Cultural Arts Master Plan for City Commission Presentation

December 10, 2013
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A Cultural Arts Master Plan for Pompano Beach

...something wonderful is about to happen!

Centrally located on Florida’s famous Gold Coast, today Pompano Beach covers more than 25 square miles in northern Broward County. The City has just over 100,000 residents. Pompano Beach is located on the southeast coast of Florida, midway between Miami and Palm Beach, and just minutes from Ft. Lauderdale. Pompano Beach is the sixth largest of Broward County’s 31 municipalities.

Currently, Cultural Arts activities in the City are programmed and coordinated through the City’s Parks, Recreation, and Cultural Arts Department. Arts activities, take place in City Community Centers and recreational spaces that are generally heavily used for community programs as well as rentals such as private events, nonprofit meetings, fundraisers and celebrations.

The Pompano Beach Cultural Arts Master Plan will focus on opportunities for Cultural Arts activities in existing and future facilities within the City.

Two Cultural Arts facilities will be operated by the City of Pompano Beach, a new Pompano Beach Cultural Center being designed for a Civic Campus in conjunction with a new Broward County Public Library and the existing Pompano Beach Amphitheater.
In addition, the Pompano Beach Community Redevelopment Agency (CRA) has made a commitment to the Cultural Arts through redevelopment and cultural use of two historic properties: The Hotel Bailey, in the Old Pompano commercial district; and the Ali Building, on Dr. Martin Luther King, Jr. Blvd. – both in Downtown Pompano. The CRA is promoting Downtown Pompano as a Creative Arts District.

The Sample-McDougald House (1916), now located at 450 NE 10th Street in Pompano Beach, is one of South Florida’s most historic structures, dating from the pioneer era of northern Broward County.

Finally, the Master Plan will outline strategies for integrating Cultural Arts activities in other facilities and venues throughout the City.
A Vision for the Cultural Arts

Pompano Beach will be a Cultural Arts destination in north Broward County, featuring innovative arts programming that includes the visual arts, music, film, theater, dance, public art, history, and historic preservation for the enjoyment and enrichment of residents of and visitors to Pompano Beach, Broward County, and the greater South Florida area.

Value Statement #1: Cultural Arts programming will be created and presented in state-of-the-art facilities.

Value Statement #2: The unique character of the Pompano Beach program will be enhanced through digital media support of and cultural education opportunities in all art disciplines to bring younger audiences and participants to both traditional and contemporary arts.

Planning for the Cultural Arts

Since 2011, the City of Pompano Beach and the Pompano Beach Community Redevelopment Agency (CRA) have undertaken a comprehensive Cultural Arts Needs Assessment and additional studies (see below) for new Cultural Arts facilities and activities. The Pompano Beach community has been involved in all aspects of the planning and analysis. Public meetings have been held, including regular Cultural Arts Committee meetings, public meeting presentations, focus group review, and formal Workshops and Presentations to the Pompano Beach City Commission.

First was completion of the 2011 Cultural Arts Needs Analysis, by Webb Management, Inc., of New York. Then, after preliminary physical planning, Webb Management created business plans for two City-owned facilities, a new Pompano Beach Cultural Center and the Pompano Beach Amphitheater, and for two CRA-owned facilities, the Hotel Bailey and the Ali Building.

This Cultural Arts Master Planning has involved local artists and arts organizations in informal focus groups as well as formal presentations to the City’s Cultural Arts Committee, Tourism Committee, Economic Development Council, and Public Art Committee and to the Board of the Greater Pompano Beach Chamber of Commerce.
Previous Reports available at Pompano Beach CRA website at http://goo.gl/M82Vro

1. Needs Assessment for Facilities + Cultural Programming (July 2011)
2. Needs Assessment Appendix (July 2011)
3. Cultural Facilities Physical Planning (March 2012)
4. Business Plan for a Cultural Center (June 2012)
5. Hotel Bailey Business Plan (August 2012)
6. Ali Building Business Plan (September 2012)
7. Amphitheater Business Plan (March 2013)
8. Combined Governance and Operations Analysis (April 2013)
9. Cultural Arts Pre-Planning Report (May 2013)
Cultural Arts Venues

Two Cultural Arts facilities will be operated by the City of Pompano Beach, a new Pompano Beach Cultural Center being designed for a Civic Campus in conjunction with a new Broward County Public Library and the existing Pompano Beach Amphitheater.

