

poMPanO **b**EaCh **C**uLTurAL **a**rTs

... something wonderful is about to happen

Cultural Arts Master Plan
Pre-Planning Report

May 2013

TABLE OF CONTENTS

1. A Future for the Cultural Arts	1
City of Pompano Beach – Florida’s Warmest Welcome!	1
Pompano Beach Community Redevelopment Agency (CRA)	2
2. Vision	3
3. Cultural Arts Facilities	4
PB Amphitheater – City of Pompano Beach	5
PB Cultural Center	6
Hotel Bailey.....	7
Ali Building.....	8
4. Other Cultural/Cultural Arts Facilities	9
Sample McDougald House	9
Ely Educational Museum at the Blanche & Joseph Ely House	9
5. Mission & Organization	10
Staffing.....	10
Proposed Pompano Beach Foundation	13
Funding Opportunities.....	14
6. Future Pompano Beach Cultural Activities	15
7. Arts/Cultural Organizations for Pompano Beach Facilities	16
Rock Road Restoration Historical Group, Inc.	16
Ashanti Cultural Arts & Enrichment, Inc.	16
Old Dillard Foundation	16
South Florida Artists Association	17
Curtain Call Playhouse	17
Pompano Beach Historical Society	17
Sample McDougald House	18
Puppetry Center of the Americas.....	18
Other/Future Affiliates.....	19
8. Potential Partners in Programming	20
9. Benefits/ Economic Impacts	27
10. Appendices	28
Appendix A: Individuals and Organizations involved in Cultural Arts Discussions	28
Appendix B: Funding “Pitches” the Knight Arts Challenge – Knight Arts Foundation.....	29
The Pre-Planning Process – Summary.....	31

1. A Future for the Cultural Arts

City of Pompano Beach – Florida’s Warmest Welcome!

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.

The City’s economy is based on tourism, light manufacturing, retail, and high technology with 3,000 acres set aside for industrial and commercial development. Located near two international airports, several international seaports, railways and highways, Pompano Beach provides access to the global marketplace.

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 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.

Beginning in January 2011, Webb Management, Inc. conducted a Cultural Arts Needs Analysis to identify what cultural activities might create a program for a proposed Civic Campus in Downtown Pompano. 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:

- 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
 - a 10-mile Radius
 - a 30-mile Radius
 - the US (when applicable) for context
- presented information regarding second homeowners and tourists.

The study 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.

The Cultural Arts Master Plan will focus on opportunities for arts activities in two facilities owned by the City of Pompano Beach, the Pompano Beach Amphitheater and a new Pompano Beach Cultural Center being designed for a Civic Campus in conjunction with a new Broward County Public Library.

Pompano Beach Community Redevelopment Agency (CRA)

In order to carry out its redevelopment goals, the City Commission created the Pompano Beach Community Redevelopment Agency (CRA) on December 20, 1988. The CRA has two redevelopment districts: the Northwest District and the East District.

After the 2011 Cultural Arts Needs Analysis was complete, the Pompano Beach CRA made a commitment to the Cultural Arts through redevelopment and cultural use of two historic properties: The Hotel Bailey, in the Old Pompano commercial district; and the Ali Building, on Dr. Martin Luther King, Jr. Blvd – both in Downtown Pompano. The CRA is promoting Downtown Pompano as a Creative Arts District.

In addition, the CRA currently produces and coordinates numerous events that have or could have Cultural Arts components. These include: weekly Green Market Pompano Beach/Summertime Mini Market and MLK Marketplace events and monthly East Village Uncorked and ArtHall (CRA Business Resource Center) events.

2. Vision

The City of Pompano Beach and the Pompano Beach CRA are developing a triumvirate of new art spaces: a new \$18 million Library/Civic Campus/Pompano Beach Cultural Center; the Hotel Bailey Visual Arts Center; and the Ali Building & Cultural Arts Center – all within a one-mile area of Downtown Pompano. The City is also planning upgrades to the Pompano Beach Amphitheater to enhance programming opportunities for the 2900-seat facility.

A draft Vision statement for the Pompano Beach Cultural Arts might read as follows:

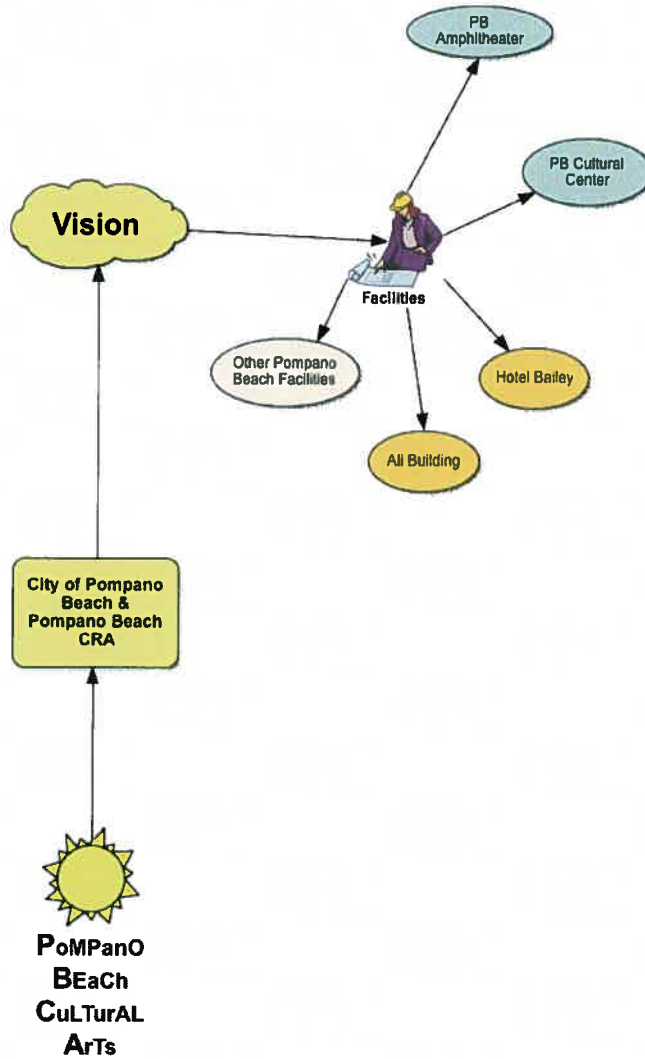
Pompano Beach will be a Cultural Arts destination in north Broward County, featuring innovative arts programming that includes the visual arts, music, film, theater, dance, public art, history, and historic preservation. The unique character of the Pompano Beach program will be enhanced through digital media support of and cultural education opportunities in all art disciplines.

