

REQUESTED COMMISSION ACTION:

| | | | | |
|---|------------------------------------|--|---|---------------------------------------|
| <input checked="" type="checkbox"/> Consent | <input type="checkbox"/> Ordinance | <input checked="" type="checkbox"/> Resolution | <input type="checkbox"/> Consideration/ Discussion | <input type="checkbox"/> Presentation |
|---|------------------------------------|--|---|---------------------------------------|

SHORT TITLE A resolution of the City Commission of the City of Pompano Beach, approving and authorizing the proper city officials to submit a grant application in an amount of up to \$150,000 to the Florida Department of State, Division of Cultural Affairs, for the purpose of obtaining funds for artistic, cultural and educational programming at the Pompano Beach Amphitheater and the new Pompano Beach Cultural Center; and confirming the city's contribution of up to \$150,000; and, if awarded, authorizing the City Manager to accept the funds.

Fiscal Impact: None at this time; if awarded match of grant funds from working capital reserve.

Summary of Purpose and Why:

Staff has prepared a grant application to request funds up to \$150,000 from the Florida Department of State, Division of Cultural Affairs to obtain funding for artistic, cultural and educational programming at the Pompano Beach Amphitheater and new Pompano Beach Cultural Center.



This item relates to the Strategic Plan:
Great Places: Goal 2.0, Initiative 2.8 – Develop and promote cultural/heritage tourism opportunities.

- (1) Origin of request for this action: Staff initiated
- (2) Primary staff contact: Mark Beaudreau, Recreation Programs Adm. Ext. 4191
- (3) Expiration of contract, if applicable: Grant Application to be submitted June 1, 2016
- (4) Fiscal impact and source of funding: If grant funds are received the city will be required to match the amount of grant funds received, which will come from Working Capital Reserves (001-9910-599-99-20).

| DEPARTMENTAL COORDINATION | DATE | DEPARTMENTAL RECOMMENDATION | DEPARTMENTAL HEAD SIGNATURE |
|--|--------------------|-----------------------------|-----------------------------|
| <u>Parks & Recreation</u> | <u>5-13-16</u> | <u>Approve</u> | <u>Mark D. Beaudreau</u> |
| <u>Finance</u> | <u>5-13-16</u> | <u>Approval</u> | <u>[Signature]</u> |
| <u>Budget</u> | <u>5/16/16</u> | | |
| <u>City Attorney</u> | <u>5-13-16</u> | | |
| <input checked="" type="checkbox"/> City Manager | <u>[Signature]</u> | | <u>Olivia W. Beard</u> |

ACTION TAKEN BY COMMISSION:

| <u>Ordinance</u> | <u>Resolution</u> | <u>Consideration</u> |
|-------------------------|-------------------------|----------------------|
| <u>Workshop</u> | | |
| 1 st Reading | 1 st Reading | Results: |
| 2 nd Reading | | Results: |

MEMORANDUM

Parks, Recreation & Cultural Arts

Memorandum 16-A074

Date: May 12, 2016
To: Dennis Beach, City Manager
From: Mark Beaudreau, Recreation Programs Administrator *MB*
Subject: Agenda Item- Grant Application to Florida Department of State,
Division of Cultural Affairs

Please place the attached resolution on May 24, 2016, City Commission Agenda. The resolution is to submit a grant application in the amount of up to \$150,000 to the Florida Department of State, Division on Cultural Affairs. If the grant funds are awarded they will be used for additional innovative programming at the Pompano Beach Amphitheater and the new Pompano Beach Cultural Arts Center to include educational outreach and community activities to assist in the revitalization of historic Downtown Pompano Beach. The grant also requires the City to provide up to \$150,000 in matching funds, which will come from Working Capital Reserves (001-9910-599-99-20).

This item is related to Strategic Plan Strategy: Great Places: Goal 2.0, Initiative 2.8- Develop and promote cultural/heritage tourism opportunities.

If you have any questions, please call me at 954-786-4191.

