



# City of Pembroke Pines



Frank C. Ortis, Mayor  
Jay Schwartz, Vice-Mayor  
Charles F. Dodge, City Manager

Angelo Castillo, Commissioner  
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December 30, 2014

Mr. James Shermer, Grants Administrator  
Broward County Cultural Division  
100 South Andrews Avenue, 6th Floor  
Fort Lauderdale, FL 33301-1829  
[jshermer@broward.org](mailto:jshermer@broward.org)

RE: 2014 Broward County Tourist Development Tax Capital Grant

Dear Mr. Shermer:

We have received your request of 12/29/2014 for revision or clarification of the City of Pembroke Pines' projected tourist room nights contained within the City's 2014 Broward County Tourist Development Tax (TDT) grant.

The City of Pembroke Pines developed a projection of the schedule of activities and events, along with attendance numbers, for when the facility is hitting its operational stride -- by 2017-18. It was projected that the event attendance for the first year of the operational stride would be **53,250 people**. The attendance projection is based the following estimates:

- Activities and events that will be expanded: Art Festival (1 day =15,000 visitors); Pines Day (10 days=10,000 visitors); Snow Fest (1 day=4,500 visitors); Indian-American Festival (1day=3,000 visitors).
- New events that will be solicited, pursued and attracted to the new facility: Professional Convention/Tradeshaw (8 per year=4,000 visitors); Theatrical/Musical Performances (12 per year=6,000 visitors); Social, Military, Education, Religious or fraternal (12 events=4,000 visitors); music competitions-band, instruments and chorale (8 events=5,000 participants); workshops (4 events=259 participants); chess, cheerleading, debate and other competitions (2=500 participants); graduations (6=4,000 visitors).

The following table from Americans for the Arts "Arts & Economic Prosperity IV in Broward County, FL" summarizes spending by nonprofit arts and culture event attendees excluding the cost of event admission:

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**Nonprofit Arts and Culture Event Attendees Spend an Average of \$26.00 Per Person  
 in Broward County (excluding the cost of event admission)**

	Residents	Non-Residents	All Broward County Event Attendees
Refreshments/Snacks During Event	\$3.78	\$3.74	\$3.77
Meals Before/After Event	\$10.99	\$12.27	\$11.42
Souvenirs and Gifts	\$1.16	\$1.57	\$1.30
Clothing and Accessories	\$1.22	\$3.91	\$2.13
Ground Transportation	\$3.29	\$5.16	\$3.92
Event-Related Child Care	\$0.22	\$1.05	\$0.50
Overnight Lodging ( <i>one night only</i> )	\$0.17	\$5.99	\$2.12
Other	\$0.80	\$0.91	\$0.84
<b>Total Per Person Spending</b>	<b>\$21.63</b>	<b>\$34.60</b>	<b>\$26.00</b>

*Arts & Economic Prosperity IV in Broward County, FL.*, Americans for the Arts, 1000 Vermont Ave NW, 6<sup>th</sup> Floor, Washington, DC 20005. Copyright 2012. Page 9  
<https://www.broward.org/Arts/Resources/Publications/Documents/AFTA/AEP4%202012%20full%20report.pdf>

Using this "Arts & Economic Prosperity IV" analysis for Broward County cultural organizations and their audiences, attendance by 53,250 persons would result in approximately \$1,384,500 in total spending, including \$112,890 in expenditures for "one-night" lodging. In December 2013, the average daily rate for rooms in Broward County was \$124.87 ([http://articles.sun-sentinel.com/2014-01-20/business/fl-south-florida-hotel-occupancy-2013-20140120\\_1\\_hotel-occupancy-average-daily-rate-smith-travel-research](http://articles.sun-sentinel.com/2014-01-20/business/fl-south-florida-hotel-occupancy-2013-20140120_1_hotel-occupancy-average-daily-rate-smith-travel-research)). If expenditures by guests at Civic Center events follow this County-specific analysis, \$112,890 in expenditures would translate into more than **900 room nights** resulting from full-year activities at the Civic Center.