Cultural Arts programming will be created and presented in state-of-the-art facilities for the enjoyment and enrichment of residents of and visitors to Pompano Beach, Broward County, and the greater South Florida area.

During the Cultural Arts Master Planning process, a Vision statement will be refined to create a formal statement of future Vision for the Cultural Arts in Pompano Beach.

3. Cultural Arts Facilities

Since completion of the 2011 Cultural Arts Needs Analysis, Webb Management has created business plans for two City-owned facilities, the Pompano Beach Amphitheater and a new Pompano Beach Cultural Center, and two CRA-owned facilities, the Hotel Bailey and the Ali Building:



During the Cultural Arts Master Planning process, specific staffing strategies and programming objectives will be identified for Cultural Arts facilities in Pompano Beach.

PB Amphitheater – City of Pompano Beach



The Amphitheater was constructed in 1992, and is located within the heart of Pompano Beach in Pompano Community Park, which also includes the Aquatic Center, Tennis Center, Athletic Field Complex and other recreational facilities. The park is adjacent to Pompano Beach Air Park, a public general aviation airport. Most importantly, the amphitheater is physically connected to the Emma Lou Olson Civic Center, sharing various backstage spaces with the Civic Center's 400-seat auditorium.

- Physical Characteristics
 - Covered stage + 2,894 fixed seats
 - Reasonable sightlines + adequate power
 - Parking, access, public facilities
 - Backstage shared with Civic Center auditorium
- Activity + Operations
 - Operated by Fantasma between 1996 and 2008
 - Live Nation won contract for 24 annual shows
 - Contract cancelled in 2011 for lack of activity
 - Now operated by Parks, Recreation + Cultural Arts

PB Cultural Center



The Pompano Beach CRA and City of Pompano Beach are funding a new Civic Campus and Cultural Center at the current site of the Pompano Beach City Hall, 100 W. Atlantic Boulevard. The CRA is funding the Civic Campus improvement, and the City is funding the new Cultural Center, which will include:

- 5,000 sf multi-use flexible space with capacity for:
 - 400 people in a theatre style/performance setting via retractable, raked seating
 - 275 seated at banquet tables and chairs
 - 500 people for a standing-room cocktail reception
- 750 sf exhibition gallery
- 2,500 sf digital media center, including a 500 sf learning space

Hotel Bailey



BAILEY BUILDING POMPAHO BEACH FL



The Pompano Beach CRA is renovating an historic property in Downtown Pompano's Old Pompano commercial district, in the CRA's Northwest District. The project will include:

- Small, dedicated studios for individual artists to work and teach
- Administrative space for facility management and to provide artists with administrative resources
- Public areas that include communal space, an exhibition gallery and two education studios, which can be used by artists for teaching

Ali Building



The Pompano Beach CRA is renovating an historic property in Downtown Pompano on Dr. Martin Luther King Jr. Boulevard/Hammondville Road, in the CRA's Northwest District. The project will include:

- Gallery space (rotating community exhibitions and a permanent historical exhibition)
- Multi-purpose space, with the ability to host dance rehearsals for 20 people, meetings and classes for 30 and special events for 45
- Outdoor event/performance space with space for 200 people seated
- Dedicated administrative space for facility staff plus 2 local organizations and dedicated storage/archive space for 1 local organization
- A conference room for tenant and public use

4. Other Cultural/Cultural Arts Facilities

The Cultural Arts Master Planning process will identify relationships with other Pompano Beach Cultural and Cultural Arts Facilities, including:

Sample McDougald House

450 NE 10th Street

The Sample-McDougald House (1916), now located at 450 NE 10th Street in Pompano Beach, 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 recently moved to its current site to insure its preservation.

The Sample-McDougald House Preservation Society is identified in Section 7 of this report, which identifies current partners in programming. Individuals from the Sample-McDougald Board have been actively involved in cultural arts discussions since initial discussions during the 2011 Cultural Arts Needs Analysis.

The Cultural Arts Master Plan will include specific objectives for working with the Society to position the Sample-McDougald House within the overall plan for Cultural Arts in Pompano Beach.

Ely Educational Museum at the Blanche & Joseph Ely House

1500 N.W. 6th Avenue

According to *Must - See Historical Sites in Broward County* at Broward.org “the Ely Educational Museum was the three-bedroom home of Blanche Ely, a local educator and civic pioneer in Pompano Beach’s black community. It now displays historical artifacts and documents of interest. The museum is the city’s first African-American historical museum.”

The site is owned by the City of Pompano Beach. The City’s Development Services Department is requesting funding for maintenance, minor repairs and documentation of the museum’s assets.

The Cultural Arts Master Plan will identify objectives for future operations of the facility.

5. Mission & Organization

Based on discussions during the Pre-Planning process, a draft Mission Statement for activities in Pompano Beach Cultural Arts facilities might be:

To create and manage an innovative program of cultural activities in state-of-the-art facilities, with a focus on Digital Media support of all arts disciplines. Opportunities for cultural education will be a vital component of the arts programming.

These cultural activities will be marketed to current South Florida arts audiences and designed to involve younger residents and visitors in the creation of the cultural arts, building future audiences. Multi-disciplinary works will be encouraged to create a unique – “only in Pompano Beach” – character to the program.

This Mission Statement will be refined during the Cultural Arts Master Planning process. A final Statement (or Statements) will be formalized depending on specific governance and operational strategies developed during the planning process.

Staffing

In 2012 and 2013, Webb Management Services created business plans for two City-owned and two CRA-owned facilities (see Section 3), including detailed staffing strategies. Those recommendations are reflected below.

