

Item # 60

ADDITIONAL MATERIAL

10:00 a.m. Regular Meeting

FEBRUARY 27, 2018

SUBMITTED AT THE REQUEST OF

CULTURAL DIVISION

TDT Capital Challenge Grant Program Broward County Cultural Division (TDT-CCGP)

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

Broward County Cultural Division/ Broward Cultural Council/ Broward County Board of
County Commissioners

Tourist Development Tax (TDT) Capital Challenge Grant Program (for the funding period: October 1, 2018 through September 30, 2019)

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

**Application Deadline: A completed application must be submitted by February 15 on, or
before, 11:59 PM.**

Instructions: Click on the "NEXT" button below, or the page navigation buttons at the top of the form to advance into the application. SPELL CHECK: Click the red check icon next to the narrative field to automatically check spelling. An active word count is displayed below each of the narrative fields. Click the blue "I" help icon bubble for additional information. SENDING DRAFTS: when the application is stored in your account profile, under the Action column, click on the envelope icon next the application link. This will allow you to forward a "draft" of your application as an e-mail message. Remember to click on "Save & Finish Later" button to save your work and store your "in progress application" into your Account profile in order to work on at a later time.

Note: When applicants submit the TDT-CCGP grant applications, the grant applications will subsequently be submitted to the Broward County's Greater Fort Lauderdale and Visitor's Bureau ("GFLCVB") so that GFLCVB can evaluate room night information provided in the grant applications. Successful applicants will be required by the County to track room night data and to cooperate with GFLCVB to increase room nights generated by the project.

Who May Apply:

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

also

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

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

2. Organization Information

APPLICANT INFORMATION

Organization Name:

City of Miramar

Address:

2300 Civic Center Place
Miramar, FL 33025

Primary Contact for the organization:

First Name:

Kathleen

Last Name:

Woods-Richardson

Title:

City Manager

E-mail address:

kwoodsrichardson@miramarfl.gov

Web Address:

<http://www.ci.miramar.fl.us>

Federal Identification Number - (FEIN)

FEIN Number:

59-6019762

Date organization was incorporated.

Date of Incorporation:

May 26, 1955

Date the organization's fiscal year ends.

Fiscal Year Ending Date:

September 30, 2018

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

(Number of Performances exhibits and events)

122

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

(Number of Paid Subscribers or Members)

0

Total Attendance (attendance from the past year):

Full-time, Part-time, and Contract Employees

(Total Attendance)

107118

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

Staff Full-Time Personnel.

973

Staff Part time Personnel

166

Contract Personnel

0

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

DUNS Number:

076041334

3. Project / Program Description

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

Project/ Program Description (up to 250 words)

Click the **red check icon** next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field.

This requests seeks funding that would subsidize the City's funding and the funds allocated from Commissioner Sharief to construct a Back-of-House. The project would consist of dressing rooms, restrooms, and offices for the general management staffing. Upon approval of funding, the City will commence in finalizing the specifications by procuring the services of an architectural/engineering firm to finalize plans.

The Miramar Amphitheater (AMP) was completed in June 2017 and has a 4,000 sq ft stage with a canopy-covered area that accommodates up to 3,500 seats and another 1,500 in the green area. The venue lends itself to several different types of events, from concerts, to

festivals, to even formal table seating events. Despite all of these features, the facility lacks a Back-of-House area.

The AMP has only one back stage restroom which is used by production staff, sound technicians, and other event support staff. This is also shared with artists, promoters, VIP's, bands, groups and artists entourages. The AMP does not have dressing rooms or areas for performers/staff nor any office space for management staff.

As part of the original project, the City intended to include a Back-of-House, however, due to funding, the project scope had to be reduced. Yet, after holding several events and in negotiating with promoters, we recognize that not having this amenity limits us in attracting a higher level of artists and negative impacts the overall booking of events.

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

Program Area

Publicly owned and operated
Arts and Culture-Performing Arts

4. Program Narrative

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

Enter the Project's Start Date and End Date:

Project Start Date

October 01, 2018

Project End Date

April 01, 2020

Program Narrative

Click the **red check icon** next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field. Click the **blue "I" help icon bubble** for additional information.