In addition, the Pompano Beach Community Redevelopment Agency (CRA) has made a commitment to the Cultural Arts through redevelopment and cultural use of two historic properties: The Hotel Bailey, in the Old Pompano commercial district; and the Ali Building, on Dr. Martin Luther King, Jr. Blvd. – both in Downtown Pompano. The CRA is promoting Downtown Pompano as a Creative Arts District.

The Sample-McDougald House (1916), now located at 450 NE 10th Street in Pompano Beach, is one of South Florida’s most historic structures, dating from the pioneer era of northern Broward County.

Finally, the Master Plan will outline strategies for integrating Cultural Arts activities in other facilities and venues throughout the City.
The City of Pompano Beach and the Pompano Beach Community Redevelopment Agency (CRA) are funding a new Cultural Center and Civic Campus adjacent to the site of Pompano Beach City Hall at 100 W. Atlantic Boulevard. The City is funding the new Cultural Center, which will include:

- 5,000 sq. ft. Performance & Event Space with capacity for:
  - 400 people in a theater-style/performance setting with retractable, raked seating;
  - 275 seated at banquet tables and chairs; or
  - 500 people for a standing-room cocktail reception

- 750 sq. ft. Exhibition Gallery

- 2,500 sq. ft. Digital Arts & Media Center, including a 500 sq. ft. learning space

The new Cultural Center will be the focal point of the "Downtown Pompano Creative Arts District" and will bring much-needed arts programming, including theater, music, dance, film, digital arts, arts education and visual arts to the North Broward area. Future programming will be designed to attract existing audiences and bring younger audiences and participants to both traditional and contemporary arts.

The CRA is funding the Civic Campus improvement, including a large public plaza in front of the Cultural Center along Atlantic Boulevard. The project’s proximity and future connectivity to the historic Old Pompano commercial district across Atlantic Boulevard will help bring new restaurants and retail businesses to the entire Downtown Pompano area, creating new social and economic opportunities.
This is “Creative Placemaking” at its best!

Central to the function of the new Cultural Center is the synergy with the new Broward County Public Library. The combination of future arts and literary activities, adjacent to civic functions at City Hall – all designed to spill out onto a large public plaza – offers a once-in-a-generation opportunity to bring profound change to Downtown Pompano.

The heart of the facility will be the 5,000 sq. ft. Performance & Event Space, providing high-quality audience amenities and theatrical functionality, including ticketing, concessions, and reserved seats. The space will feature retractable raked seating that can be withdrawn to allow for flat floor cultural uses, seated dinner configurations, and other event uses. Technical features, including lighting, sound, and other technology, will be state-of-the-art.

A Digital Arts & Media Center within the Cultural Center will provide both a Production Studio and a Computer Lab, featuring hands-on opportunities to work, to learn, and to experiment in the areas of digital photography, web design, video, sound, filmmaking, editing, animation, social media, graphic design, computer programming, podcasting and more.

The Cultural Center’s Exhibition Gallery adjacent to the entrance to the Performance & Event Space will provide for visual arts and other exhibitions within a featured area of the facility.

Given both the new Cultural Center’s location as a terminus of the Downtown Pompano Connectivity Plan and the ambitious cultural goals for the new facility, the City of Pompano Beach demanded iconic architecture. Silva Architects, influenced by years of planning by the City, CRA, local Cultural/Arts Organizations, library patrons and individual artists, responded with a bold "inverted L" design, creating massing and structure that intertwines a central courtyard and breezeways to encourage Cultural Center and Library users to gather, mingle and celebrate the arts in a new large public plaza.

The exterior of the building creates interplay between solid, transparent, and translucent materials. At night, a translucent "glowing crown" will highlight the drama of activities at the Cultural Center and serve as a beacon of light for the Cultural Arts in the City of Pompano Beach.

Through an integration of architectural design, state-of-the-art function, and creative programming, the Pompano Beach Cultural Center promises to be the centerpiece of the City's future Cultural Arts activities.
Pompano Beach Amphitheater - City of Pompano Beach

The Amphitheater was constructed in 1992, and is located within the heart of Pompano Beach in Pompano Community Park, which also includes the Aquatic Center, Tennis Center, Athletic Field Complex and other recreational facilities. The park is adjacent to Pompano Beach Air Park, a public general aviation airport.