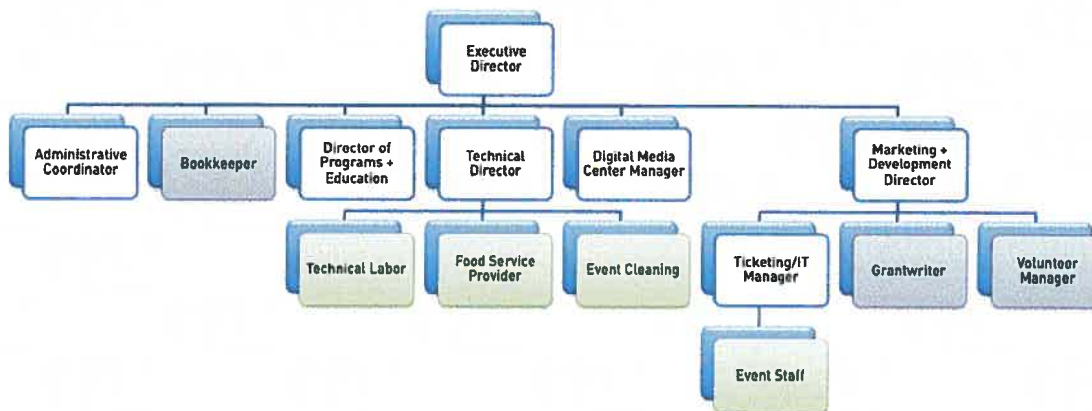
At this time, the CRA is moving forward to staff first the Hotel Bailey and then the Ali Building. The City will plan for staffing the Pompano Beach Amphitheater and the new Cultural Center as plans for these facilities are finalized.

During the Cultural Arts Master Planning process, specific staffing strategies will be identified for Cultural Arts facilities in Pompano Beach.

Pompano Beach Amphitheater:



Pompano Beach Cultural Center at the Civic Campus:



Hotel Bailey Visual Arts Center:

Visual Arts Center Manager: As the Center's only full-time staff member, the Visual Arts Center Manager is responsible for administering the facility and its retail operations on a day-to-day basis, overseeing operations and staff, managing annual budgets, working with an advisory board or volunteer board of directors, recruiting and supporting resident artists, driving program development and supervising sales in the gallery/retail area.

Two additional part-time staff members should support the Visual Arts Center Manager, covering public hours on weekends, providing administrative support and helping to maintain and clean the facility.

Ali Building:

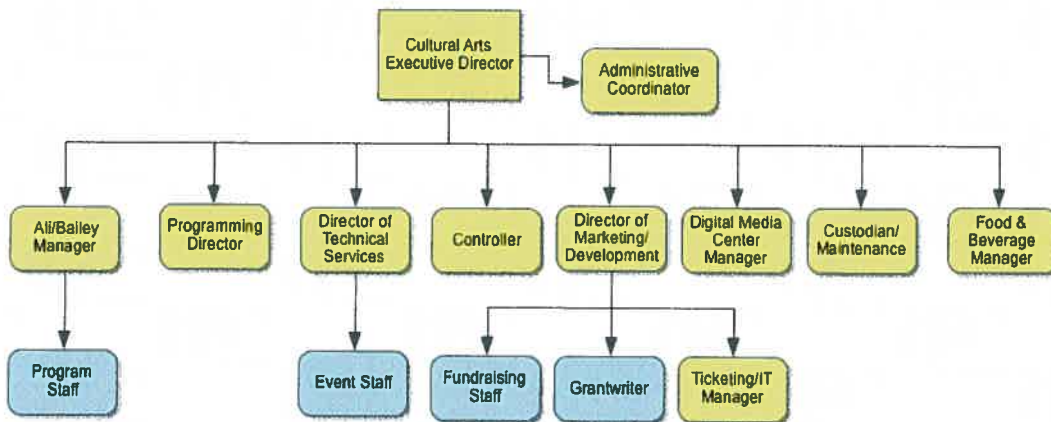
We would suggest that the Cultural Arts Division contract with the **Old Dillard Foundation**, given their unique experience in Broward County, to provide ongoing programming consulting and advice around exhibitions, activities and community outreach.

Facility Manager: The Facility Manager is responsible for the financial oversight, relationship management, marketing and communications, overall administration of the building, and staff development.

Operations Coordinator: This part-time position works closely with the Facility Manager, particularly in the areas of tenant and user management and operations planning.

Possible Future Consolidated Staffing Strategy:

In addition to the staffing strategies recommended above, Webb Management was asked to recommend possible integrated operations of the four facilities. Given the development schedule, it is necessary to immediately move forward to budget and staff facilities individually, but the chart below offers a model for possible future consolidated operations.



During the Cultural Arts Master Planning process, immediate staffing strategies will be incorporated into CRA and City budgets and job descriptions will be created according to actual staffing plans.

Proposed Pompano Beach Foundation

In June 2012, Webb Management presented a business plan for the new Pompano Beach Cultural Center, including the following:

We would also recommend the development of a non-profit arm to facilitate private-sector fundraising efforts associated with the project. This entity should be a 501(c)(3) organization, with the explicit mission to support arts and culture in Pompano Beach. It should be led by a Board of Directors and could potentially include an advisory board made of members of the City's Cultural Arts Committee. The Pompano Beach Cultural Foundation could play the following roles:

- *Supporting the development of capital funds needed to develop new cultural facilities in Pompano Beach, including the establishment of an endowment.*
- *Managing the ongoing effort to raise money from local government and the private sector to sustain cultural programming and the operations of Pompano Beach Cultural Facilities.*
- *Holding the license to serve alcohol in City facilities.*

As cultural activity and programs grow in Pompano Beach, we would also suggest that there may be a point in time where the Foundation expands to offer programs that support artists and arts organizations in Pompano Beach, providing funding, professional development and training opportunities. The Foundation may also eventually expand to employ its own staff.

After business plans were developed for the Hotel Bailey, Ali Building and Pompano Beach Amphitheater, Webb was asked for Combined Governance and Operations recommendations including those for a new Pompano Beach Cultural Arts Foundation. Those recommendations were presented to City Commission in conjunction with recommendations for the Pompano Beach Amphitheater.

The Cultural Arts Master Planning process will include facilitation of discussions for the possibility of a new foundation and for other non-profit strategies to support Cultural Arts activities.