This project will consist of the construction of a Back-of-House at the Amphitheater. Upon approval of funding, the City will commence with assembling a Request for Letter-of-Interest (RLOI) to procure the services of an architectural/engineering firm for professional design services. The design seeks to provide restrooms, dressing rooms and offices. The City has proposed an 18 month timeline however we feel confident that the project will be completed within 12 months. We have included some time for performance allowances as we do not intend to holding events at the Amphitheater during the construction of the Back-of-House. The City intends to utilize it's funding for the pre-development costs. The funding allocation from Commissioner Sharief's Office and the grant funds will be utilized for site preparation and construction.

Venue 1- List the venue(s), or location, and address of where the planned funded activity will occur.

The Miramar Amphitheater at Miramar Regional Park
16805 Miramar Parkway
Miramar, FL 33025

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

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

Marketing Strategy

Click the **red check icon** next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field.

In addition to the partnerships that exist to promote Miramar, the City has an Office of Marketing and Public Relations which is responsible for the execution of the City's marketing strategies. Through this Department, the City launched a marketing campaign utilizing all aspects of social media to position itself on a global stage. This initiative presents a strategic Marketing Plan with the slogan, "It's Right Here in Miramar," declaring the City as a destination for the arts, culture, business growth and development and a place that presents an enriched quality of life for its residents.

In carrying out the strategic goals of the marketing plan, the Marketing and Public Relations Division has embarked on strategic goals to propel the City forward and increase its viability as a tourist destination through the following goals:

1. Making Miramar a household name: The City will utilize nontraditional means of advertising such as tourism and social publications to advertise Miramar events and venues. In addition, the City has produced a video presentation of the City assets which will be played on major networks during primetime to target the largest viewership. The Marketing Division also employs several marketing methods that include local audiences. These include:
 - a. Citizen engagement- events are advertised through the water bills to reach the highest possible number of residents and business owners. The Miramar Today Publication is distributed electronically on a weekly basis with eye-catching graphics to interest readers. The City Beat publication, which is a magazine that highlights topics of interest to residents and businesses, will also be distributed electronically to take advantage of this method of communication.
 - b. Social media contests were also launched at the City events to increase the number of followers to the City's social media sites. This activity continues to generate hundreds of followers since its inception.
 - c. Targeted marketing has been implemented to market to all four of Miramar's zip codes simultaneously. This allows all residents to be made aware of events that are happening City-wide.
 - d. Location Neutralization- through the use of social media, the City can, market without restrictions of a geographic location. This allows for the dissemination of information regardless of the location of the targeted audience.
2. Miramar as a global destination- the City has established partnerships with several entities to spread the word of how profitable it is to business in and with the City of Miramar. Advertising will be done through several avenues such as Hello Sunny, Broward CVB, Broward 100, NBC-LEO Grace Foods, other trade shows and social media campaigns to target states and countries of interest and commercials promoting the City. The marketing strategies also include the Beauty and Progress series on Miramar TV, which are program segments that highlight Miramar businesses, City departmental initiatives and Citizen activities and involvement. In addition, the programming includes activities surrounding the City's yearly

birthday celebration to highlight the history and progress of Miramar through the years.
3. Develop and leverage the resources and interests of our business partners through strategic corporate relationships.

The campaign also capitalizes on employee engagement in marketing efforts, promoting Miramar employees as brand ambassadors who will champion the cause through in-depth knowledge of the benefits that the City has to offer. This is done effectively through their daily interactions with the residents, businesses and visitors to the City. Focus groups, comprising of community stakeholders, will also provide valuable input on the goals and strategies of the City's marketing efforts, feedback on existing efforts and the development of new and innovative strategies for the future.

(d) List the number of projected hotel room nights to be generated by the TDT project, annually, within the boundaries of Broward County.

(Number of room nights)

7200

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

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

Describe how the number of projected number of hotel room nights were calculated (method used to determine the projected number of room nights), and how the TDT project will contribute to Broward County's reputation as an attractive destination for tourists. Click the **red check icon** next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field.

Being that the venue has only been operational for less than six months, it's difficult to gauge the actual number of hotel rooms that will be booked as a result of the events held at the Amphitheater. However, it's certain that with the addition of a Back-of-House, the venue will be more attractive to high level artists and will allow for different type of events to be held. We are confident that the results will increase the number of hotel room nights in Miramar and throughout the County. The City is committed to furthering tourism in Broward County, through the City's "It's Right Here in Miramar" marketing campaign. Miramar offers a right-sized, right-for business, right-track with public health and an overall right-here approach. It is right-sized signifying the existence of all the amenities of a metropolitan area, but on a

very livable scale. Miramar is nestled in the center, within half an hour of the two major airports which are international centers of trade and a premier gateway to Southeast Florida. It is right for business, with a number of fortune 500 companies within its boundaries that continue to bring much needed jobs to the region. Attracting big name artists means tourists and visitors from all over the world will come to Miramar which will contribute greatly to Broward County's Tourism.

