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May 31, 2018

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Broward County Commission
115 S. Andrews Avenue., Room 421
Fort Lauderdale, Florida 33301

RE: Funding for Lauderhill Performing Arts Center (LPAC) Repairs and Acquisition of Feeder Art Facility to the LPAC

The City of Lauderhill is requesting $1,000,000 from the Tourism Development Tax Capital Challenge Grant funding for remodeling and repairs of the Lauderhill Performing Art Center (LPAC) located adjacent to the Central Broward Regional Park (CBRP) and Acquisition of a property currently listed for sale located at 3733 NW 16th Street for use as a feeder art facility that will allow entrepreneurial arts groups and organizations to develop and scale performances capable of selling 1100+ seats for shows at the LPAC with the intent of increasing tourism to Broward County.

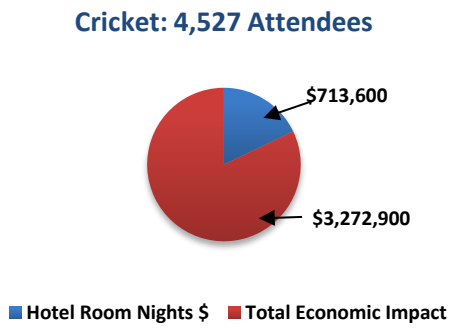
This funding opportunity provided by the County is essential in the fulfillment of the City's State Road 7 Corridor revitalization plan to attract businesses and redevelopments conducive to creation of an Arts and Culture district. Without this funding opportunity, full implementation of the property acquisition and buildout will be delayed seriously limiting future culture and tourist development expansions.

Requested County Funds	**Project Cost**	
$1,000,000	Property Acquisition and Buildout	$2,625,000
	LPAC Remodel/Renovations	$ 500,000
	Total Project Cost	$3,125,000

Match: Greater than 2:1

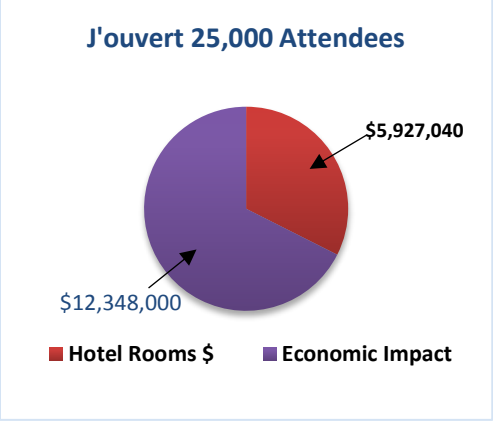
City of Lauderhill Sports and Cultural Events

- International Cricket drawing over 4,527 attendees
  - 5,403 hotel rooms by non-local spectators[1]



Central Broward Regional Park International Cricket

- J'ouvert drawing over 25,000 out-of-town and international visitors
  - 20,750 hotel rooms by non-local's[2]



City of Lauderhill J'ouvert

- Pre and Post Caribbean Carnival Events include: Beauty and Diaspora pageants, Kiddie Carnival, the Kings and Queens Affair, Cricket, Netball and Soccer drawing an additional 4,000 attendees
  - 5,000 hotel room nights estimated value at $650,000
  - Total Economic Impact estimated value at $3,000,000

- Sister City Program – provides exchanges with cities such as Sao Paulo, Brazil
  - Sister City Program - provides exchanges with like-minded Cities such as Sao Paulo, Brazil, resulting in public art projects, exhibits, etc. Trelawny, Jamaica and Chaguanas, and Trinidad and Tobago not only provide art exchanges but also International Cricket matches.
  - 3-night hotel bookings are estimated from the international cricket games.

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[1] CPLT20 2016 Economic Impact Assessment; November 2016

[2] GMCVB Research Division; "Executive Summary" Accommodations for Broward County

- 30,000 visitors LPAC performances
  - 2,400 hotel rooms annually[3]
  - Shows included the Russian Ballet, Shrek, and the Nutcracker to name a few.
  - This year, our third, we currently hold 104 rentals and have played host to Iranian Comic Max Armini, Russian rock bands and Ballets, and American Tributes to Crosby Stills and Nash.
  - The LPAC for the 2018-19 season is bustling with a full line up of Broadway shows, comics, concerts, dance, and intellectual demonstrations with over 200 booked nights of entertainment. Some shows include The Producers, The Soul of Motor City, La Cage Aux Folles, Preacher Lawson (comic), the DaVinci Experience, Patsy Cline / Hank Williams Tribute Concert, and the Journey To Oz.

CULTURAL ART FEEDER FACILITY

Property Acquisition

Address: 3733 N.W. 16th Street (City's Light Industrial (IL) zoned district)

Sales Price: $1,625,000

Building: 15,444 sq.ft. warehouse

Buildout Renovations: $1,000,000

Tourism: According to *The Americans For The Arts*, studies indicate that Non-Profit Arts Attendees spend on average $24.60 per person (not including admission costs) to a trip to the theater on items like meals, snacks, lodging, transportation, souvenir/gifts.