Funding Opportunities

Cultural Arts activities will require ongoing subsidies, as earned income from these activities will not cover annual expenses. Below is an outline of grant and funding opportunities that could provide much needed funding for future Cultural Arts Activities in the City of Pompano Beach:

- Florida Division of Cultural Affairs - Cultural Facilities Grant – June 2013
- Broward Community Foundation – Ongoing
- ArtPlace – November 2013
- Broward County Cultural Division - Various grants throughout the year. First likely eligibility for Pompano Beach Cultural Arts – January 2014
- FY 2014 Our Town Application Guidelines – January/February 2014
- Knight Arts Challenge – February/March 2014 (see Appendix for 2013 "pitches")

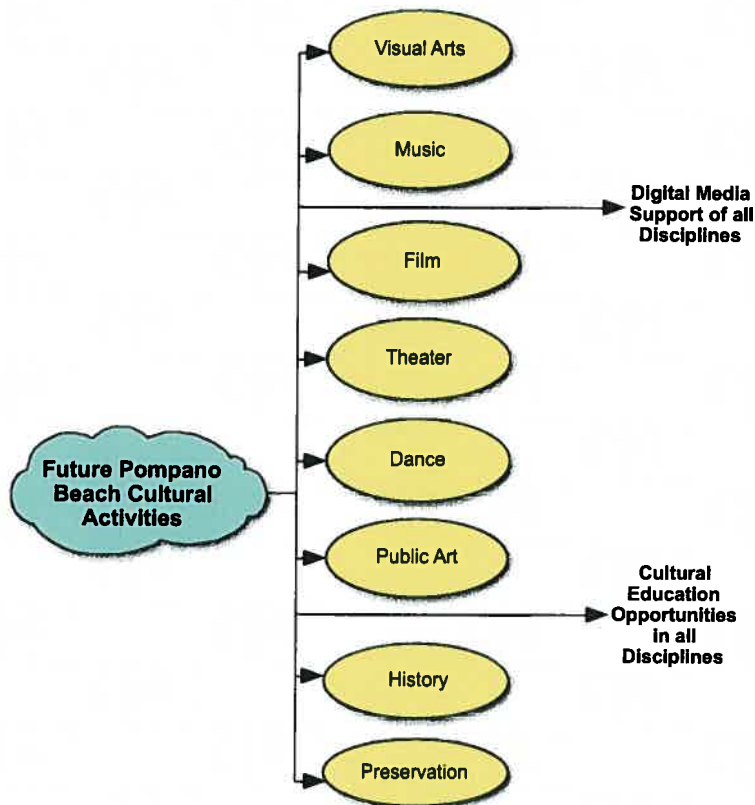
During the Cultural Arts Master Planning process, these opportunities will be explored further, including identification of opportunities for current and potential "partners in programming" as identified in Sections 7 & 8.

6. Future Pompano Beach Cultural Activities

The heart and core of the new Pompano Beach Cultural Arts program will be the innovative programming. In Section 2, a Draft Vision Statement was included:

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. The unique character of the Pompano Beach program will be enhanced through digital media support of and cultural education opportunities in all art disciplines.

During the Cultural Arts Master Planning process, specific opportunities within these disciplines will be identified, including specific programming to be presented by the City and/or CRA. Current and potential partners in programming will be invited to propose Cultural Arts activities for Pompano Beach facilities.



7. Arts/Cultural Organizations for Pompano Beach Facilities

Before and during the Pre-Planning phase of this project, discussions were held with local arts organizations, located within or with a strong interest in locating to Pompano Beach to involve the arts community and existing arts organizations in plans for new facilities.

Rock Road Restoration Historical Group, Inc.

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.

Members of Rock Road have been involved in discussions from the beginning of the 2011 Cultural Arts Needs Analysis. 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.

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.

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.

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 leasing and programming activities for 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. Through a series of workshops, exhibitions, resource listings and networking events; SFAA encourages all members to take responsibility for their own success. We have monthly members only meetings on the third Saturday morning of the month to discuss opportunities, collaborate on upcoming projects and share useful arts business related information.

As a result of Pre-Planning Discussions, SFAA moved its monthly meetings to the Broward County Public Library on Atlantic Boulevard in Pompano Beach. 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 under served segments of our community.

Curtain Call's Director, Kris Coffelt, currently chairs the City's Cultural Arts Committee and has been involved in discussions from the beginning of the 2011 Cultural Arts Needs Analysis. 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.

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.

This mission is accomplished through the Society's:

- *Archives of historical documents and images*
- *Public programs and lecture series*
- *Museum exhibits and displays*
- *Publications*

- *Advocacy for the preservation of historical sites and buildings*
- *Pompano Beach Saturday Green Market*
- *Collaboration with like-minded organizations*

Members of the Historical Society have been involved in discussions from the beginning of the 2011 Cultural Arts Needs Analysis. The Society's Executive Director, Dan Hobby, has attended Pre-Planning meetings and assisted in the development of the list of current and potential historical tours and events in the Summary of this report.

Sample McDougald House

The Sample-McDougald House (1916), now located at 450 NE 10th Street in Pompano Beach, 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.

The Sample-McDougald House Preservation Society was founded in 1999 to:

- relocate the house to a site that is more secure and appropriate for public display and use
- preserve the house as a museum, historic structure and social center for the community;
- interpret the house through appropriate restoration, exhibitions, education programs and tours;
- promote the house so that residents and visitors of all ages are aware of their opportunity to learn about the history of this region, thus furthering the social, cultural and historic viability of the community.

Members of the Sample-McDougald House Preservation Society have been involved in discussions from the beginning of the 2011 Cultural Arts Needs Analysis, and the Society will be an important part of future historical tours and events.

Puppetry Center of the Americas

The Pompano Beach CRA has initiated discussions regarding the creation of a Puppetry Center of the Americas. A new non-profit organization would be created to manage a facility, in the Old Pompano commercial district, which would host exhibitions of puppets and the art of puppetry. It is anticipated that classes and workshops for the center would take place at the Hotel Bailey and future performances at the new Cultural Center on the Civic Campus.

Other/Future Affiliates

The Master Planning process will include outreach to a significant number of cultural organizations with an interest in programming in Pompano Beach. It is anticipated that some of these organizations may wish to more formally affiliate with the Pompano Beach Cultural Arts in the future.

8. Potential Partners in Programming

Also involved in initial Cultural Arts Needs Analysis discussions were organizations that can become future “partners in programming”. During the Master Planning phase of the project, discussions will be held with the following potential partners to identify future programming opportunities.