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

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

(b) Scope and reach of organization.

Click the **red check icon** next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field.

The City of Miramar is a linear city, which is bound by State Road 7 (US441) to the East to US 27 (Everglades Conservation Area) to the west, Pembroke Road to the North and County Line Road to the South. The demographics of the City is broken down as follows (source: US Census Bureau website):

Population: 138,449

Median Age: 35

Number of households 38,964

In order to meet the needs of the diverse citizenry and businesses, and the residents of surrounding municipalities and townships in South Florida, the City provides a wide menu of services that contribute to the regional economic and service impact.

Business Impact:

The business enterprises within the City have far-reaching impacts to the residents of Broward County. In its economic composition the City boasts 3,271,622 sq. ft. of office space, 3,311,840 sq. ft. of commercial space and 8,207,779 sq. ft. of industrial space. The resources include Fortune 500 companies that provide an array of products and services from

aviation to customer service, to the many customers throughout the region. The City also owns and operates two senior centers and six childcare facilities and an adult daycare center

Transportation Impact:

The City partners with Broward County Transit to provide transportation hubs for the I-95 express rapid transit service and traditional fixed route service, in addition to the City's own Community Shuttle bus service, which collectively provide a wide range of community and regional public transportation alternatives.

Cultural Impact:

The existing Amphitheater, is an open air Venue that sits 5,000 people and is suitable for many different types of events. This venue is seeing over 30,000 patrons a year which included patrons from all areas of Broward county and surroundings.

Public Health Impact:

Scattered across the City are several healthcare facilities to provide resources in close proximity to the residents regardless of their geographical zip codes. These facilities include Memorial Hospital Miramar, which serves several cities and townships in Southwest Broward; South Broward Community Health Services- Memorial Hospital- Pembroke, which is located in historic Miramar on the campus of the Multi-Service Complex; Baptist Medical Plaza and the Miami Children's Hospital Urgent Care Center located centrally at the intersection of Miramar Parkway and Flamingo Road.

Parks and Recreation Impact:

Utilizing 639 acres, the City of Miramar owns and operates 45 parks and 2 aquatic complexes. These resources are leveraged to provide 24 recreational programs and 38 athletic events throughout the year. For FY14, the Parks and Recreation department reported 3,200 patrons for the recreational programs and 15,500 patrons for the athletic events.

Service Impact:

The City of Miramar operates 5 fire stations. The Fire Department responds to EMT calls within 6.09 minutes and to Fire calls within an average response time of 6.35 minutes. The City's Police department responds to over 75,000 service calls with an average response time of 5.5 minutes. The Public Safety Department also partners with other public safety agencies to provide comprehensive service coverage throughout the region.

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

(Community Outreach Review Criteria)

Click the **red check icon** next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field.

The targeted geographic area for potential customers is within a 10-mile radius of City Hall. This area includes city residents, captures Hollywood, Hallandale, Miami Gardens, North Miami Beach, Pembroke Pines, Southwest Ranches, Plantation, and Davie, primarily. Because of their close proximity, customers from these areas are expected to visit and participate in a variety of events held at the Miramar Amphitheater, Promenade and Corporate Pavilion/Conference Center. According to the 2013 AMS Market Study, the estimated population of the Immediate captured market is 1,150,524. The broader market area extends from Palm Beach County to south Miami-Dade County. The population of the Miami-Fort Lauderdale-West Palm Beach market is 5,712,742.

It has been made clear that the lack of a BOH challenges the General Manager from being able to attract the high level artists to the venue as the accommodations are found to be unsatisfactory and do not provide the privacy and security that a formal BOH would provide. This has resulted in missed event opportunities. Under the current condition, the City rents Recreational Vehicles (RVs) to be used by artists and performers. These are not only rented at an additional cost, which depending on the event, must be absorbed by the City, but do not provide the accommodations expected by the artists nor protection from inclement weather to and from the stage. Some of the events have required the rental of 4 RV's at one time.

The TDT funds will be integral to the construction of the Amphitheater's Back of House and will assist with providing this much needed amenity. This will allow the Venue to host larger scale local, national and international events.