MB/MK/afh

cc: Missy Kitts, Recreation Manager
Karen Santen, Grants Coordinator
Terrell Fritz, Grant Consultant



City Attorney's Communication #2016-787

May 12, 2016

TO: Mark A. Beaudreau, Recreation Programs Administrator

FROM: Mark E. Berman, City Attorney

RE: Resolution – Grant Application / Florida Department of State, Division of Cultural Affairs

Pursuant to your memorandum dated May 11, 2016, Memorandum 16-A073, 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, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO SUBMIT A GRANT APPLICATION IN AN AMOUNT OF UP TO \$150,000 TO THE FLORIDA DEPARTMENT OF STATE, DIVISION OF CULTURAL AFFAIRS, FOR THE PURPOSE OF OBTAINING FUNDS FOR ARTISTIC, CULTURAL AND EDUCATIONAL PROGRAMMING AT THE POMPANO BEACH AMPHITHEATER AND THE NEW POMPANO BEACH CULTURAL CENTER; AND CONFIRMING THE CITY'S CONTRIBUTION OF UP TO \$150,000; 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.



MARK E. BERMAN

MEB/jrm
l:cor/recr/2016-787

Attachment

**CITY OF POMPANO BEACH
Broward County, Florida**

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO SUBMIT A GRANT APPLICATION IN AN AMOUNT OF UP TO \$150,000 TO THE FLORIDA DEPARTMENT OF STATE, DIVISION OF CULTURAL AFFAIRS, FOR THE PURPOSE OF OBTAINING FUNDS FOR ARTISTIC, CULTURAL AND EDUCATIONAL PROGRAMMING AT THE POMPANO BEACH AMPHITHEATER AND THE NEW POMPANO BEACH CULTURAL CENTER; AND CONFIRMING THE CITY'S CONTRIBUTION OF UP TO \$150,000; AND, IF AWARDED, AUTHORIZING THE CITY MANAGER TO ACCEPT THE FUNDS; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Pompano Beach, Florida, has prepared an application requesting up to \$150,000 in grant funds from the Florida Division of Cultural Affairs for innovative programming at the Pompano Beach Amphitheater and the new Pompano Beach Cultural Center; and

WHEREAS, it is the desire of the City of Pompano Beach, Florida, to formally adopt an official Resolution to approve the proposed application and to establish its eligibility to participate in the program; 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 the Florida Department of State, Division of Cultural Affairs, for the purpose of

obtaining or acquiring funds for artistic, cultural and educational programming at the Pompano Beach Amphitheater and the new Pompano Beach Cultural Center.

SECTION 2. That the City of Pompano Beach is committed to the project and is in a fiscally and legally responsible position to provide the required funds in the amount of up to \$150,000; and confirming that these funds are currently available for expenditure.

SECTION 3. That the City Manager or his designee shall be the official liaison agent and is authorized to accept the funds.

SECTION 4. This Resolution shall become effective upon passage.

PASSED AND ADOPTED this _____ day of _____, 2016.

LAMAR FISHER, MAYOR

ATTEST:

ASCELETA HAMMOND, CITY CLERK

MEB/jrm
5/12/16
l:reso/2016-200

Application

City of Pompano Beach Parks, Recreation and Cultural Affairs

Parks, Recreation and Cultural Affairs

A. Application Details

Proposal Information

| Item | Response |
|-------------------------------------|---|
| Application # | |
| Program | General Program Support |
| Proposal Type | Discipline-Based |
| Funding Category | Level 3 |
| Discipline | Multidisciplinary |
| Applicant is requesting REDI waiver | N/A |
| Residency Contact Hours | N/A |
| Proposal Synopsis | <p>The City of Pompano Beach Parks, Recreation and Cultural Arts Division is seeking funding to present artistic, cultural and educational programming that will inspire artists, create new audiences and celebrate Pompano Beach’s diverse history Funding will be used for programs at the Pompano Beach Amphitheater (The Amp) and the new Pompano Beach Cultural Center which is anticipated to have its Grand Opening in late 2016/early 2017. Pompano Beach Arts (PBA) is the artistic force which manages and programs the City’s key cultural venues. By providing marketing and organizational assistance, PBA is setting the stage for inventive expression which will transform Pompano Beach into a Cultural Arts destination.</p> |

Applicant Information

| Item | Response |
|--------------------------------|--|
| Corporate Name | City of Pompano Beach Parks, Recreation and Cultural Affairs |
| Department | Parks, Recreation and Cultural Affairs |
| DBA Name | N/A |
| Federal Employer ID | 59-6000411 |
| Principal Address | 100 W. Atlantic Boulevard Pompano Beach, FL 33060-6099 |
| County | Broward |
| Applicant Email Address | karen.santen@copbfl.com |
| Grant Contact | |
| Authorized Official | |
| Website | |

B. Excellence (Up to 40 points)

These are the application responses associated with the Excellence and Innovation review criterion.

Mission Statement

The Commission approved Pompano Beach Cultural Arts Master Plan states: 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.