To provide an opportunity to “imagine the possibilities” a facebook list has been created to follow posts by potential partners who are active on the social media platform. The list can be “followed” at <http://ow.ly/kOEA0>

During the Cultural Arts Master Planning process, a facebook group will be created, and potential partners will be invited to join those involved in the planning process in posting ideas and updates regarding the Cultural Arts in Pompano Beach.

Broward County Cultural Division

“Enhancing the community’s cultural environment through the development of the arts.”

Broward Cultural Division is a local arts agency, one of thousands across the U.S., providing financial, technical and marketing assistance to artists and arts organizations. Broward County has more than 1.8 million residents, 11.1 million visitors, 10,000 artists, 7,773 arts-related businesses employing 26,755 people, 575 not-for-profit cultural organizations and 31 municipalities, some of which operate their own arts councils and public art programs.

The Cultural Division:

- Awards both project and operating grants
- Collaborates with Broward Schools’ art education
- Commissions artists and maintains public art
- Informs the public about cultural events

According to the 2011 Cultural Arts Needs Analysis, “Pompano Beach’s needs and efforts are in line with County plans and goals for arts and cultural development in the coming years.

The Division’s 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 a need for arts facilities in the northern end of the County.”

Broward County Public Library

The mission of the Broward County Public Library System is to provide convenient access to a full range of innovative and cost-effective services that satisfy the changing needs of the people of Broward County for information, education and recreation.

The Broward County Library system is the ninth largest library system in the United States. Our 37 branch locations cover more than one million square feet, host over 10 million visitors and circulate nine million items annually. Broward County Library has more than one million library cardholders who can choose from over three million library materials for public use. The library receives 90,000 requests for items on hold each month.

It was during negotiations with Broward County to build a new Public Library on the proposed Civic Campus that discussion first occurred regarding the opportunity for a new Cultural Center. During the Cultural Arts Master Planning process, discussions will identify specific opportunities for joint programming in the new Library/Cultural Center facility.

Broward College

During the Cultural Arts Master Planning process, meetings with Broward College will take place to identify opportunities, both short- and long-term to involve college students in Cultural Arts activities in Pompano Beach.

BC Public High Schools

Broward County Public Schools offers a variety of learning opportunities to meet the needs of all students. Two high schools operate in the City of Pompano Beach:

- Blanche Ely High, 1201 NW 6th Avenue
- Pompano Beach High, 600 NE 13th Avenue

During the Cultural Arts Master Planning process, meetings with high school administrators will take place to identify opportunities, both short- and long-term to involve high school students in Cultural Arts activities in Pompano Beach.

Potential Users – PB Amphitheater

The Pompano Beach Amphitheater was operated under contract by Fantasma from 1996/97 to 2008. In 2008, Live Nation took over the contract (having acquired Fantasma), which required the promoter to book 24 shows per year. Between 2008 and 2011, Live Nation did not book more than 13 events per year. The City Commission canceled the

contract with Live Nation in 2011, citing a lack of satisfaction with the number of annual bookings at the Amphitheater. Since then, the Amphitheater has been booked by the City's Parks, Recreation and Cultural Arts Department.

During the Cultural Arts Master Planning process, meetings will be set with Live Nation and other commercial producers as well as with potential non-profit and community users, to identify opportunities for productions and other events at the Pompano Beach Amphitheater.

Arts Garage - Creative City Collaborative, Delray Beach, FL

Creative City Collaborative is dedicated to infusing arts and culture into the Delray Beach Community by presenting live and musical performances, and foreign and documentary films, and providing creative classes and workshops. Founded in 2006 to build the cultural infrastructure that celebrates the City of Delray Beach as a creative, authentic, and intimate City, Creative City Collaborative is supporting Delray's cultural growth; strengthening the City's distinctive national brand and to creating a learning community through the implementation of the Creative City Collaborative plan adopted by the City Commission of Delray Beach.

In November of 2010, the Delray Beach CRA decided to utilize the storefront space located at the lower level of Old School Square Parking Garage to host cultural and arts activities in the space. Alyona Ushe, the Executive Director of Creative City Collaborative, as a CRA employee was tasked to work with the Creative City Collaborative to organize activities in the space that has been named "Arts Garage." These activities include performances, film, concerts, workshops, and multi-disciplinary classes. In addition, programming at the Arts Garage is being used as a testing ground for activities envisioned in the CRA's Warehouse project, while building awareness in the community of the City's Cultural efforts.

Since then, the Arts Garage has evolved into a multi-disciplinary cultural hub for visual artists, musicians, performers, film presenters and arts educators. The mission of the Arts Garage is to collaborate with emerging artists and cultural innovators to facilitate an exchange of art and ideas and to present cutting-edge, interdisciplinary performances and exhibitions. Jazz Jubilee at the Arts Garage is intended to reveal the venue as the incoming home of jazz in South Florida.

Arts Garage Executive Director, Alyona Ushe is participating in planning activities for the Hotel Bailey. Arts Garage Theater Director, Louis Tyrell, has expressed and interest in future programming at the new Pompano Beach Cultural Arts Center.

During the Cultural Arts Master Planning process, meetings will be set with staff of the Arts Garage to identify opportunities for participation in activities at the Hotel Bailey and the new Cultural Arts Center.

Fort Lauderdale International Film Festival

Every October/November Fort Lauderdale International Film Festival (FLIFF) reels out over 200 films from around the globe. Filmmakers and celebrities attend many of the screenings and events during the festival. Parties and gatherings at area "hot spots", on board yachts, and on the beach provide audiences an opportunity to hob knob with film talent and other movie buffs.

At the heart of the Fort Lauderdale International Film Festival are the films and the artists that create them. During the festival, films are divided into the following sidebars: Competition Films, World Films, American Independents, Documentaries, Shorts, Sunshine Celluloid, Children's Films, Gay and Lesbian Films, and Retrospective and Tribute Films.

FLIFF conducts activities around the calendar, and operates year-round Arthouses in Downtown Fort Lauderdale and Hollywood Florida.

During the Cultural Arts Master Planning process, meetings with FLIFF will be set to identify opportunities for film series and film festival presentations at the Pompano Beach Amphitheater and new Pompano Beach Cultural Center.