This calculation may underestimate actual room nights; it does not account for visitors who stay longer than one overnight visit. The City plans to attract professional conventions and tradeshow (estimated 4000 people) as well as music and sports competitions (estimated 5500 people). Events like these will result in longer stays and may generate higher numbers of two to three nights per conference attendee in local hotels.

Sincerely,



Aner Gonzalez  
 Assistant City Manager

cc: Chuck Vones, Director, Recreation and Cultural Arts Department  
 Jill Slaughter, Chief Curator of Special Projects



## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Broward County, FL (Fiscal Year 2010)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$102,990,228		\$126,877,854		\$229,868,082

### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	2,837		3,565		6,402
Household Income Paid to Residents	\$81,756,000		\$75,507,000		\$157,263,000
Revenue Generated to <u>Local</u> Government	\$4,456,000		\$6,433,000		\$10,889,000
Revenue Generated to <u>State</u> Government	\$4,271,000		\$6,740,000		\$11,011,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$126.9 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	3,241,772		1,640,414		4,882,186
Percentage of Total Attendance	66.4%		33.6%		100%
Average Event-Related Spending Per Person	\$21.63		\$34.60		\$26.00
Total Event-Related Expenditures	\$70,119,529		\$56,758,325		\$126,877,854

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$26.00 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$14.77	\$16.01	\$15.19
Souvenirs and Gifts	\$1.16	\$1.57	\$1.30
Ground Transportation	\$3.29	\$5.16	\$3.92
Overnight Lodging (one night only)	\$0.17	\$5.99	\$2.12
Other/Miscellaneous	\$2.24	\$5.87	\$3.47
Average Event-Related Spending Per Person	\$21.63	\$34.60	\$26.00

\* For the purpose of this study, residents are attendees who live within Broward County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Broward County*. For more information about this study or about other cultural initiatives in Broward County, visit the Broward County Cultural Division's web site at [www.broward.org/arts](http://www.broward.org/arts).

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## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Broward County, FL (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$66,651,930		\$87,318,747		\$153,970,677

### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	1,852		2,406		4,258
Household Income Paid to Residents	\$48,833,000		\$35,731,000		\$84,564,000
Revenue Generated to <u>Local</u> Government	\$2,924,000		\$4,517,000		\$7,441,000
Revenue Generated to <u>State</u> Government	\$2,567,000		\$4,629,000		\$7,196,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$87.32 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Attendees
Total Attendance to Arts and Culture Events	2,550,534		854,264		3,404,798
Percentage of Total Attendance	75		25		100
Average Event-Related Spending Per Person	\$21.94		\$36.71		\$25.64
Total Event-Related Expenditures	\$55,958,716		\$31,360,031		\$87,318,747

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$25.64 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.44	\$13.38	\$12.68
Souvenirs and Gifts	\$2.44	\$1.61	\$2.23
Ground Transportation	\$2.09	\$3.20	\$2.37
Overnight Lodging (one night only)	\$1.91	\$15.44	\$5.30
Other/Miscellaneous	\$3.06	\$3.08	\$3.06
Average Event-Related Spending Per Person	\$21.94	\$36.71	\$25.64

\* Residents are attendees who reside within the county in which the nonprofit arts and culture event took place; non-residents live outside the county.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Broward County*. For more information about this study or about other cultural initiatives in Broward County, visit the Broward County Cultural Division's web site at [www.broward.org/arts](http://www.broward.org/arts).

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## About This Study

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue.