Proposal Description

Instructions to the Applicant

Describe the proposal for which you are requesting funding. Include goals, fully measurable objectives, activities, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

The City of Pompano Beach is seeking funding to present top quality programming, new artistic works, educational outreach programs and community activities that will nurture budding artists and artist organizations and transform Pompano Beach's Amphitheater and Cultural Center into multi-cultural meeting places.

The 3,000-seat Amphitheater was constructed in 1992, and is conveniently located within the heart of Pompano Beach. It is physically connected to the Emma Lou Olson Civic Center, sharing various backstage spaces with the Civic Center's 400-seat auditorium. Past seasons have featured popular artists such as Chicago, David Sanborn and Edgar Winters. The facility is located in Pompano Community Park, with breathtaking grounds that can accommodate an additional 7,000 patrons.

In FY 2013/14, after years of under-utilizing the Amphitheater's potential, Pompano Beach Arts (PBA) expanded as an ambitious program to revitalize the facility. Concerts at "The Amp", as the amphitheater was newly branded, once again present popular artists including this year's line-up with The Charlie Daniels Band, The DefTones, The Gin Blossoms, and Meatloaf. PBA has begun to create special events including numerous festivals that immerse the City in visual and performing arts and signature music events such Brazilian Fest, Music Under the Stars, and the Jazz and Arts Fair.

Coming online in FY16/17, the City's highly anticipated Pompano Beach Cultural Center is presently under construction, located adjacent to City Hall in a revitalized Downtown Pompano. The new facility will house a performance space with seating capacity of up to 400, a visual arts gallery and a state-of-the-art Digital Media Center. This interactive, multi-media center will feature opportunities to work, learn, and experiment in digital photography, web design, video, sound, filmmaking, editing, animation, social media, graphic design, computer programming and podcasting.

GOALS & OBJECTIVES (City of Pompano Beach Cultural Arts Master Plan):

1. Provide quality, creative programming at "The Amp" and the Pompano Beach Cultural Center in the areas of
 - a. Theater
 - b. Music
 - c. Dance
 - d. Film
 - e. Digital Arts & Media
 - f. Arts Education
2. Enhance partnerships with cultural arts organizations and individual Pompano Beach artists
 - a. Explore providing grants for Cultural Arts activities in City venues
 - b. Facilitate direct grants and funding opportunities for arts organizations and artists
 - c. Identify opportunities for organization capacity building and growth
3. Create Partnerships for Arts Education
 - a. Provide joint programming with Broward County schools
 - b. Explore joint programming with Broward College
 - c. Position Digital Arts & Media Center as a place for "learning and experimentation"
4. Focus on the "Business of Art/ Acceleration Program"
 - a. Find opportunities to enhance the involvement of the business sector with the cultural community

- b. Encourage cultural arts organizations and individual artists to explore commercial opportunities for artistic activities
- c. Promote investment in the area's cultural community as a tool for continued economic development
- d. Work with the Chamber of Commerce and CRA to recruit creative industries
- e. Work with the CRA Resource Center to incubate creative industry businesses

ACTIVITIES/TIMELINE (July 2017 – June 2018)

In late 2016, Pompano Beach Arts will achieve a milestone with the opening of the new Pompano Beach Cultural Center, providing the centerpiece of our strategy to transform Pompano Beach into a cultural arts destination in north Broward County.

It is anticipated that programming at "The Amp" in FY2017/18 will be expanded, as well as include a schedule similar to this year's line- up:

6-11-16 Tommy James
6-18-16 Vince Neil
6-25-16 Buckcherry
7-22-16 Ted Nugent
8-15-16 UB40
9-30-16 Make America Rock
10-14-16 NEED TO BREATHE
10-29-16 Peter Cetera
12-2-16 Boyz II Men

Numerous festivals and signature events featuring national and regional talent will continue to increase. Pompano Beach Arts is committed to showcasing regional talent along with national and international acts.

Projects at the new Cultural Center will be offered throughout FY 2017/18 and will feature:

Theatre

Pompano Beach Arts will produce and present theatrical productions in the 400-seat multimedia facility, beginning with a "Play-reading Series", leading to a "New Play Festival" and culminating with a full production season. PBA will also collaborate with emerging and established theatre companies in South Florida.

Music

The key to successful musical programming lies in diversity, so PBA will offer a wide variety of musical performances. Music series at the Cultural Center will feature exclusive intimate concerts and "meet the artists" events to enhance the overall audience experience.