Art & Culture of Hollywood

The Art and Culture Center of Hollywood presents contemporary gallery exhibitions, live stage performances, and high-quality education programs for adults and children. The Center fosters a creative environment where new and challenging work can flourish through programs that reflect the highest standards of artistry and diversity.

The Art & Culture Center participated in a survey during the 2011 Cultural Arts Needs Analysis. According to the final report, "This organization is willing to establish a partnership with the City to provide programming for children and youth in Pompano Beach."

During the Cultural Arts Master Planning process, meetings will be set with the Arts & Culture Center to identify opportunities for participation in activities at the Hotel Bailey and the gallery in the new Cultural Arts Center.

South Florida Jazz

Jazz is America's original music, enjoyed around the world. It developed from African and European influences and grew with our country, capturing the spirit of the nation through its melding of cultures, independence and improvisation, and energy; all of which are hallmarks of American ideals.

Today, Jazz is one of our country's most sought-after international exports, with its language being "spoken" by people around the world. Jazz, emanating from America, has become world music. South Florida JAZZ is committed to perpetuating Jazz in these particular ways:

- Offering performance venues for musicians – local, regional, national, and international – whom we regard as treasured talents.
- Nurturing the next generation of Jazz musicians and enthusiasts by active educational and live performance programs.
- Networking with other cultural arts organizations to expose larger numbers of people to serious jazz music of various styles.
- Encouraging performance opportunities for non-professional musicians for pleasure and skill-enhancement.

South Florida Jazz participated in a survey during the 2011 Cultural Arts Needs Analysis. According to the final report, "This jazz presenting organization would be willing to partner with the City to present live music in Pompano Beach. Administrators see an opportunity in Pompano Beach, since it is largely underserved by regional presenters despite its sizeable population."

During the Cultural Arts Master Planning process, meetings will be set with South Florida Jazz to identify opportunities for participation in activities at the Pompano Beach Amphitheater and the new Cultural Arts Center.

Fort Lauderdale Children's Theatre

Founded in 1952, the Fort Lauderdale Children's Theatre (FLCT) is a not-for-profit organization that provides cultural and educational opportunities for children, ages 4 through 18. Through year-round classes, camps, productions and outreach programs, FLCT gives children of all abilities the chance to develop creativity, problem solving skills and self-esteem.

FLCT is the oldest documented children's theatre in the state of Florida and one of the few theatres in the nation whose performances use students as actors, assistant directors, backstage crew and technicians.

Each year, the organization's programs touch more than 40,000 children and adults. All young people, regardless of economic, cultural or ethnic background, are invited to participate, thanks to the generous support of local individuals, corporations and foundations whose contributions help support FLCT's annual budget of \$700,000+. A number of giving opportunities exist.

FLCT provides the first exposure to live theatre for hundreds of children each year. Thousands more are impacted as audiences, actors and technicians experience the magic and energy of this art form in a way that is inclusive, engaging and inspirational in order to create life-long learners and arts supporters. Productions provide interaction with professional adult artists who support the work of the young performers and encourage appreciation of the “art for art’s sake.” Classes and outreach programs use the art as a tool for self-expression, community connection and joyful celebration.

Core Values, Programs develop life skills and encourage:

- Creative Expression and Artistic Appreciation
- Empathy and Respect
- Communication and Confidence
- Leadership and Teamwork
- Critical Thinking and Academic Success

FLCT nurtures personal growth in children by utilizing theatre as an educational tool and strengthens the community by producing quality theatre by children.

During the Cultural Arts Master Planning process, meetings will be set with the Fort Lauderdale Children’s Theater to identify opportunities for participation in activities at the Pompano Beach Amphitheater and the new Cultural Arts Center.

Arts Ballet Theatre of Florida

Arts Ballet Theatre of Florida, under the artistic direction of Ballet Master and choreographer Vladimir Issaev, is a vibrant and exhilarating ballet company founded in 1997 offering a very unique repertoire and outreach educational programs to the community.

Launched as a professional company in 2000, Arts Ballet Theatre of Florida has an exciting and eclectic repertoire that includes works by such Classical Ballet Masters as Petipa, Boumouville and Fokine, as well as contemporary guest choreographers such as Josee Garant, Edgar Anido, Yanis Pikieris and original choreographic works by its director, Vladimir Issaev.

The company has become a force in the ballet community of South Florida and it is also expanding its performances to most important venues in South Florida such as the Aventura Arts & Cultural Center, the Olympia Theater at Gusman Center, the Julius Littman North Miami Beach Performing Arts Theatre, The Parker Playhouse of Fort Lauderdale, the Broward Center for the Performing Arts, the Willow Theater in Boca Raton and the Sunrise Civic Center. The company made its debut in New York at the New Dance Amsterdam Theater in 2012 and continuously tours internationally to Europe and South America.

During the Cultural Arts Master Planning process, meetings will be set with the Art Ballet Theater of Florida to identify opportunities for participation in activities at the Pompano Beach Amphitheater and the new Cultural Arts Center.

Florida Classical Ballet

Directed by Magaly Suarez, the recognized ballet mistress and choreographer who brought to Miami unforgettable ballet performances such as Giselle (2007), The Swan Lake (2008), Le Corsaire (2009), Carmen (2009) and The Nutcracker (2008 and 2009) as the Artistic Director and Choreographer of the Cuban Classical Ballet of Miami; this new ballet company should become in a short time the favorite Classical Ballet Company of Florida.

The Company's main goal is to present audiences with world-class quality ballet performances; combining local dancers with international ballet stars and giving the qualified young local talent the opportunity to participate in these productions. Company objectives are the development of young talent and improvement of their technique and artistry as well as elevating the level of all company dancers through rehearsals and master classes and to provide jobs for dancers and theater professionals stimulating the economy of the area.

During the Cultural Arts Master Planning process, meetings will be set with the Florida Classical Ballet to identify opportunities for participation in activities at the Pompano Beach Amphitheater and the new Cultural Arts Center.