## Surveys of Nonprofit Arts and Culture ORGANIZATIONS

Each of the 182 study regions attempted to identify its comprehensive universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. *For-profit businesses (e.g., Broadway and motion picture theaters) and individual artists were excluded from this study.*

Nationally, detailed information was collected from 9,721 eligible organizations about their fiscal year 2010 expenditures in more than 40 expenditure categories (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as about their event attendance. Response rates for the 182 communities averaged 43.2 percent and ranged from 5.3 percent to 100 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

**In Broward County, 78 of the approximately 655 total eligible nonprofit arts and culture organizations identified by the Broward County Cultural Division participated in this study—an overall participation rate of 12 percent. The organizations that participated are listed below:**

2 + 3 The Artists' Organization; 9 Muses Art Center at the Mental Health Association; All Florida Youth Orchestra; Ars Flores Symphony Orchestra; Art and Culture Center of Hollywood, Inc.; Arts Ballet Theatre of Florida; Arts United, Inc.; Arts, Cultural & Tourism Board, Lauderhill; ArtServe, Inc.; Association of Indians in America - Broward County; Association of Performing Arts of India, Inc.; Bailes Ferrer, Inc.; Bonnet House Museum & Gardens; Brazilian Voices, Inc.; Broward College; Broward County Fair; Broward County Historical Commission; Broward County Library System; Broward County Parks and Recreation Division; Broward Cultural Division; Camelot Days Medieval Faire; Chameleon Musicians, Inc.; Chinese Cultural Association; Cinema Paradiso; City of Fort Lauderdale Parks and Recreation; City of Hollywood; City of North Lauderdale; City of Pembroke Pines; City of Pompano Beach Parks and Recreation; City Of Sunrise Civic Center Theatre; Coconut Creek Municipal Parks and Recreation; Coral Springs Center for the Arts; Coral Springs Festival of the Arts; Coral Springs Museum of Art; Coral Springs Public Art Program; Cultural Foundation of Broward; David Posnack JCC; Dr. Martin Luther King, Jr. Celebration Committee, Inc.; Fantasy Theatre Factory; Florida Grand Opera; Florida's Singing Sons, Inc.; Fort Lauderdale Children's Theatre, Inc.; Fort Lauderdale Historical Society, Inc.; Gold Coast Jazz Society; Grace Cafe and Galleries; Inside Out Theatre Company; International Swimming Hall of Fame Museum; Jubilee Dance Theatre; Master Chorale of South Florida; Miami City Ballet; Miramar Cultural Center and Arts Park; Mosaic Theatre, Inc.; Museum of Discovery & Science, Inc.; Nova Southeastern University, Inc. on behalf of its Museum of Art; Old Davie School Historical Museum; Old Dillard Foundation; Parkland Historical Society; Performing Arts Center Authority; Polynesian Culture Association, Inc.; Rose & Alfred Miniaci Performing Arts Center; Second Avenue Studio at Florida Atlantic University; Sistrunk Historical Festival, Inc.; South Florida Ballet Theatre; South Florida JAZZ, Inc.; South Florida Performing Arts, Inc.; Stonewall Library and Archives, Inc.; Stranahan Historical House, Museum; Sunrise Pops; Symphony of the Americas, Inc.; Tamarac Theatre for Performing Arts; The Girls' Club Foundation, Inc.; The Women's Theatre Project; Town of Davie; Town of Davie Special Projects and Cultural Arts Department; Town of Southwest Ranches; United By Music Inc.; Wilton Manors Main Street, Inc.; and Young At Art of Broward, Inc.

## Surveys of Nonprofit Arts and Culture AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Patrons were asked to complete a short survey while attending an event. Nationally, a total of 151,802 valid and usable attendees completed the survey for an average of 834 surveys per study region. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data were collected throughout 2011 (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a weekend children's theater production or a free community music festival, for example). The survey respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these data actually represent the spending patterns of more than 408,000 attendees, significantly increasing the reliability of the data.

**In Broward County, a total of 1,528 valid and usable audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, and exhibitions during 2011.**

## Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each study region. To complete the analysis for Broward County, project economists customized an input-output model based on the local dollar flow between 533 finely detailed industries within the economy of Broward County. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.