The amphitheater is physically connected to the Emma Lou Olson Civic Center, sharing various backstage spaces with the Civic Center’s 400-seat auditorium.

**Physical Characteristics/Operations**

- covered stage and 2,894 fixed seats;
- parking, access, public facilities;
- backstage shared with Civic Center auditorium; and
- operated by Parks, Recreation and Cultural Arts Department

A program to upgrade the Amphitheater’s sound, lighting and other equipment needs to be identified and funded to make the facility more conducive to future programming, including music, film, dance, theater and community events.
Hotel Bailey Arts Center - Pompano Beach CRA

Project Description

The Pompano Beach Community Redevelopment Agency (CRA) is renovating an historic property in Downtown Pompano’s ‘Old Pompano’ area, in the CRA’s Northwest District. Once used as a hotel, the circa-1932 two-story building is undergoing a transformation that includes:

- exhibition galleries for curated public art exhibitions and cultural events;
- workshop/classroom/multi-purpose flexible space;
- administrative offices and business support center for artists; and
- 12-15 naturally lit studios for individual artists plus a clay arts studio.

The Mission of the Hotel Bailey Arts Center

The Mission of the Hotel Bailey Arts Center is to foster the professional creation, exhibition and sales of the visual and clay arts in the new Downtown Pompano Creative Arts District with an emphasis on providing working, exhibition, and classroom/workshop space for professional visual artists in an environment that promotes the purchase of original artwork by current and future collectors and enhances the general development and appreciation of cultural activities in Pompano Beach.
Ali Building Cultural Center -
Pompano Beach CRA

Project Description

The Pompano Beach CRA is renovating an historic property in Downtown Pompano on Dr. Martin Luther King Jr. Boulevard/Hammondville Road in the CRA's Northwest District. Once the home and business site of Florence Major Ali and her husband, Frank, the two-story circa-1932 building will be renovated and additional adjacent facilities developed to create a cultural campus that will include:

- gallery space for revolving educational, historical and cultural exhibitions;
- new multi-purpose building, with the ability to host dance rehearsals, meetings and classes and special events;
- outdoor event/performance plaza with space for 200, covered stage with adjacent green room for performers. Plaza also includes dedicated concession facilities and an elevated sound booth in the Ali Building;
- administrative offices for community cultural lessees; and
- a conference room for tenant and public use

The Mission of the Ali Building Cultural Center

The Mission of the Ali Building is to both celebrate the history and culture of the African American community in Pompano Beach and to enhance local access to cultural activities, with a focus on dance, music and the spoken word, including poetry, storytelling and theater, as part of the Downtown Pompano Creative Arts District.
Sample-McDougald House -
Sample-McDougald House Preservation Society

The historic Sample-McDougald House (1916), now located at Pompano Beach Centennial Park, 450 NE 10th Street, is one of South Florida's most historic structures, dating from the pioneer era of northern Broward County. The house was built on Dixie Highway, but was moved to its current site to insure its preservation.

The Sample-McDougald House is open for Public Tours. Tuesdays and Thursdays at 1:00, 2:00 and 3:00 pm. Saturdays – tours on the hour from 11:00 am to 3:00 pm. Admission: $5.00  Available for private rentals.

New in 2013/14 is Art in the House – a monthly exhibit of artwork from local artists. Meet the artists on the first Saturday of the month, 12:00 to 3:00 pm. Exhibits are also available for public showing during the Sample-McDougald House’s regular tour hours (Tuesdays and Thursdays, 12:00 to 3:00 pm, and Saturdays, 11:00 to 3:00 pm). Admission to the exhibit and a tour of the historic house is $5.00.