Hotel Accommodations: 1,800 Hotel Nights (based on 12 months of events)

Lauderhill's Arts Incubator, formerly housed at 19th Street and 55th Avenue, documented 1,800 hotel nights based on 12 months of events. The acquisition and renovation of a new facility is anticipated to yield greater results based on the much larger facility. Further, the intent of the Feeder Facility is help smaller organizations and individual artists to grow their event(s) and attract more out-of-town, state and national attendees which will increase the need for hotel accommodations.

Future Use: Provide a facility to host local groups and organizations events to grow into larger productions that can present at the LPAC with the ability to sell performances for 1100+ seats.

Provide creative spaces for collaborative projects and exhibitions, surrounded by demised rooms on the outer portion of the interior. The outer rooms will be built out to for different art specific uses to include:

[3] LPAC Sampling Survey 2016

Mixed media studio;

Dance studio;

Photography/film studio;

Ceramics/sculpture studio;

Sustainable art;

Music studio; and

Administrative offices.

The exterior of the warehouse building will be renovated to meet the City's Schedule P design guidelines. Renovation will include;

New façade;

Installation of windows for improved natural light; and

Improved lighting.

1 3733 NW 16th St

Lauderhill, FL 33311 - Central Broward Ind Submarket
15,444 SF Class C Warehouse Building Built in 1982
Property is for sale at $1,625,000 ($105.22/SF)

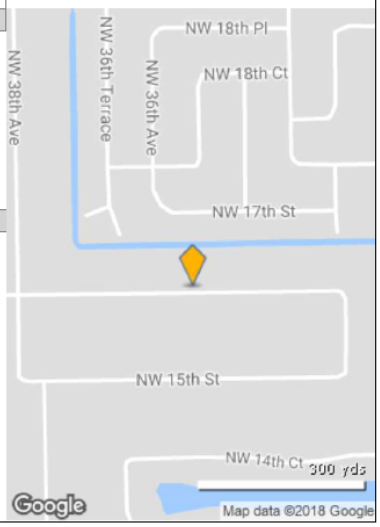
Investment Information

Sale Price:	$1,625,000
Price/SF:	$105.22
Cap Rate:	-
Sale Status:	Active
Sale Conditions:	-
Sale Type:	Investment
Days On Market:	430

Investment Notes

Warehouse building currently split between two tenants. Building easily divides to individual bays with 15 overhead doors, 7 on the West side and 8 on the North side. All bay doors have pedestrian doors to accompany. Electrical room has 16 meter cans plus a house meter. Building can be divided to 16 individual bays. The construction is CBS with a Twin-T roof structure. Power indicates 1,200 amps /240v., 3 Phase. Ceiling height is 16 feet. Property is slightly under an acre of land. Zoning is IL City of Lauderhill.

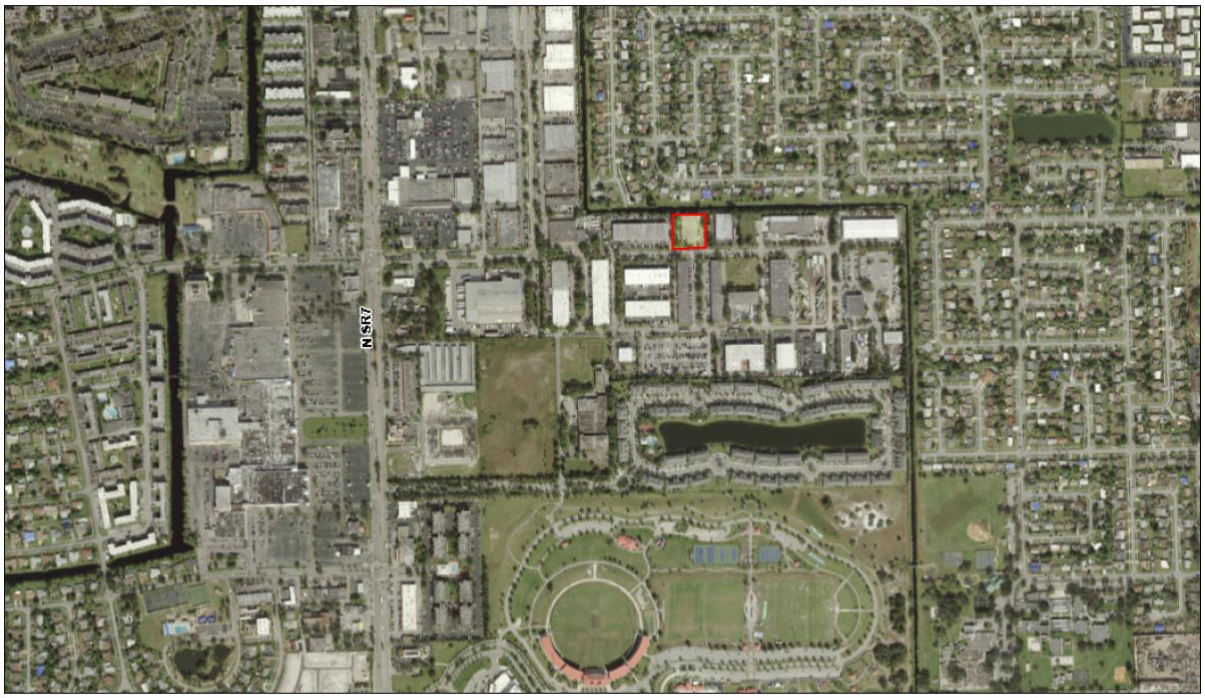
Property is located in the Lauderhill Industrial complex, just East of the UPS Depot Facility. East of State Road 7 (US 441) on NW 16th Street. Bordered by a canal on the North side of the property and surrounded by like industrial buildings. Excellent access to I-95 and the Florida Turnpike.