Dance

The Cultural Center will offer dance performances throughout the FY16/17 season and will develop adult and young professionals programs to offer individuals a broad spectrum of dance opportunities.

Film

In addition to partnering with regional film festivals, PBA will create a series for local filmmakers, providing an important stage to showcase their work.

Digital Arts & Media

The new Cultural Center features a state-of-the-art Digital Arts & Media Center with both a Production Studio and a Computer Lab for both novice and experienced artists.

Arts Education

Arts education activities, including classes, workshops and summer camps will enhance current programming, expanding arts education programs in the North Broward County area. (see description below)

C. Impact (Up to 30 points)

These are the application responses associated with the Impact review criterion.

Proposal Estimates

| Estimated Number of | Response | Instructions to the Applicant |
|-----------------------------------|----------|---|
| adults benefiting | 0 | Enter the number of individuals over 18 that are expected to participate in cultural events. This figure should reflect a portion of the total individuals benefiting. |
| non-school based youth benefiting | 0 | Enter the number of individuals under the age of 18 that are expected to participate cultural events not through their school. This figure should reflect a portion of the total individuals benefiting. |
| older adults benefiting | 0 | Enter the number of individuals over the age of 65 that are expected to benefit from the proposal activities. This figure should reflect a portion of the total individuals benefiting. |
| artists directly involved | 0 | Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. |
| individuals benefiting | 0 | Enter the total number of people who will directly engage with the arts, whether through attendance at arts events or participation in arts learning or other types of activities in which people wereare directly involved with artists or the arts. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees. This number should include the values listed for youth, elders and artists. |

| | | |
|---|---|---|
| individuals benefitting through media | 0 | Enter the estimated number of individuals who will benefit through TV, radio, cable broadcast, the internet, or other media. |
| proposal events | 0 | How many different events will be produced or presented within the grant period as a part of this proposal? Be sure to list different events, not performances. For example, a musical performed 10 times is only one event, but a musical performed 10 times and workshop done once are two events. |
| opportunities for public participation | 0 | Each event will have one or more opportunities for public participation. For example a musical performed 10 times is one event with 10 opportunities for public participation. |

Additional impact/participation numbers information (optional)

Instructions to the Applicant

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

Population groups benefitting

Instructions to the Applicant

Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming).

- Not yet answered.

Project/Program Location

Instructions to the Applicant

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

- Broward

Proposal Impact

Instructions to the Applicant

Describe the economic impact of your organization as a whole and the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

The National Endowment for the Arts reports that every dollar spent by local government on the arts generates more than \$11 from the private sector in ticket sales and philanthropic donations. Further, Americans for the Arts research revealed that cultural tourists tend to stay longer at their destinations, stay at higher quality hotels and spend more time and money in restaurants and on retail.

In November 2010, the CRA Board approved the Downtown Pompano Connectivity Plan including development of new cultural components and the Downtown Pompano Creative Arts District. Imagine what more than 25,000 attendees at Cultural Arts events and \$1 million a year spent principally in Downtown Pompano might mean to the community.

New facilities and programming will positively impact Downtown Pompano and surrounding areas in the following ways:

- Restaurants will open and expand, serving audiences before and after performances.
- More retail businesses will open in response to new activity around the facilities.
- The presence of young people around the facility will motivate the development of new urban amenities (coffee shops, bookstores and clubs).

Positive economic impact will also result from:

New Cultural Arts Jobs

New sales, new earnings for workers and new jobs will stimulate the economy. In addition to the 286 person-years of new employment created by the construction of the new Cultural Center, it is estimated that when fully operational, the facility will directly create 15 new jobs and event-based employment, resulting in more than \$750,000 in earnings, as well as new job opportunities for Cultural Arts professionals and staff.

Ticket Sales

Pompano Beach Cultural Arts facilities and venues utilize new technologies in ticketing, developing a "community box office" and ticketing outlet for off-site and citywide facilities, programs and organizations.

Projected ticket sales for the first full-year of operations:

Pompano Beach Cultural Center = \$225,000

Pompano Beach Amphitheater = \$325,000

Ancillary Spending

In 2007, Americans for the Arts updated a 1994 study estimating that non-profit arts and culture attendees in Broward County spend \$25.64 per person in addition to the cost of admission.

In 2011/12, the Webb Management Business Plan for the new Cultural Center projected that in its first full year of operations, event attendance would exceed 27,000, resulting in almost \$700,000 in local ancillary spending. Attendance at the amphitheater in its first full year of operation is projected to exceed 45,000. Even if these projections fall short, the local ancillary spending could exceed \$850,000.

