long-term and short-term goals and objectives from the previous year. When completed, the reader should be able to see the progress that the organization has made over the past year. For each goal and objective(s) that are selected, highlight any significant developments. Also, if the organization did not achieve a key goal from the past year, explain why, what the organization learned and what would have been done differently.

Page 14- Demographic Background - Describe the demographic composition of the organization's staff, board, and volunteers. Include the **total number (not percentages)** of members in each category and indicate are minorities, senior citizens, and persons with disabilities.

Page 15- -Americans With Disabilities Act - Answer the questions for ADA compliance.

Commissioner districts served – Activate the appropriate number of box(es) indicating the Commissioner districts that will be served by your funded projects/programs next year.

To locate the correct Commissioner district, refer to: Click on ->

<http://bcgis.maps.arcgis.com/apps/OnePane/basicviewer/index.html?appid=c7f7450dc0b147d4b4b9526d9b1f93e7> and type in the street address and zip code of the program's venue, or location.

If your County funded projects/programs will occur at different venues, please indicate all the districts that would apply.

Page 16- Certification - The applicant certifies that the data in this application and its various sections, including budget data, are true and correct and that the filing of this application for funding by the Cultural Investment Program has been duly authorized.

Attachments

UPLOAD ATTACHMENTS:

Attachment 1- Financial Information -

Operating Budget- (Cash Revenues, Expenses, Volunteer and In-Kind) Created in an Excel file format which you can download from the Division Web-site:

<http://www.broward.org/Arts/Funding/Pages/Tourist-Development-Tax-.aspx>

Financial Information - Operating Budget - Provide financial information in an Excel format for cash revenues and expenditures of the three (3) years indicated: Column 1 - most recently completed fiscal year; column 2 - your current year; column 3 - the year for which you are requesting funding. At the FORMS AND LINKS section Download the blank Excel form "Operating Budget Form XLS" to your computer and complete and upload. Note, there are three pages: Sheet 1- Income; Sheet 2- Expenses; Sheet 3 - Volunteer In-Kind.

Attachment 2- Project Budget

Attachment 3- Provide short-term and long-term organizational and programmatic goals and objectives. Explain how they relate to the mission statement.

Attachment 4- List of current officers and board members showing terms, residential addresses, and phone numbers and e-mail addresses.

Attachment 5- List of exhibits, programs, events or performances presented in the last funding period, or the previous 12 months (including dates and locations).

Attachment 6- Names of Key Program and Artistic Staff - List the names of key organizational artistic and program personnel. Provide brief resumes for each name listed.

Attachment 7- Names, qualifications and support material (news clippings, programs, biographical information, resume, etc.) for creative artists involved in the proposed project year. Letters of commitment from these participating artists for the proposed period (up to 5 pages)

Attachment 8- Appropriate and clearly labeled supportive material (not to exceed 5 pages).

Attachment 9- Submit the most recent IRS 990 Return of Organization Exempt From Income Tax for the organization.

Attachment 10- IRS Letter of Determination- Proof of non-profit status

Attachment 11- Documentation of existing bank checking account.

Attachment 12- Lease or Deed, Title, or Sales Contract

Attachment 13- Preliminary drawings, or architectural plan.

Attachment 14- Provide an organizational history which includes a founding date.

Attachment 15- Business Plan for Applicant.

Attachment 16- Provide three years of audited certificated financial statements.

Attachment 17- Application by a Consortium, attach the completed, and signed, copies of the Individual Commitment Form from each individual applicant member organization that will be participating in the Consortium.

At the ATTACHMENTS page: Use the "drop down" feature to select the correct "Title" for each Attachment. "Browse-in" in your attachment file, then, click the "Upload" button to attach the file to the title. Upload the attachment files in chronological order (1, 2, 3 etc.) one- at- a- time. The maximum size for all attachments combined is 200 MB. Please note that files with certain extensions (such as "exe", "com", "vbs", or "bat") cannot be uploaded.

In Progress "Draft" Application:

If you need to stop at any time, simply scroll to the bottom of the page, "**click**" on **SAVE & FINISH LATER**. This will save what you have entered, close your application, and allow you to return later. You can **SAVE & FINISH LATER** as often as necessary while you complete the application. You will receive a "Draft" of the application in your e-mail box.

To Submit the Application:

1. CLICK the button, or tab: "**Review My Application.**" This will take you to a review screen. This function will generate one continuous page of your entire Application for easy review (proof reading stage). If there are any errors with your Application, red notes will be listed next to the field in error. Make the edits, or add the missing attachments. Once you have fixed any errors, CLICK the UPDATE button to save your changes.
2. CLICK: **SUBMIT button** to send in your Application to the Division.

Broward Cultural Division
100 South Andrews Avenue, 6th Floor
Fort Lauderdale, FL 33301-1829
Adriane Clarke, Grants Management Specialist, 954-357-7530 E: acclarke@broward.org
Susan Schultz, Financial Analyst, 954-357-6704 E: sschultz@broward.org
James Shermer, Grants Administrator, 954-357-7502 E: jshermer@broward.org
Division Home page: <http://www.broward.org/arts/Pages/Default.aspx>



Broward County Cultural Division
Greater Fort Lauderdale Convention & Visitors Bureau