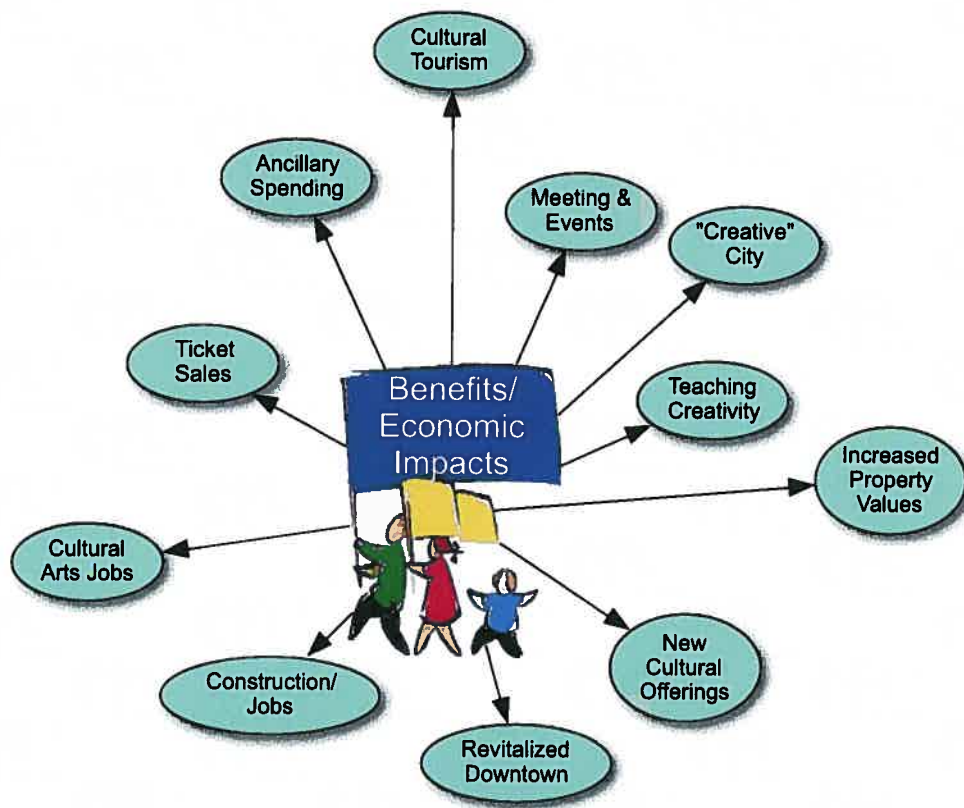
Other/ Future Partners

The Cultural Arts Master Planning process will include outreach to the organizations above. It is anticipated that during these discussions, other organizations will be identified with interest in future programming and events as part of future Pompano Beach Cultural Arts activities.

9. Benefits/ Economic Impacts

The benefits to a community of a successful Cultural Arts program are numerous. Public expenditures for arts program can be controversial when these benefits are not clearly identified so that residents of a community fully understand that the arts will provide meaningful benefits to area residents and create significant and positive economic impacts.

During the Cultural Arts Master Planning process, the benefits and economic impacts of future Cultural Arts and related activities will be identified and included in order to create an understanding of the broader implication to the community.



10. Appendices

Appendix A: Individuals and Organizations involved in Cultural Arts Discussions

Formal presentations were made in February and March to the following City Committees:

- Tourism Committee
- Cultural Arts Committee
- Economic Development Council
- Public Art Committee

Informal discussions were held during evening meetings held at City Hall. The following individuals participated:

- Sandy Arnold
- Greg Beaty
- Susie Beaty
- Susan Clifton
- Kris Coffelt
- Barbara Darby
- Derek Davis
- Claudia DuBois
- Dan Hobby
- David Jess
- Linda Jones
- Carol Anne McFarlane
- Clovis B. Nelson Sr.
- Judith Niswonger
- Lori Pratico
- Dawne Richards
- Charlotte Sundquist
- Sandra Von Staden
- Tom Walker
- Margaret White

- City Staff:
 - Jennifer Lopez,
 - Mark Beaudreau
 - Nick Lazazzara
 - Kate Gladfelter

Appendix B: Funding “Pitches” the Knight Arts Challenge – Knight Arts Foundation

Every year the Knight Arts Challenge is a Miami-based initiative to draw the best and most innovative ideas out of local organizations and individuals seeking to transform the community through the arts.

“If you have a great idea in the arts, let us know. Take part in a community rising to new levels of artistic achievement and global recognition. In the last five years, 143 ideas were funded. Is this your year?”

The [John S. and James L. Knight Foundation](#) is seeking ideas and innovation in the arts from nonprofits, companies and individuals.

There are three simple rules:

1. The idea is about arts.
2. The project takes place in or benefits South Florida.
3. You find other funding to match the Knight Foundation grant.

After review of the opportunity during the January and February informal meetings with those interested in the arts, the following “pitches” were drafted and refined through email communications. On March 4th, two of the concepts below, “Pompano – It Ain’t Just a Fish” and “Story of the Rock Road” were submitted.

KNIGHT ARTS CHALLENGE ‘PITCH’

The City of Pompano Beach and the Pompano Beach CRA are developing a triumvirate of new art spaces: a new \$18 million Library/Civic Campus and Pompano Beach Cultural Center; the Hotel Bailey Visual Arts Center, and the Ali Building & Cultural Arts Center – all within a one-mile area of Downtown Pompano. We’re also planning upgrades to the Pompano Beach Amphitheater to enhance programming opportunities for the 2900-seat facility.

**** 1) POMPANO – IT AIN’T JUST A FISH!**

. . . plans are done, and Pompano Beach is on course to “get hooked on the arts”, realizing its vision for a Downtown Pompano Creative Arts District.

Three new facilities will anchor the program: a renovated historic Hotel Bailey (visual arts); renovated historic Ali Building (history/performing arts); and most significantly, the new Pompano Beach Cultural Center (flexible performance/event space + Digital Media Center + art gallery), designed in conjunction with a new Broward County Library – and the architecture is WOW! Shovels are in the ground, and all facilities are scheduled to be online by early 2015.

Now comes the fun – 2014 will be a year of staffing, innovative programming, and gamering private support for our ambitious plans to celebrate the arts and our diverse community through theater, dance, music, visual art studios/exhibitions, public art and history/historic preservation. Knight Arts Challenge funds would act as a catalyst for first-year programming and fundraising.

2) STORY OF THE ROCK ROAD . . .

. . . a year-long evolution of a new dramatic work in collaboration with the Rock Road Restoration Historic Group and Ashanti Cultural Arts – future tenants of the restored Ali Building and Cultural Center in Downtown Pompano.