2013/14 Special Events:

- November 9, 2013 — A Salute to Veterans (free admission for vets).
- December 12, 2013 — Holiday Viva Florida 500 Reception (ticketed event)
- January 25, 2014 — Antique Car Show
- February 9, 2014 — Plants and People Day
- March 21st, 22nd — Highwaymen Artists Exhibit and Sale
Pompano Beach Cultural Arts
Operational Goals and Initiatives

1) Complete/Upgrade the City's Cultural Arts Venues/Facilities

1.1 Complete construction of the Pompano Beach Cultural Center
1.2 Identify upgrade requirements for the Pompano Beach Amphitheater
1.3 Open/begin operations of the Hotel Bailey (CRA)
1.4 Complete construction of the Ali Building (CRA)
1.5 Maintain and enhance other City facilities for Cultural Arts activities:
   ▪ Continue to maintain the City's Community Centers and parks for future Cultural Arts programming
   ▪ Identify a plan to re-open the Ely Educational Museum at the Blanche & Joseph Ely House

2) Identify Funding for Cultural Arts Management & Programming

2.1 Allocate funding for FY 2013/14 - staffing and operations "Pre-launch"
2.2 Continue exploration of a 501(c)(3) Foundation to encourage private sector investment in Cultural Arts activities
2.3 Identify grant opportunities for future operating and capital needs

3) Provide Professional Cultural Arts Management/Staffing

3.1 Create a Cultural Arts Director function
3.2 Create a 5-Year Strategic Plan for the Cultural Arts
3.3 Identify a unified management/staffing strategy for the new Pompano Beach Cultural Center and Pompano Beach Amphitheater
3.4 Manage and staff the Hotel Bailey and Ali Building (CRA)
4) Market the Cultural Arts to Pompano Beach/South Florida Audiences

4.1 Work with CRA and Arts/Cultural Organizations to brand Pompano Beach as a Cultural Arts destination

4.2 Identify immediate marketing opportunities for current Cultural Arts activities

4.3 Raise public awareness to develop new and younger audiences for the Cultural Arts

- Create innovative “Owned, Earned, & Paid” media strategies
- Encourage Arts/Cultural Organizations to participate in ArtsCalendar.com and other marketing programs at Broward County Cultural Division
- Encourage cooperative and cross-marketing by Arts/Cultural Organizations
- Create multi-lingual marketing efforts, building upon the successful Annual Brazilian Festival
- Coordinate multi-disciplinary events to share existing audiences

4.4 Create a Marketing Campaign for an "Arts Launch" Grand Opening (FY 2014/15)

4.5 Create a 5-Year Marketing Plan for Pompano Beach Cultural Arts

5) Create Quality Programming in City’s Cultural Arts Venues (by Facility)

5.1 Provide Pompano Beach Cultural Center programming, including:
- Theater
- Music
- Dance
- Film
- Digital Arts & Media
- Arts Education
- Visual Arts

5.2 Provide Pompano Beach Amphitheater programming, including:
- Music
- Film
- Dance
- Theater
5.3 Provide Hotel Bailey programming (CRA), including:
   - Visual Arts
   - Music
   - History & Preservation
   - Digital Arts
   - Arts Education

5.4 Provide Ali Building programming (CRA), including:
   - History & Preservation
   - Dance
   - Music
   - Visual Arts
   - Digital Arts
   - Arts Education

5.5 Work with the Sample-McDougald House Preservation Society to provide programming, including:
   - History & Preservation
   - Visual Arts
   - Music
   - Arts Education

5.6 Continue to nurture all arts/cultural activities in City’s Community Centers, parks and other facilities

6) Create Quality Programming in City's Cultural Arts Venues (by Discipline)

6.1 Provide Visual Arts programming at:
   - Hotel Bailey
   - Pompano Beach Cultural Center
   - Ali Building
   - Sample-McDougald House
   - Community Centers
   - Arts Festivals
6.2 Provide Music programming at:
- Pompano Beach Cultural Center
- Pompano Beach Amphitheater
- Ali Building
- Hotel Bailey
- Sample-McDougald House
- Community Centers/Beach/Park

6.3 Provide Film programming at:
- Pompano Beach Cultural Center
- Pompano Beach Amphitheater
- Community Centers/Beach/Park

6.4 Provide Theater programming at:
- Pompano Beach Cultural Center
- Pompano Beach Amphitheater
- Ali Building
- Community Centers

6.5 Provide Dance programming at:
- Pompano Beach Cultural Center
- Pompano Beach Amphitheater
- Ali Building

6.6 Create Public Art at:
- All Cultural Facilities/Venues
- Public sites throughout the City

6.7 Provide History & Preservation programming at:
- Downtown Pompano Creative Arts District
- Hotel Bailey
- Ali Building
- Sample-McDougald House
- Ely Educational Museum
- Other historic sites
6.8 Provide Digital Arts programming at:
- Pompano Beach Cultural Center
- Hotel Bailey
- Ali Building

