

RESOLUTION NO. 2018-

1
2 A RESOLUTION OF THE BOARD OF COUNTY
3 COMMISSIONERS OF BROWARD COUNTY, FLORIDA,
4 RECOGNIZING BROWARD COUNTY'S PARTNERS IN
5 CULTURAL TOURISM AND SUPPORTING CULTURAL
6 TOURISM DEVELOPMENT THROUGHOUT BROWARD
7 COUNTY; AND PROVIDING FOR SEVERABILITY AND AN
8 EFFECTIVE DATE.

9 WHEREAS, Broward County's unique and diverse culture gives it a distinct,
10 authentic identity and provides residents and visitors with rich cultural exposure and
11 interchange; and

12 WHEREAS, the Broward County Board of County Commissioners (the "Board")
13 recognizes that cultural tourism is an important tool for celebrating, preserving, and
14 promoting our County's unique heritage, stimulates the economy, increases
15 opportunities for artists and creatives, encourages public participation in the arts, and
16 facilitates cultural commerce; and

17 WHEREAS, the Board invests in the presentation of high quality experiences for
18 residents and visitors to learn from and enjoy, including the Cultural Tourism, Tourist
19 Development Tax Capital Challenge, and Cultural Festival grant programs which have
20 countywide impact and link culture and tourism; and

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22 WHEREAS, the CreativeBROWARD 2020 community cultural plan was
23 approved in 2010 by the Board and includes a Cultural Tourism Component Plan that
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1 recommends greater collaboration among key stakeholder groups having interests
2 served through tourism and culture; and

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4 WHEREAS, Broward County agencies, including the Broward Cultural Division,
5 the Greater Fort Lauderdale Convention and Visitors Bureau ("GFLCVB"), Broward
6 Municipal Services District, Broward County Libraries, and Broward County Parks,
7 collaborate to advance interrelated tourism, business, and economic development
8 objectives and have recruited additional public and private partners such as the Housing
9 Authority of the City of Fort Lauderdale, the City of Fort Lauderdale Northwest
10 Progresso Flagler Heights CRA, the Cultural Heritage Alliance for Tourism, Inc.,
11 Sistrunk Artists in Residence, Old Dillard Foundation, and Trail Blazers of Broward
12 County; and

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14 WHEREAS, collaborative efforts in cultural tourism resulted in the creation of
15 Destination Sistrunk, a model cultural tourism program administered by the Cultural
16 Division, and CHAT Broward, a tourism enhancement program administered by the
17 Cultural Heritage Alliance for Tourism, Inc., that will help to enhance the business and
18 tourism capacity of small businesses and attractions in their local communities and
19 prepare these businesses to actively participate in their local tourism ecosystems; and

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21 WHEREAS, collaborative efforts in cultural tourism also support the 2017-2018
22 GFLCVB Multi-Cultural Sales and Marketing goals and objectives to (1) increase the
23 awareness of Greater Fort Lauderdale as a diverse, inclusive destination for family-
24 oriented activities and business events; (2) develop programs, events, and attractions

1 that make Greater Fort Lauderdale a "must-visit" destination for the multicultural visitor;
2 and (3) form community and business partnerships to host a Cultural and Heritage
3 Summit in partnership with the Cultural Alliance for Tourism, Inc.; and
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5 WHEREAS, support for the development of cultural tourism throughout Broward
6 County will serve as a model initiative for increasing tourism readiness, tourism
7 inclusion, and engagement for cultural and heritage community assets, NOW,
8 THEREFORE,
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10 BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF
11 BROWARD COUNTY, FLORIDA:
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13 Section 1. The recitals set forth in the preamble to this Resolution are
14 incorporated by reference herein.

15 Section 2. The Board recognizes Broward County's agencies and partners for
16 their collaborative activities, and supports investment in cultural tourism development
17 throughout Broward County.

18 Section 3. SEVERABILITY.

19 If any portion of this Resolution is determined by any Court to be invalid, the
20 invalid portion shall be stricken, and such striking shall not affect the validity of the
21 remainder of this Resolution. If any Court determines that this Resolution, or any
22 portion hereof, cannot be legally applied to any individual(s), group(s), entity(ies),
23 property(ies), or circumstance(s), such determination shall not affect the applicability
24 hereof to any other individual group, entity, property, or circumstance.

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Section 4. EFFECTIVE DATE.

This Resolution shall become effective upon adoption.

ADOPTED this _____ day of _____, 2018

Approved as to form and legal sufficiency:
Andrew J. Meyers, County Attorney

By /s Annika E. Ashton 12/20/17
Annika E. Ashton (date)
Senior Assistant County Attorney

AEA/wp
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