

Requests: Tourist Development Tax Capital Challenge Grant Program (TDT-CCGP)

Broward Cultural Division/ Greater Fort Lauderdale Convention & Visitors Bureau

Docket Number	Legal Name	Requested Amount	Projected Room Nights	Project Description
TDT-CCGP01-2019	City of Miramar, Florida	\$300,000	7,200	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>

Requests: Tourist Development Tax Capital Challenge Grant Program (TDT-CCGP)

Broward Cultural Division/ Greater Fort Lauderdale Convention & Visitors Bureau

Docket Number	Legal Name	Requested Amount	Projected Room Nights	Project Description
TDT-CCGP02-2019	Performing Arts Center Authority	\$500,000	20,226	<p>The Performing Arts Center Authority (d/b/a Broward Center for the Performing Arts) requests \$500,000 in Tourist Development Tax (TDT) funding to support the renovation, restoration and expansion of the iconic Parker Playhouse (the Parker), a 1,167-seat theater in Fort Lauderdale that has been a venerable and beloved venue for concerts, theater, comedy, and dance since 1967.</p> <p>The capital project will restore the Parker to state-of-the-art and include extensive renovation or replacement of the existing building shell, mechanical and electrical systems, theatrical equipment, audio-visual systems and seating as well as the addition of approximately 15,000 square feet of new space, all of which will help ensure the venue can continue to attract artists and audiences and remain viable in the competitive arts and entertainment industry for years to come.</p> <p>This will be the first restoration for the 51-year-old, heavily-used theater that currently hosts more than 150 artistic and cultural events and welcomes more than 120,000 visitors annually, more than 45% of which are from outside of Broward County and more than 14% of which are from outside of the tri-county area. TDT funding for the project will have a significant and long-lasting impact by helping to enhance the Parker's ability to attract important touring artists to the area, expand its capacity to provide world-class artistic and cultural experiences for residents and visitors alike, and secure its future as a valuable cultural asset and economic driver for Broward County.</p>
Grand Totals (2 items)		\$800,000	27,426	