6.9 Provide Arts Education programming at:
- Pompano Beach Cultural Center
- Hotel Bailey
- Ali Building
- Sample-McDougald House
- Community Centers

7) Enhance Partnerships with Arts/Cultural Organizations and Individual Artists

7.1 Explore providing grants for Cultural Arts activities in City venues
7.2 Facilitate direct grants and funding opportunities for arts organizations/artists
7.3 Identify opportunities for organization capacity building/growth

8) Create Partnerships for Arts Education

8.1 Provide joint programming with Broward County schools
8.2 Explore joint programming with Broward College
8.3 Position Digital Arts & Media Center as a place for “learning and experimentation”
9) **Focus on the "Business of Art"**

9.1 Find opportunities to enhance the involvement of the business sector with the cultural community

9.2 Encourage Arts/Cultural Organizations and individual artists to explore commercial opportunities for Cultural Arts activities

9.3 Promote investment in the area’s cultural community as a tool for continued economic development

9.4 Work with Chamber of Commerce and CRA to recruit creative industries

9.5 Work with CRA Resource Center to incubate creative industry businesses

10) **Become an “Arts Advocate”**

10.1 Market the Cultural Arts to Pompano Beach/South Florida audiences

10.2 Advocate continued funding for Broward County Cultural Division

10.3 Advocate additional funding for Florida Division of Cultural Affairs programs

10.4 Advocate high-quality arts education in area schools

11) **Identify Future Needs for Cultural Arts/Creative Activities**

11.1 Address future space needs for artists and creative professionals

11.2 Explore use of CRA tax-increment revenues (TIF) funds to encourage development of affordable artist housing and live/work spaces
Benefits/Economic Impacts

The most notable benefit of new Cultural Arts activities to City of Pompano Beach residents and visitors will be the benefit of enjoying the new programs, events, and activities that will be offered. However, there are numerous other community benefits and economic impacts of future Cultural Arts programming.

The economic benefits of Cultural Arts Activities have been identified by the National Endowment for the Arts which reports that every dollar spent by local government on the arts generates more than $11 from the private sector in ticket sales and philanthropic donations. Further, Americans for the Arts research revealed that cultural tourists tend to stay longer at their destinations, stay at higher quality hotels, and spend more time and money in restaurants and on retail.
Future Cultural Arts Activities/Offerings

Pompano Beach will be a Cultural Arts destination in north Broward County, featuring innovative arts programming that includes the visual arts, music, film, theater, dance, public art, history, and historic preservation for the enjoyment and enrichment of residents of and visitors to Pompano Beach, Broward County, and the greater South Florida area.

Value Statement #1: Cultural Arts programming will be created and presented in state-of-the-art facilities.

Value Statement #2: The unique character of the Pompano Beach program will be enhanced through digital media support of and cultural education opportunities in all art disciplines to bring younger audiences and participants to both traditional and contemporary arts.
a) Visual Arts

Currently visual art exhibitions take place in the City’s Community Centers and at monthly exhibitions in the CRA Resource Center and the Sample-McDougald House. Events celebrating monthly exhibitions featuring local artists include ArtHall at the CRA Resource Center and Art in the House at Sample-McDougald.

The visual arts will be a primary component of future activities in two of the new Pompano Beach Cultural Arts facilities: the Hotel Bailey Arts Center in Downtown Pompano and in gallery and lobby spaces of the Pompano Beach Cultural Center.

b) Music

*Music expresses that which cannot be said and on which it is impossible to be silent.* - Victor Hugo

Currently, music offerings take place in the City’s Community Centers and as part of monthly events, such as Music Under the Stars, and special events throughout the year. The City hosts an Annual Piano Competition in February and a Winter Music Series from January through March.

Three of the Pompano Beach Cultural Arts facilities, the Pompano Beach Cultural Center, the Pompano Beach Amphitheater and the Ali Building Cultural Center, will bring exciting new musical offerings to the City of Pompano Beach.

c) Film

Commercial movie theaters in South Florida currently provide the latest film releases for Pompano Beach audiences, and the City produces a Summer Movie Series in City parks and facilities.