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

Organizational Capacity(f) Organizational capacity and financial stability of applicant(s).

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

Organizational Capacity

Click the **red check icon** next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field. Click the blue "I" help icon for additional information.

The City of Miramar manages and administers, on average, \$196 million annually in revenues and expenditures and has received the Government Finance Officers Association ("GFOA") Distinguished Budget Award each year since 1990. This is comprised of all funds for the City including the general fund, capital project funds, special revenue funds, debt service funds, enterprise funds and internal service funds. The City leverages these funds to provide a wide array of services to residents, businesses and visitors through various departments. The Management and Budget department prepares and monitors the City's annual operating and five- year Capital Improvement ("CIP") budgets; provides financial and budgetary information for the City Manager and all City departments. The department is responsible for policy implementation relating to budgetary practices and control; grant accounting, construction projects analysis and accounting; forfeiture accounting and reporting. It also prepares 5-year revenue and expenditure projections; annual pension reports; and labor negotiations financial impact schedules. This department also provides information to Miramar residents on budget issues and taxes.

The City also applies for and receives funding annually through grant opportunities, which is used to provide additional City services. These are managed and administered by the Project Manager responsible for grant management in the City's Grant's Office, which also oversees grant accounting, compliance and audits. For FY2015, this office is managing over \$23.7 million of grant funding for several programs including but not limited to, housing purchase, counseling and rehabilitation; commercial rehabilitation; equipment, planning and exercises to support national security and law enforcement; gardens and green spaces; historic downtown redevelopment; and canal restoration.

Over the years, the City has developed resources and implemented programs to manage all elements of its Capital Improvement Program. These include: Capital equipment, public buildings, park development and improvements, and infrastructure.

Furthermore, the City Commission, which is the governing board of the City is actively involved in the review and approval of the City's Annual Operating and Five-year Capital Improvement Program budgets. The Commission participates in preliminary budget hearings to provide input on the proposed budget. This directly affects the policies and financial management plans that the City engages in for the fiscal year. Additionally, the City's Comprehensive Annual Financial Report ("CAFR"), which shows the status of finance on the basis generally accepted accounting principles, indicates the success of the City's budget methodology. This includes the tenets that current revenues will support current expenditures; the budget process and format is program based with a focus on goals, objectives and performance measures; the budget will provide adequate funding for capital equipment and projects; and that the City shall establish and maintain a standard of accounting practices. Through this effort, the City also establishes financial policies that govern financial reserves, debt management, CIP, revenue, cash management and capital assets.

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

Collaborative Efforts, Alliances, and Partnerships.

Click the [red check icon](#) next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field. Click the [blue "I" help icon bubble](#) for additional information.

With the City of Miramar's involvement with the Tourist Development Council, the City is poised to contribute to the 14 million visitors attracted to Broward County in 2014. This is accomplished through the Hello Sunny brand which promotes the County's objective to "Increase the awareness of Greater Fort Lauderdale as a family oriented, business-friendly destination for the multicultural visitor, resulting in increased visits and increased hotel occupancy. Through partnership with the County, Miramar will highlight amenities and showcase the activities that promote diversity in our community. This partnership will propel the region as a destination for tourism growth, which will contribute to the economic success of area businesses and improve the quality of life for those who live, work, and play in Miramar and throughout Broward County. It will also take advantage of the sunny.org site, which is claimed to be one of the top referral sources for hotel bookings and referrals, to market the 500 beds that Miramar has to offer for hotel stay. Sporting and arts events will also be posted on the sunny.org site to provide a greater level of national and international exposure.

The City is committed to the furtherance of local tourism and will be partnering with tourism and social publications to advertise Miramar events and venues. In addition, the City has produced a video presentation of the City assets which will be played on local and national television networks during primetime programming to target the largest viewership. Marketing the City also takes on a global perspective as the City partners with global brands, to take advantage of the immediate name recognition that accompany those brands.