Meeting and Business Events

The Cultural Center will include 5,000 sq. ft. of performance and event space generating new income from banquets, receptions, business events and weddings.

Increased Property Values

With annual attendance at Pompano Beach Cultural Arts events projected to exceed

70,000, the economic impact on adjacent areas, especially the Downtown Pompano Creative Arts District, will be immediate and commercial property values will increase.

Arts Education and Outreach

- The Cultural Center will offer alternative cultural arts education and outreach programs for our diverse ethnic and socioeconomic populations.
- It will provide joint programming with Broward County schools and explore collaborations with Broward College and local organizations such as the Boys and Girls Club.
- The Cultural Center will offer group classes, one-on-one sessions and small semi-private lessons. Scholarships will be offered.
- Professional artists will conduct Master Classes and workshops highlighting global arts with a focus on cultures prevalent in the Pompano Beach area.
- Free and affordable family programming will be presented at the highest artistic level.
- Personal performance and internships will offer students real world experience in the arts.
- Volunteer opportunities will be available for all ages.

The following organizations are in discussions to provide both educational and artistic programs:

- Curtain Call Playhouse
- Ashanti Cultural Arts & Enrichment
- South Florida Artists Association
- Rock Road Restoration Historical Group
- The Pompano Beach Historical Society

Marketing and Promotion

Instructions to the Applicant

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

Pompano Beach Arts (PBA) manages and programs the City's key cultural venues, including, Pompano Beach Amphitheater (The Amp), Ali Cultural Arts, and the upcoming Pompano Beach Cultural Center. PBA is a well-oiled public relations machine with a uniquely diverse repertoire utilizing the following marketing tools to publicize Pompano Beach:

Electronic and Web-based Marketing

In a very short time, Pompano Beach Arts (PBA) has built a solid following of loyal patrons using a range of marketing tools including an E-mail database. 15,000 patrons receive weekly e-mails and the database is supplemented by a growing list of producing partners including AEG Live, Live Nation, Music Work and Stellar Entertainment. Notices are e-mailed by our regional and national festival artists, who announce performances to their followers. The website, www.pompanobeacharts.org is fresh, exciting and updated weekly.

Social Media

Recognizing that social media is an important key in building awareness, PBA manages "Pompano Beach Arts" and "Pompano Beach Amphitheater" on Facebook with more than

1300 fans for the two pages. PBA maintains Twitter accounts (@PompanoBchArts and @PompanoAmp). Our social media campaigns keep patrons connected by:

1. Informing them of upcoming events,
2. Showcasing highlights from recent events, and
3. Posting feature stories about arts and culture in Pompano Beach, its artists and its community events.

Media Relations

PBA has a varied range, making it attractive to both print and online publications. Print publications such as South Florida Sun-Sentinel, Travel Agent Magazine, New Times, Miami-Herald, Boca Raton Tribune, South Florida Gay News, Boca Raton Magazine, Boomer Times and Jazz News frequently feature stories on Pompano Beach's cultural scene.

Media Sponsorship

Media sponsors WLRN, WIRK, Magic 102.7, Hot 105, WRMF and WDNA match promotional advertising spots.

Print Materials

Our guerilla marketing strategy includes distribution of monthly postcards throughout regional hotels, restaurants, bookstores, coffee shops, churches, community centers and galleries and community events. Our volunteers distribute over 5,000 print collateral materials monthly.

Advertising

PBA strategically places paid advertising in both print and online publications. It produces Youtube commercials and advertises through numerous media outlets including radio commercials on WLRN, WPBF and WPEC. Print exposure includes editorials in Pelican, Pompano Today, New Times, City and Shore, Sun Sentinel, South Florida Gay News, New Times, Pompano Forum, Lighthouse Point Forum, Coral Springs Forum and feature stories and ads in:

Sun Sentinel
 Pompano Today
 Pelican
 Pompano Forum
 Palm Beach Post
 Deerfield Observer
 Lighthouse Point Forum
 Parklander
 City and Shore Magazine
 Ft Lauderdale Magazine
 Coastal Star
 Palm Beach Arts Paper
 Miami Artzine
 The Examiner
 South Florida Gay News
 She Magazine
 Broward Cultural Council Magazine
 Arts and Culture Magazine
 WDNA radio
 WLRN radio
 WRMF radio

Jazz Near you
 Cool Jazz Florida
 South Florida Jazzlist
 CBS 12 event
 Jazz Corner
 Jazz Blues Florida
 SoFlaNights
 Whereevents
 Florida Beer Festivals

PBA also utilizes online promotional sites such as jazzbluesflorida.com and Organiste.net. This coming year, the marketing department will explore cross-promotional campaigns with other arts organizations, including the Broward County Cultural Council.