In the future, film offerings will include regular screenings and film festivals in the new Pompano Beach Cultural Center and the Pompano Beach Amphitheater.
d) Theater

Currently theater events take place in the City’s Community Centers. The Curtain Call Playhouse offers theater throughout the year.

A state-of-the-art Performance & Event Space at the new Pompano Beach Cultural Center will allow the City to expand theatrical offerings, and lighting and sound upgrades to the Pompano Beach Amphitheater are being considered to enhance the facility’s ability to host theatrical events.

e) Dance

Due to a lack of accommodating facilities, there are currently not many dance performance events scheduled in Pompano Beach. The City has an active Ballroom/Social Dance scene including weekly events held at the Emma Lou Olson Civic Center, and Pompano Beach is home to several dance schools and studios.

The state-of-the-art Performance & Event Space at the new Pompano Beach Cultural Center will include a sprung floor and allow the City to host future dance performances. Dance will also be a primary component of future programming at the Ali Building Cultural Center on Dr. Martin Luther King, Jr. Boulevard.

f) Public Art

Benefits of public art are both aesthetic and economic. By increasing public art offerings throughout the community, the City of Pompano Beach is committed to developing cultural resources to maintain community well-being.

In 2012, the City of Pompano Beach created a Public Art Ordinance to enhance the aesthetic and cultural value of the city by including works of art on public properties. The ordinance provides for funds in the amount of 2% of estimated construction costs for City construction projects to be appropriated to an Art in Public Places fund.

The Public Art program is overseen by the City's Public Art Committee. Current projects include creating a Public Art Master Plan and issuing Calls to Artists for Public Art projects.

The new Broward County Public Library component of the Pompano Beach Cultural Center will feature a public artwork by Andrews/LeFevre Studios of New York City.
The artist concept for artwork at the Pompano Beach Library is to create an inset series in the plaza adjacent to the main library entrance that will continue into the library entrance lobby. The insets will range in size from 12” to 30” square. In the plaza area, the insets will be made from pigmented concrete with molded relief detail. These specialty concrete pavers will integrate with the grid of 6”x6” pavers the architect has planned, and will be installed in a similar fashion. In the interior terrazzo lobby, the insets will be made of bronze with cast relief detail.

It is anticipated that all Cultural Arts facilities will offer future opportunities for public art.

**g) History/Historic Preservation**

Pompano Beach is the second oldest city in Broward County and the fifth oldest in all of South Florida. Only Key West, West Palm Beach, Miami and Dania Beach became municipalities earlier than Pompano (the “Beach” came later).

Other than Key West, which by the 1820s was already an important port and city, the towns of southeast Florida came into being because of the railroad. In 1896 Henry Flagler decided to extend his Florida East Coast Railway south from West Palm Beach to Miami, opening up land that heretofore had been a virtual wilderness.

All along the rail line small settlements were established; most of them were farming communities. In the Pompano Beach area, the few hardy individuals who had arrived before the railroad, and who had settled around what is today known as Lake Santa Barbara, eventually moved farther inland where the town was growing.

Local legend has it that the name for the settlement, “Pompano,” came about from a notation made on a survey map by Frank Sheen – apparently he had dined on the tasty fish and wanted to remember its name. Whether or not the story is factually true, there is no alternate account of how the name came about.

Future Pompano Beach Cultural Arts programs will respect and celebrate the City’s important historic resources. Three of the Cultural Arts facilities are historic structures, the Sample-McDougal House, the Hotel Bailey Arts Center, and the Ali Building Cultural Arts Center. The Downtown Pompano Creative District includes the historic Old Pompano commercial district and historic areas along Dr. Martin Luther King, Jr. Boulevard/Hammondville Road. The City also has plans to re-open the Ely Educational Museum at the Blanche & Joseph Ely House.

Future Cultural Arts programs will bring new life to the history of Pompano Beach and encourage preservation of the City’s historic assets.
h) Digital Arts & Media

In 2011, the Webb Management Cultural Needs Analysis identified a particular opportunity in the City of Pompano Beach for higher-tech, hands-on programs such as "digital photography, video editing & production, graphic design, web design or other arts and media programming" -- well beyond that which will be provided by the new Broward County Public Library to be constructed on the Civic Campus adjacent to Pompano Beach City Hall.