8. Criteria (g) Financial Information

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

INCOME/ REVENUES:

Total Income Recently Completed Fiscal Year
216344641

Total Income Current Fiscal Year
107803250

Total Income Next Fiscal Year
107803250

EXPENSES:

Total Expense Recently Completed Fiscal Year
212829581

Total Expense Current Fiscal Year
76967064

Total Expense Next Fiscal Year

76967064

'A' TDT Request Amount:

TDT Grant requests range up to \$500,000

300000

'B' (cash match of A × 2) Applicant Cash Match Amount:

The cash matching portion shall be used solely for the project for which the TDT Capital Challenge Grant funds are awarded. Applicants must provide matching funds via **CASH** contributions in a minimum ratio of TWO dollars matching funds to ONE dollar grant funds (2:1). Only funds identified as "on hand" at the time of application will count towards required match.

600000

'C' In-Kind; Non-Cash:

Any in-kind match must be identified and may not exceed 30% of the total projected cost; Matching funds derived from projected earned income is not allowable under TDT-CCGP.

0

'T' Total Project Budget: T (total project costs) = A (amount requested) + B (cash match of A × 2) + optional C (in-kind services).

900000

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

Matching Funds

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

The City has various capital projects that are approved and funded for Miramar Regional Park and the Amphitheater. The City intends to consolidate those funds for the purpose of this project. In addition, the City will have in-kind services that contribute to it's matching of funds requirement. The total funding and in-kind total will cover the City's required match contribution of \$400,000 for the Back-of-House project. There are also funds committed from Commissioner Barbara Sharief's Office in the amount of \$200,000. Together, these satisfy the City's required match.

9. Project Budget Description

Explain how the funds will be utilized, including amount requested, total project budget, and an itemized description of the budget. Complete the Excel Form as Attachment 2.

(Project Budget Narrative)

Click the **red check icon** next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field.

The funds will be used for design, site preparation and both internal and external construction of the Back-of-House for the existing Amphitheater. The original design of the Amphitheater included a Back-of-House, however due to a funding shortfall, that portion of the project had to be eliminated. The cost of construction at that time, was included with the overall project. At this time, being that this is a stand alone project, the costs are higher than if this would have been constructed as part of the original project.

10. Criteria (h) Priority Given To Projects

Priority will be given to projects that demonstrate the following elements: 1.) Are shovel ready (already designed and permitted, including that the applicant has received all governmental and/or regulatory permits); 2.) Exceed the 2:1 match requirement; 3.) Achieve geographic

distribution of TDT Capital Challenge Grant Program dollars across Broward County; or, 4.) Demonstrate substantial funding commitment to out- of-market advertising and promotion of Broward County with the intent of attracting overnight visitors to hotel(s) within Broward County.

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

Click the **red check icon** next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field.

The City of Miramar's Amphitheater Back of House project meets the criteria for funding through the demonstration of the following priority elements:

Shovel Readiness:

The Amphitheater's construction was finalized in May 2017. The process began in 2013 with the adoption of resolution #13-45 approving the agreement with CPZ architects to provide architectural and engineering services for the project.

Exceed 2:1 Match:

The City is applying for \$300,000 in TDT funding. In addition to this, the City has appropriated funding for the design and construction of the project in addition to a Commitment from the office of Broward County Commissioner Barbara Sharief in the amount of \$200,000. The total funding appropriated to this project meets the 2:1 requirement match.

Geographic distribution of TDT funding:

The City of Miramar is located within the boundaries of Broward County and is bound by State Road 7 (US441) to the East to US 27 (Everglades Conservation Area) to the west, Pembroke Road to the North and County Line Road to the South. The City was established on May 26, 1955, and the current Commission/City Manager form of government was established by charter on March 13, 1991. Miramar is the fourth largest City in Broward County with 138,449 residents.

Substantial funding commitment to out-of-market advertising and promotion:

The creation of the Marketing and Public Relations Division signifies the City's funding commitment to the marketing and advertising of the City and Broward County vision of advertising and promoting Broward County as a tourism destination through the strategies developed in its marketing plan. The Division comprises of a Chief of Marketing, Graphics Technicians, a Program Producer, a Social Media Manager, a Multimedia and Broadcast Manager and a Community and Cultural Relations Manager. Through strategic partnerships with the local, national and global brands, the City takes advantage of all marketing resources to promote the City and County assets to advance the cause of tourism.

11. Fiscal Sponsorship and Collaborations (optional)

Fiscal Sponsorship and Collaborations:

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

Click the [red check icon](#) next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field.

