



Cultural Division

100 S. Andrews Avenue, 6th Floor • Fort Lauderdale, Florida 33301 • TEL 954-357-7457 • FAX 954-357-5769

November 30, 2018

Mr. W. Ajibola Balogun
City Manager
City of West Park
1965 South State Road 7
West Park, FL 33023

RE: Tourist Development Tax Second Application Cycle Capital Challenge Grant Program (TDTCCGP)

Dear Mr. Balogun:

We are in receipt of the City's Notice of Appeal dated November 19, 2018.

The advisory panel met on November 5, 2018 and reviewed the materials submitted by three applicants. The panel also reviewed the Greater Fort Lauderdale Convention & Visitors Bureau's (GFLCVB) evaluation of the estimated room nights that the project described in each application would generate. The overall ranking of the City's application by the four-member panel was "low." Additionally, the GFLCVB's ranking of the application was "low."

Representatives from the City were present at the meeting, including Debon Campbell and Carol Aubrun. After the panel members announced their rankings of the applications, the Chair called for oral appeals. Appeals must be based on the following criteria: 1) if panel failed to follow published procedures for applications and review, 2) if panel acted in an unfair manner, or 3) if panel's decision was based on insufficient information through no fault of the applicant. City representatives did not voice an appeal during the meeting.

The City's Notice of Appeal states that the panel decision was based on insufficient information and that the project can have great potential to attract overnight visitation. However, the City's letter did not include any documentation supporting this statement. The GFLCVB's review states that "the room night projection seems high as the center will be new and just starting to attract visitors and limited hotels [exist] in the municipality and surrounding area... Without accommodations, however, it seems unlikely to attract overnight visitation but could bring in visitors from out of County which are defined as tourists under state law. It is difficult to determine the number of room nights without a history of generation by the municipality."

The City's letter requesting reconsideration of the application states that the range between the lowest and the largest total score is large and inconsistent with how other applications

were scored and that the panel did not have any basis for giving the "low" rank. The following table demonstrates that the scores were reasonably consistent among the panel and the GFLCVB.

	Kurland	Koslowski	Keesler	Lundgren	GFLCVB
City of Pembroke Pines	Medium	Medium	High	Medium	Medium
City of West Park	Low	Medium	Low	Low	Low
Performing Arts Center Authority	High	High	High	High	High

An appeals workshop will be held by the Broward Cultural Council at its regular meeting on Thursday, December 13, 2018 in the Governmental Center, Room 430, 4th floor, 115 S. Andrews Avenue, Fort Lauderdale, FL 33301. The City will have three minutes to speak.

The review panel's recommendations will also be forwarded to the Broward County Board of County Commissioners as an agenda item. The Commission meeting is scheduled for December 11, 2018 starting at 10:00 a.m. at the Governmental Center, 115 S Andrews Ave., 4th Floor, Room 422, Fort Lauderdale, FL 33301.

The City may also consider submitting an application in the next cycle. The next TDTCCGP applications will be due February 15, 2019 at 11:59 p.m. The Cultural Division will hold two application workshops for the public, on December 11, at 2:00 p.m. and again at 6:00 p.m. at the Broward County Main Library, Bienes Center Conference Room, 6th floor, 100 S Andrews Ave., Fort Lauderdale, FL 33301.

If you have any questions, please contact me at 954.357.7532 or lfordham@broward.org.

Sincerely,



Leslie Fordham
Acting Director

EC: Monica Cepero, Deputy County Administrator
Stacy Ritter, President and CEO, Greater Fort Lauderdale Convention & Visitors Bureau
Rene Harrod, Deputy County Attorney
James Shermer, Grants Administrator