What is digital art? Digital art can be purely computer-generated or taken from other sources, such as scanned photographs. The techniques of digital art, such as rendering or animation, are used extensively by mainstream media in advertisement and by filmmakers to produce visual effects in films, but are being employed by fine artists as well.

Though technically the term digital art could be applied to art created using other media then scanned, it is usually reserved for art that has been “non-trivially modified by a computing process”. For example, a digital painting is created in a similar fashion to non-digital paintings but, instead, by using software on a computer and then printing the resulting image.

A state-of-the-art Digital Arts & Media Center within the new Pompano Beach Cultural Center will provide both a Production Studio and a Computer Lab, featuring hands-on opportunities to work, to learn, and to experiment in the areas of digital photography, web design, video, sound, filmmaking, editing, animation, social media, graphic design, computer programming, podcasting and more.

The Digital Arts & Media Center’s proximity to the new library and the 5,000 sq. ft. Performance & Event Space in the cultural center will create a unique synergy of activities, building upon the information resources in the library and encouraging creative activities to augment future theater, music and dance performances, visual art exhibitions, and video production, possibly including recording oral histories of long-time residents to preserve and celebrate the history of Pompano Beach.

Hands-on experience in digital art and media can enhance technical skills of Pompano Beach residents and support the creation of new businesses and jobs.

i) Arts Education

Arts education currently takes place in Broward County Schools, City of Pompano Beach Community Centers and at the Sample-McDougald House, but arts education will be an important component of future activities in all Cultural Arts facilities within the City.
According to the Broward County Cultural Division: Arts Education is an investment in the future of a community. Time and time again it is statistically proven that:

- the arts improve kids’ overall academic performance;
- kids actively engaged in arts education are likely to have higher test scores than those with little to no involvement;
- the arts develop skills needed by the 21st century workforce: critical thinking, creative problem solving, effective communication, teamwork;
- art education teaches kids to be more tolerant and open; and
- the arts allow kids to express themselves creatively and bolster their self-confidence and keep students engaged in school and less likely to drop out.

The 2010 Webb Management Needs Analysis noted that teaching of the arts is now being recognized as a fundamental need for the North American economy and its workforce, given the automation of many jobs and growing competition from lesser-developed economies.

The Nancy Hanks Lecture on Arts and Public Policy is a leading national forum for arts policy intended to stimulate dialogue on policy and social issues affecting the arts. It is held each year on the evening before Arts Advocacy Day at The John F. Kennedy Center for the Performing Arts in Washington, DC.

In his 2008 Lecture, bestselling author Daniel Pink said, “The argument for the arts is that the fundamental cognitive abilities, the fundamental abilities, of the workforce today and into the future, the fundamental abilities that our kids are going to be deploying at work are at their core artistic abilities, that arts are neither an avenue to something else, nor are they a nicety, but they are fundamental to how the economy functions. And unless our kids have this broad, robust suite of artistic capabilities, they are going to be in a world of hurt, yes, as human beings, but also as productive members of the economy.”

Grammy award winning cellist, Yo-Yo Ma, delivered the Lecture in 2013 and made a strong case for improving arts education, and specifically integrating it into science, technology, engineering and mathematics (STEM) education, cleverly pointing out that, “STEM without STEAM loses steam. STEM to STEAM will power our country forward.”

The Broward County Cultural Division and the School Board of Broward County publish a directory of artists who are available to work in school and/or community-based settings in order to enhance learning in, with, and through the arts.
Downtown Pompano Creative Arts District

In 2010, the Pompano Beach Community Redevelopment Agency (CRA) began to identify strategies for creating a future mixed-use "Downtown Pompano" in the areas near the intersection of Dixie Highway and Atlantic Boulevard, including landscape/streetscape, public street and sidewalk improvements throughout the historic Old Pompano area/FEC Corridor, along Dr. Martin Luther King, Jr. Boulevard, and within a new "Civic Campus" proposed for the area south of Atlantic Boulevard, including City Hall.

In November 2010, the CRA Board approved the Downtown Pompano Connectivity Plan. During discussion and review, the Board expressed interest in development of new cultural components within the area. As a result, the Downtown Pompano Creative Arts District was created, and the City/CRA moved forward plans to develop a triumvirate of new art spaces – all within a one-mile area of Downtown Pompano:

- the new Pompano Beach Cultural Center/Public Library on the Civic Campus;
- renovation of the historic Hotel Bailey, in historic Old Pompano, as a Visual Arts Center; and
- renovation of the historic Ali Building, on Dr. Martin Luther King, Jr. Boulevard, as a History and Cultural Arts Center.