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

j) Need for Construction Project: In Attachment 13 upload any preliminary drawings or completed architectural plans, and feasibility studies that document the need for the proposed project. **Describe, below,** the documented need for the renovation or expansion, or the completed feasibility study for project based on acquisition and new construction. (l) Describe how the project demonstrates consistency with the Broward County community's local cultural action plan. (m) Does the project have historic or architectural significance. (n) Describe how the project reflects energy efficient use in design and operation. (o) Applicant is an established organization/entity with no negative grant history. (p) Applicant has or will employ qualified professional staff for the provision of programming and services.

(Need for Project Assistance)

Click the [red check icon](#) next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field.

The City of Miramar is proposing the construction of a Back-of-House to fulfill the need of the venue and events that contribute in growing the arts and culture in Broward County and to increase the number of tourists and booked hotel rooms. This project will facilitate attracting high level artists and holding performances that will generate high attendance. In 2017, during it's first 3 months of operations, the Amphitheater hosted 7 events, which attracted over 22,000 guests. These events included the following:

- 4th of July Celebration- approximately 5,000 attendees
- Comedy Show- approximately 1,620 attendees
- Hot 105 Concert- approximately 3,965 attendees
- Freestyle Music Concert- approximately 3,180 attendees
- Aviation Expo- approximately 2,765 attendees
- Broward County Schools Event- approximately 1,836 attendees
- Funk Fest Concert- approximately 4,184 attendees

The City has made and will continue to make every effort to identify local businesses to partake in the Amphitheater events and will encourage the hiring of local residents.

13. Mission Statement

Express the mission statement of the organization.

Mission Statement, and list key goals and accomplishments (These goals should be realized in time lines, budgets, and be realistic and quantifiable).

Click the [red check icon](#) next to the field, on the right, to automatically check spelling. An active Word count is displayed below the field. Click the [blue "I" help icon bubble](#) for additional information.

We value the dignity and worth of our residents and to this end, we pledge to continuously improve the quality of life and economic prosperity of our residents by assuring all of our citizens a clean, safe, economically viable and progressive City, that is responsive to changing needs.

14. Demographic Information

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

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

(Board Asian American)

0

(Board Disabled)

0

(Board African American)

4

(Board Latin American)

1

(Board Native American)

0

(Board Seniors)

0

(Total Board Members)

5

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

(Staff Disabled)

1

(Staff Minorities)

835

(Staff Seniors)

102

(Total Staff)

1043

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

(Volunteers Disabled)

0

(Volunteers Minorities)

10

(Volunteers Seniors)

26

(Total Volunteers)

80

15. ADA Compliance

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

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

Yes

Project accessible to persons with disabilities?

Yes

Policies and procedures been established?

Yes

ADA Self Evaluation of facility been conducted?

Yes

Complaint process in place?

Yes

Is ADA information posted?

Yes

Are Staff Members informed and trained?

Yes

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

Name of ADA compliance officer

Melanie McLean, Director of Human Resources

Commissioner districts served

Indicate the Commissioner districts that will be served by your funded projects. Please activate the appropriate number of box(es) indicating the Commissioner districts that will be served by your funded projects /programs next year. To locate the correct Commissioner district, refer to: [Broward County GIS site \(click here\)](#), and type in the street address and zip code of the program's venue, or location. If your funded projects/programs will occur at different venues, please indicate all the districts that would apply.

Geographical Area Served

All Districts

16. Certification

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

(Name and Title of CEO)

Kathleen Woods-Richardson
City Manager

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

First Name:

Elizabeth

Last Name:

Valera

Title:

Assistant Director

SUBMIT YOUR APPLICATION

Go to the next page and UPLOAD ATTACHMENTS: Use the "button" feature to select your information for each Attachment. "Browse-in" in your attachment files, then, click the "Upload" button. Upload the attachment files in chronological order (1, 2, 3 etc.) REVIEW: 1.) CLICK the button, or tab: "Review My Application" This will take you to a review screen. This function will generate one continuous page (scroll) of your entire Application for easy review. If there are any errors on your Application, **red notes** will be listed next to the field in error. Make the edits, or add the missing attachments. Once you have fixed any errors, CLICK the UPDATE button to save your changes. 2.) CLICK: SUBMIT button to send in your Application to the Division.

Click on "NEXT" to move to the Attachment page.

ATTACHMENTS

Attachments - Only one file can be uploaded per Attachment. UPLOAD ATTACHMENTS: Select the correct Attachment from your computer, "browse-in" in your File, then click the "Upload" button. Browse and upload electronic files as attachments to your application. The maximum size for all attachments combined is 900 MB. Please note that files with certain extensions (such as "exe", "com", "vbs", or "bat") cannot be uploaded.