State-wide and National Outreach

New initiatives to attract a greater number of tourists are underway. These include ads in tourism publications and online sources, as well as showcasing arts and culture to travel writers and bloggers.

D. Management (Up to 20 points)

These are the application responses associated with the Management review criterion.

Fiscal Condition and Sustainability

Instructions to the Applicant

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Information from the City of Pompano Beach Comprehensive Annual Financial Report (CAFR) FY 2012/13 is attached demonstrating the City's ability to fund the new Pompano Beach Cultural Center. See Supplement 3: "COPB CAFR".

Annual operations of the Pompano Beach Cultural Center will be funded by the City, through private sector contributions, grants and other funding:

- Ad valorem
- Other Taxes –franchise, utilities, sales and use, half cent sales tax, communication service taxes, local option gas tax
- Tax Increment
- Franchise fees– electric, gas etc.
- Other Intergovernmental –State revenue sharing, Grants (CDBG/Home, NSP, SHIP, Principal Reduction Program, Section 108, FAA Grants, FDOT Grants, SFWMD grants (Reuse), LETF, COPs (USDOJ)
- Pari Mutuel
- Business Tax Receipts
- Building Permits
- Charges for Services – Parks, Recreation and Cultural Activities Fees, Water and Sewer Fees, Stormwater Fees, Golf Fees, Sanitation Fees, Parking Fees
- Judgments & Fines – liens, parking citations etc.

A new non-profit foundation 501(c)(3) organization is being created with the goal of assisting the City in funding ongoing operations of the Cultural Center and other venues. This funding will be provided through annual and endowment campaigns and grants.

Evaluation Plan

Instructions to the Applicant

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

Pompano Beach Parks, Recreation and Cultural Affair (PRCA) Division uses strategic planning to help make informed business decisions. This plan is used to evaluate the impact and success of the goals and objectives established above. The measures listed below are currently used to evaluate The Amphitheater programming and similar measures will be utilized to evaluate Cultural Center events:

- Audience participation as measured by ticket sales
- Customer loyalty
- Number of first-time attendees
- Facility utilization (% of rooms and venues usage)
- Pre/post surveys as required by funders and conducted with guidance from professionals through the Florida Parks and Recreation Association (FRPA) and National Recreation and Park Association (NRPA) registry.
- Social Media engagement
- Retention of presenters, with increasing number of performances
- Increase in number and range of community presenters, performances and activities
- Responsible fiscal management - increased revenues/decreased expenditures
- Level of engagement of community and business organizations
- Public perception – media coverage, recognition by local government and other agencies, consumer response and feedback

Operating Budget

Summarize organization operating expenses and income using the listed budget categories using actual numbers from your last completed fiscal year, your current fiscal year, and projections for your next fiscal year. The last completed fiscal year should reflect the actual budget minus non-allowables. Note:

- Totals are automatically calculated but will not update until you save the page.
- **Do not enter dollar signs (\$) or commas (,)**

| Operating Expenses | Completed FYE | Current FYE | Next FYE |
|--|------------------|----------------|-------------|
| 1. Personnel: Administrative | | | |
| 2. Personnel: Programmatic | | | |
| 3. Personnel: Technical/Production | | | |
| 4. Outside Fees and Services: Programmatic | | | |

| | | | | |
|-----------|------------------------------------|--------------------------|------------------------|---------------------|
| 5. | Outside Fees and Services: Other | | | |
| 6. | Space Rental, Rent or Mortgage | | | |
| 7. | Travel | | | |
| 8. | Marketing | | | |
| 9. | Remaining Operating Expenses | | | |
| A. | Total Cash Expenses | \$0 | \$0 | \$0 |
| B. | In-kind Contributions | \$0 | \$0 | \$0 |
| C. | Total Operating Expenses | \$0 | \$0 | \$0 |
| | Operating Income | Completed FYE | Current FYE | Next FYE |
| 10. | Revenue: Admissions | | | |
| 11. | Revenue: Contracted Services | | | |
| 12. | Revenue: Other | | | |
| 13. | Private Support: Corporate | | | |
| 14. | Private Support: Foundation | | | |
| 15. | Private Support: Other | | | |
| 16. | Government Support: Federal | | | |
| 17. | Government Support: State/Regional | | | |
| 18. | Government Support: Local/County | | | |
| 19. | Applicant Cash | | | |
| D. | Total Cash Income | \$0 | \$0 | \$0 |
| B. | In-kind Contributions | \$0 | \$0 | \$0 |
| E. | Total Operating Income | \$0 | \$0 | \$0 |

Additional Operating Budget Information

Instructions to the Applicant

(Optional) Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

No answer provided.