Building Information

Bldg Type:	Warehouse			RBA:	15,444 SF
Bldg Status:	Built 1982			% Leased:	100.0%
Rent/SF/Yr:	For Sale	Stories:	1	Zoning:	IL
Bldg Vacant:	0 SF	Building	0.35	Owner Type:	-
Warehouse Avail:	0 SF	CAM:	-	Owner Occupied:	No
Office Avail:	0 SF	Land Area:	1 AC	Tenancy:	Multiple Tenant
Max Contig:	0 SF	Smallest Space:	0 SF	Lot Dimensions:	-
Ceiling Height:	15'0"-16'0"	Crane:	-	Cross Docks:	-
Column Spacing:	-	Loading Docks:	Yes	Levelators:	-
Const Mat:	-	Drive Ins:	15 tot./10'0"w x 12'0"h	Sprinklers:	Yes
Rail Spots:	None	Rail Line:	None		
Power:	1200a/240v 3p				
Features:	Bus Line				
Parcel Number:	49-42-31-24-0035				

Property Id: 494231240035 **Please see map disclaimer



June 1, 2018

1:8,000
0 365 730 1,460 ft
0 112.5 225 450 m

Background

38th Avenue was once a thriving, walkable retail area where residents could buy goods like furniture and appliances. Over the years, the area became saturated with automotive sales and repair shops, houses of religious worship, wholesale outlets, and other underperforming uses. In an effort to promote public health and safety, outdoor automotive uses have since been amortized and indoor sales uses will amortize in December of 2019. The City's amortization of Outdoor Automotive uses in accordance with Article III Section 5.7.3. B. provides the opportunity to lighten the uses along the corridor and strategically plan for the attraction of businesses and redevelopments that are more conducive to the creation of an Arts and Culture District. The redevelopment of the corridor will utilize the City's current zoning code and the T4 and 5 transect overlay.

Arts District Development

As per to the City of Lauderhill's State Road 7 (SR-7) Redevelopment Plan published November 14, 2005, the Lauderhill Commerce Park in the Commercial Warehouse (CW) zoned district is particularly suited for redevelopment that complements and attracts uses oriented toward Art and Culture. The Lauderhill Commerce Park, consisting of those parcels from NW 16th Street to NW 19th Street that front on NW 38th Avenue currently comprises eight freestanding one-story buildings with many vacancies. The 38th Avenue corridor located within the City's SR-7 Redevelopment Area is a prime area for artist live/work places to develop, as the location amidst commercial and industrial buildings will ensure relatively low rents and more flexibility from a conformity of use standpoint. Additionally, due to the proximity to the City of Lauderhill Performing Arts Center (LPAC), it provides for the opportunity to connect 38th Avenue to the Commercial Entertainment (CE) zoned district where the LPAC is situated. This would create a

sense of place alerting residents and visitors that they have entered the City's Arts and Culture oriented district.

Currently, 38th Avenue ends at a vacant property located between the City's Commercial Warehouse (CW) District, and the LPAC which is adjacent to the Central Broward Regional Park. The City has dedicated right-of-way on the vacant parcel used for ingress and egress by the AT&T owned and operated site. The city's future plans, Phase Two, wider sidewalks, improved pedestrian lighting, and enhanced streetscape up to NW 13th Street, to eventually provide for connectivity to the LPAC.

The slated public inducements will make for a more pedestrian-friendly corridor while also providing vehicular access via NW 19th Street and SR-7.

Economic Implications

By evoking a collaborative environment for artists of multiple disciplines and cultivating their success, the city actively harnesses innovation and positive attention. Given the relationships built among artists and their patrons, participants of this community would consequentially promote the area. Perceptive business owners will optimize on the window of opportunity by taking advantage of the existing limited market of consumable commodities, thereby establishing their presence in an area that is bound for continued growth.

The City's investment would demonstrate a deliberate role, which would, in turn, spur the local economy. With an Arts and Culture incubator, Lauderhill would be identified as a renaissance facilitator.