Attachment 18A - Media First attachment. Media samples (optional) One upload per Attachment.

MEDIA: Allowable file extensions for attachments - One can now provide these files to upload as attachments in the proposal templates: **Doc. Docx. xlsx. Txt. Tif. Png. Jpg. gif. bmp. zip. tar. gz mpg. mov. mp2. mp3. mp4.** This means audio files and *small movie files* can be uploaded as attachments with the proposals.

Attachment Guidance - Ensure all information is directly visible in your attachments. When combining information into a single attachment (ex. PDF), pay special attention to these attachments when "Reviewing" the final application before submitting to confirm all your supplied data is retained and visible, so it is clear to the reviewers. Please avoid sending compressed (zip) files, and to prevent damaged or corrupted files from being sent, create new (clean) versions of your attachments. Once loaded, the file will appear under the Attachment name as an "Uploaded File." If you inadvertently select the wrong attachment file, click on the button called "Remove" then upload the new file.

Attachment 18B - Media First attachment. Media samples (optional) One upload per Attachment.

MEDIA: Allowable file extensions for attachments - One can now provide these files to upload as attachments in the proposal templates: **Doc. Docx. xlsx. Txt. Tif. Png. Jpg. gif. bmp. zip. tar. gz mpg. mov. mp2. mp3. mp4.** This means audio files and *small movie files* can be uploaded as attachments with the proposals.

Applicants are required to submit the items listed below with their application to the Broward Cultural Council. UPLOAD ATTACHMENTS: Select the correct Attachment from your computer, "browse-in" in your File, then click the "Upload" Button for the Attachment" button.

Attachment 1 - Financial Information Operating Budget.

Operating Budget- (Cash Revenues, Expenses, Volunteer and In-Kind) Created in an Excel file format. At the FORMS AND LINKS section of the TDT landing page on the Division web-site, download the blank editable Excel form. "Operating Budget Form XLS" to your computer and complete and upload. Note, there are three pages: Sheet 1- Income; Sheet 2- Expenses; Sheet 3 - Volunteer In-Kind.

Financial Report FY16_VER_1.pdf

Attachment 2. Project Budget for the TDT-CCGP project.

(in an Excel format)

Attachment 2.pdf

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

Attachment 3.pdf

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

Attachment 4 Officers.pdf

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

Attachment 5.pdf

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

Attachment 6.pdf

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

Attachment 7.pdf

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

Attachment 8.pdf

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

(Required-If a nonprofit organization)

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

(Required-If a nonprofit organization)

Attachment 11. Documentation of existing bank checking account.

Attachment 11.pdf

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

Attachment 12.pdf

Attachment 13. Preliminary drawings, or architectural plan.

Attachment 13.pdf

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

Attachment 14.pdf

Attachment 15. Business Plan that outlines the feasibility for the capital project, funding, and timeline.

The business plan shall identify the source(s) and composition of the minimum funds required to demonstrate a minimum cash match of the project's total cost provided, as provided in subsection (3)(a)(1), which requires that the applicant commit and have available Two Dollars (\$2) for every One Dollar (\$1), requested in the grant application. The business plan shall also include a project construction timeline. The business plan shall include an outline of the allocation of the committed funds and the requested grant funds for the proposed project's expenditures. The applicant shall demonstrate in its business plan that it can complete the capital project within the proposed timeline and within the dollar limitations of the total available committed funds and the requested grant funds. The business plan shall be submitted with the grant application.

Attachment 15.pdf

Attachment 16. Provide three years of audited certified financial statements.

Financial Report FY15.pdf

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

In Progress "Draft" Application -If you need to stop at any time, simply scroll to the bottom of the page, "click" on SAVE & FINISH LATER. This will save what you have entered, close your application, and allow you to return later. You can SAVE & FINISH LATER as often as necessary while you complete the application. You will receive a "Draft" of the application in your e-mail box. To Submit the Application: When you have concluded your proof reading and updated the information in your proposal to your satisfaction at the 'Review My Application' stage, click the SUBMIT button to send in your Application to the Division. Contact: James Shermer, Grants Administrator, Broward Cultural Division, 100 South Andrews Avenue, 6th Floor, Fort Lauderdale, FL 33301-1829, 954-357-7502 Desk /954-357-5769 Fax /954-790-2190 Cell E:jshermer@broward.org