REDI Waiver

This applicant is **not** located in qualified economically distressed county or community under REDI.

Proposal Budget

Instructions to the Applicant: Expenses

Detail estimated proposal expenses in the budget categories listed below. **Include only expenses that specifically relate to the proposal. The Proposal Budget expenses must equal the Proposal Budget income.**

- **Column A** is your request amount. Detail how you intend to spend the funds you are requesting from the state.
- **Column B** is non-state cash.
- **Column C** is in-kind contributions or donations. In-kind (column C) may not make up more than 25% of your Total Proposal Expenses. The maximum allowable in-kind will be Total Cash Expenses (request plus cash) divided by three.

Instructions to the Applicant: Income

Detail the expected source of the cash match recorded in the expenses table. **Include only income that specifically relates to the proposal.**

State funds are not allowed in the Proposal Budget Income. This includes any income that comes from an appropriation or grant from the State of Florida.

| Proposal Expenses | | A. Request | B. Cash Expenses | C. In-kind | Total |
|-------------------|--|---------------|------------------------|-------------------|------------|
| 1. | Personnel: Administrative | 0 | 0 | 0 | \$0 |
| 2. | Personnel: Programmatic | 0 | 0 | 0 | \$0 |
| 3. | Personnel: Technical/Production | 0 | 0 | 0 | \$0 |
| 4. | Outside Fees and Services: Programmatic | 0 | 0 | 0 | \$0 |
| 5. | Outside Fees and Services: Other | 0 | 0 | 0 | \$0 |
| 6. | Space Rental | 0 | 0 | 0 | \$0 |
| 7. | Travel (match only) | 0 | 0 | 0 | \$0 |
| 8. | Marketing | 0 | 0 | 0 | \$0 |
| 9. | Remaining Proposal Expenses | 0 | 0 | 0 | \$0 |
| D. | Total Proposal Expenses | 0 | 0 | 0 | \$0 |
| Proposal Income | | A. Request | B. Cash Income | C. In- Kind | Total |

| | | |
|--------------------------------------|----------|--------------|
| 10. Revenue: Admissions | 0 | \$0 |
| 11. Revenue: Contracted Services | 0 | \$0 |
| 12. Revenue: Other | 0 | \$0 |
| 13. Private Support: Corporate | 0 | \$0 |
| 14. Private Support: Foundation | 0 | \$0 |
| 15. Private Support: Other | 0 | \$0 |
| 16. Government Support: Federal | 0 | \$0 |
| 17. Government Support: Regional | 0 | \$0 |
| 18. Government Support: Local/County | 0 | \$0 |
| 19. Applicant Cash | 0 | \$0 |
| E. Total Proposal Income | 0 | 0 \$0 |

Proposal Budget Detail

| Proposal Expenses | A. Request | B. Cash Expenses | C. In-Kind | Total |
|---|---------------|------------------------|---------------|------------|
| 1. Personnel: Administrative | 0 | 0 | 0 | \$0 |
| 2. Personnel: Programmatic | 0 | 0 | 0 | \$0 |
| 3. Personnel: Technical/Production | 0 | 0 | 0 | \$0 |
| 4. Outside Fees and Services: Programmatic | 0 | 0 | 0 | \$0 |
| 5. Outside Fees and Services: Other | 0 | 0 | 0 | \$0 |
| 6. Space Rental | 0 | 0 | 0 | \$0 |
| 7. Travel (match only) | 0 | 0 | 0 | \$0 |
| 8. Marketing | 0 | 0 | 0 | \$0 |
| 9. Remaining Proposal Expenses | 0 | 0 | 0 | \$0 |
| D. Total Proposal Expenses | 0 | 0 | 0 | \$0 |

| Proposal Income | A. Request | B. Cash Income | C. In-Kind | Total |
|----------------------------------|---------------|----------------------|---------------|-------|
| 10. Revenue: Admissions | | 0 | | \$0 |
| 11. Revenue: Contracted Services | | 0 | | \$0 |
| 12. Revenue: Other | | 0 | | \$0 |