The play will tell the story of the African-American pioneers who lived and worked on the farms along the old “Rock Road”, which ran from the FEC Railway/Dixie Highway in Old Pompano to the Hammond Farm – now Margate. The multi-disciplinary work will bring to life the neglected history of those who lived, struggled and triumphed in a time of racial divide that separated east from west at the Flagler railroad tracks.

Stories will be staged, including dance & music – featuring Negro Spiritual, Gospel, Blues, Ragtime, & Jazz. Development will take place throughout 2015 through oral histories, improvisation workshops and staged readings. Final work(s) will be presented at the new Pompano Beach Cultural Center, being designed in conjunction with a new Broward County Library.

3) THE STORY EVOLVES . . .

. . . traditional story telling is featured in the new Broward County Public Library in Pompano Beach. Stories will then be re-interpreted in the Digital Media Center and broadcast/performed in the Performance & Event Space in the Pompano Beach Cultural Center, being built in conjunction with the new library. New tradition is created by participants of all ages – and everything old is new again.

4) THE SET'S THE THING . . .

. . . art and theater come together in a collaboration of North Broward actors, theatre groups and artists to combine visual arts and dramatic technique. Taking place in the new Hotel Bailey Visual Arts Center and Pompano Beach Cultural Center facilities, the project will culminate in a joint exhibition in the two facilities in Downtown Pompano with staged performance focused on the art of the physical set.

5) FOLLOW THE ART TO THE BEACH . . .

. . . a yearlong art experience creates a series of large sculptural works along Atlantic Blvd. from I-95 to Pompano Beach Blvd. Florida sculptors will create ~ 20 “art opportunities” along the way. Beyond three-dimensional works, dramatic lighting, temporary art happenings & unexpected events will engage drivers and community members in periodic exploration, providing new perspective to every day places.

6) COME GET HIGH WITH US . . .

We're taking art into the air – hot air balloons and floating signage create a new annual signature event in the City of Pompano Beach.

The Pre-Planning Process – Summary

The Pompano Beach Cultural Arts Master Planning process began in January 2013, with a Pre-Planning phase to include the following activities:

1.1 Participate in design review of Library/Cultural Center/Civic Campus/Hotel Bailey Visual Arts Center/Ali Building, providing a Cultural Arts user and audience perspective

- The new Pompano Beach Cultural Center is in the Design Development phase and completion is anticipated in 2015.
- The Hotel Bailey Arts Center is in construction. Completion is anticipated in late 2013.
- The Ali Building is in construction. Completion is anticipated in early 2014.

1.2 Participate in Webb Management analysis of Pompano Beach Amphitheater Business Plan, including recommendations to integrate completed Cultural Arts Needs Analysis and Business Plans (CRA project) into future Cultural Arts activities.

- The Pompano Beach Amphitheater Business Plan was completed and presented to City Commission in May 2013.
- A Combined Governance and Operations report was presented in conjunction with the Amphitheater Business Plan.

1.3 Create strategy for staff/stakeholder tours of South Florida area Cultural Arts facilities

- During the Master Planning process, tours will be coordinated or staff/stakeholders at the following facilities:
 - Studio 18 – Pembroke Pines
 - Arts Garage, Old School Square, and Spady Museum in Delray Beach
 - Sunrise Center for the Performing Arts
 - West Palm Beach Library
 - Aventura Theater
 - Miramar Theater
 - Old Dillard School
 - Arts Garage – Delray Beach
 - ArtServe -- Fort Lauderdale
 - Other facilities as identified in the Master Planning process

1.4 Develop proposed programming activities for Hotel Bailey Visual Arts Center and Ali Building, including development of tenant policies, leases, etc.

- Hotel Bailey Visual Arts Center meetings are currently taking place. Job Descriptions, Tenant leases and a Call to Artists are being drafted and policies are being developed for a planned October 2013 initial opening.
- Tenant discussions are ongoing with Rock Road Restoration Historical Group and Ashanti Cultural Arts for leases in the Ali Building

1.5 Develop strategies for periodic and/or regular historic tours, working with Pompano Beach Historical Society, Inc., Rock Road Historical Restoration Group, Inc., and possibly other Pompano Beach cultural organizations.

Current:

- Sample McDougald House Tours
- Tuesday & Thursday: House Tours at 1:00, 2:00 and 3:00 pm
- Saturday: House tours at 11:00 am, 12:00, 1:00, 2:00 and 3:00 pm.

Future:

- Old Pompano Commercial District – Walking Tour (Monthly until Weekly)
- Hammondville Road in Downtown Pompano – Walking Tour (Monthly until Weekly)

Current/Future Special Events:

- September through May Pompano Beach Historical Society presents monthly programs relating to local/regional history – Hood Center (Kester Park)
- Fall 2013 – Sample McDougald Events (art shows, musical concerts, etc.)
- February (second Sunday) – African-American History – Larkins/Ali Building
- July 3 – Pompano Beach Anniversary Celebration at Kester Cottages

1.6 Initiate final component of CRA-funded Webb Management analysis: potential financing and fundraising options for facilities.

The optional CRA-funded component for potential financing and fundraising options provides a Scope of Services for conducting a private-sector fundraising capacity. This activity will be a key component of identifying a strategy for future foundation or non-profit support of Pompano Beach Cultural Arts activities.

1.7 Present Pre-Planning activities to City of Pompano Beach Cultural Arts Committee prior to Master Planning Phase

- Pre-Planning activities were presented to the Pompano Beach Cultural Arts Committee at the March 18, 2013. Updates are presented to the committee on a monthly basis.

Proposed Activities for Cultural Arts Master Planning

During upcoming months, the formal Master Planning process will refine and formalize a Vision for a the Cultural Arts in Pompano Beach then work within the context outlined in this Pre-Planning report to:

- continue to expand the Cultural Arts discussion
- continue and formalize 'partner' agreements with Pompano Beach and South Florida arts and cultural organizations, and
- monitor design and construction of the three new facilities and proposed improvements to the Pompano Beach Amphitheater.

Finally, future programming objectives will be identified, staffing strategies will be finalized and budgeted, and supporting documents created, including organizing documents, partnership agreements, leases, etc.