| | Proposal Income | A. Request | B. Cash Income | C. In-Kind | Total |
|-----------|----------------------------------|-----------------------|-------------------------------|-----------------------|--------------|
| 13. | Private Support: Corporate | | 0 | | \$0 |
| 14. | Private Support: Foundation | | 0 | | \$0 |
| 15. | Private Support: Other | | 0 | | \$0 |
| 16. | Government Support: Federal | | 0 | | \$0 |
| 17. | Government Support: Regional | | 0 | | \$0 |
| 18. | Government Support: Local/County | | 0 | | \$0 |
| 19. | Applicant Cash | | 0 | | \$0 |
| E. | Total Proposal Income | 0 | 0 | 0 | \$0 |

Additional Proposal Budget Information (optional)

Instructions to the Applicant

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

No answer provided.

E. Accessibility (up to 10 points)

Applicant Accessibility

| Question | Response |
|--|-------------------|
| Does the applicant have policies and procedures (including a complaint process) that address non-discrimination on the basis of disability? | Yes |
| Does the applicant have a staff person that is responsible for compliance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act and Florida Statutes 553? | Not yet answered. |
| Has the applicant completed the Section 504 Self Evaluation Workbook or the Abbreviated Accessibility Checklist (only for first time self evaluations) from the National Endowment for the Arts? | Not yet answered. |
| if yes, when was the evaluation completed? | Not yet answered. |

Accessibility Narrative

Instructions to the Applicant

Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>.

We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

In compliance with the Americans with Disabilities Act (ADA), the City of Pompano Beach Parks, Recreation and Cultural Arts Department makes all reasonable efforts to make their facilities and activities accommodating to persons with special needs. Accessibility and universal design are important aspects of the Amphitheater and new Cultural Center, both of which meet all federal, state and local regulations. Since adoption of ADA, the City of Pompano Beach has been addressing a variety of ADA issues as well as responding to requests and complaints related to ADA compliance.

In lieu of updating the Section 504 Self Evaluation Workbook, the City regularly conducts a Transition Plan Update with the purpose of addressing compliance issues and quantifying those City facilities which require modification to be compliant with ADA. This Transition Plan Update also provides for the prioritized implementation of ADA related improvements and assists in the development of associated expenditures over time.

Since its construction in 1992, The Amp has met, and continues to meet, all ADA regulations. The facility is accessible on all levels and is complete with ramps, handrails, special seating, accessible restrooms and handicap parking. Any compliance issues are regularly addressed in the City's Transition Plan Update.

Accessible programming for the new Cultural Center will be managed by a Facility Manager and Accessibility Coordinator who will be required to complete the Section 504 Self Evaluation Workbook upon the Center's completion.

The Cultural Center's site design provides accessible parking for both the public and staff with clearly delineated accessible routes provided to the front door of the facility and from the staff parking areas to both the staff entrance and public entrances. The number of accessible parking spaces is in compliance with Florida Building Code (Accessibility) and includes spaces for larger accessible vans. Additionally, an accessible Drop-Off space has been provided near the front entrance of the facility. Although not required by Florida Building Code, all public entrances are equipped with ADA accessible push-button door operations for ease of use.

The facility is completely accessible on all levels, with ADA compliant elevators provided to all floors. In addition, the project provides ADA compliant access to the Catwalk/Control Room level of the Cultural Center, which exceeds Florida Building Code (Accessibility) requirements. Stairways are provided with ADA compliant rails at all vertical circulation areas.

All staff and public restrooms meet ADA regulations. Counters and service access points are provided with ADA approved sections. The facility's life safety systems are ADA compliant, with voice annunciation provided at the Cultural Center assembly areas to help

those with vision problems exit the building safely. Signage, provided at each room in the facility, includes room names and room numbers in high contrast lettering and in braille signage for the vision impaired.

The City of Pompano Beach has a designated ADA Coordinator to facilitate assistance for disabled persons. The ADA Coordinator is able to assist members of the public with the provision of auxiliary aids and services for City meetings, programs and events with the support of all city departments. The ADA Coordinator also investigates and seeks to resolve any complaints regarding accessibility to City facilities or programs. Persons with disabilities may contact the City's ADA Coordinator to request reasonable accommodation and/or wheelchair and/or wheelchair companion seating to fully participate in any City event.

F. Attachments and Support Materials

Attachments

No attachments required

Support Materials

[No materials listed]