Imagine what more than 25,000 attendees at Cultural Arts events and $1 million a year spent principally in Downtown Pompano might mean to the community. New facilities can and will have a positive impact on Downtown Pompano and surrounding areas in the following ways:

- Restaurants will open, expand and prosper in service to audiences before and after performances.
- More retail businesses will open in response to the street and pedestrian activity around new facilities.
- Of particular importance will be the presence of young people around the facility. Their presence will likely motivate the development of new urban amenities (coffee shops, bookstores, bars, and clubs) appropriate for a downtown core.
**Economic Impacts - Construction Jobs**

According to a detailed economic impact analysis in the 2012 Webb Management Business Plan for a Cultural Center, the Pompano Beach Cultural Center construction project, ongoing annual operating and ancillary impacts in Broward County will provide significant positive impacts over the life of the Cultural Center.

Initial dollars spent on construction will yield, over the course of construction, new economic activity of $11.3 million and new earnings for regional workers totaling $3.2 million, as well as 86 person-years of new employment.

Taking into account the current construction budget estimates exceeding $20 million for all facilities, including the Broward County Public Library, this would mean new economic activity of $37.6 million and new earnings for regional workers totaling $10.6 million, as well as 286 person-years of new employment.

**Cultural Arts Jobs**

Economic impact means that something has happened to increase economic activity, which includes new sales, new earnings for workers and new jobs in the local economy.

In addition to the 286 person-years of new employment created by construction of new Cultural Arts facilities, it is estimated that full operations of the Pompano Beach Cultural Arts facilities will directly create 15 new jobs and job-based, event employment resulting in more than $750,000 in earnings, as well as added employment for qualified Cultural Arts professionals and staff within the City of Pompano Beach and surrounding areas.

**Ticket Sales**

Pompano Beach Cultural Arts facilities and venues will take advantage of new technologies in ticketing, including online services, in order to best serve its programming, users and audiences and to better collect data with which to market the facilities and programs, as well as other Parks/Recreation/Cultural Arts activities.

A ticketing system will be developed to take on the role of ‘community box office’ and ticketing outlet for off-site and citywide facilities, programs and organizations. Projected ticket sales for first full-year of operations:

- Pompano Beach Cultural Center = $225,000
- Pompano Beach Amphitheater = $325,000
Ancillary Spending

One component of operating impacts is the ancillary spending of facility audiences. All economic impacts are split between direct and indirect impacts. Direct impacts are the measure of the economic effect of the initial expenditure within a community. In 2002 and 2007, Americans for the Arts released updates to a 1994 study entitled Arts & Economic Impacts: The Economic Impact of Nonprofit Arts Organizations and Their Audiences. The June 2007 update also broke out impact data from a number of regions, one of which was Broward County. That analysis suggests the direct impacts of audiences on the County, estimating that non-profit arts and culture attendees spend $25.64 per person (on average) in addition to the cost of admission.

Economic Impact of Nonprofit Arts & Culture Organizations and their Audiences in Broward County, FL

<table>
<thead>
<tr>
<th></th>
<th>Resident Audiences</th>
<th>Non-Resident Audiences</th>
<th>All Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals + Refreshments</td>
<td>$12.44</td>
<td>$13.38</td>
<td>$12.68</td>
</tr>
<tr>
<td>Souvenirs + Gifts</td>
<td>$2.44</td>
<td>$1.61</td>
<td>$2.23</td>
</tr>
<tr>
<td>Ground Transportation</td>
<td>$2.09</td>
<td>$3.20</td>
<td>$2.37</td>
</tr>
<tr>
<td>Overnight Lodging (one night)</td>
<td>$1.91</td>
<td>$15.44</td>
<td>$5.30</td>
</tr>
<tr>
<td>Other</td>
<td>$3.06</td>
<td>$3.08</td>
<td>$3.06</td>
</tr>
<tr>
<td>Total Per Person Spending</td>
<td>$21.94</td>
<td>$36.71</td>
<td>$25.64</td>
</tr>
</tbody>
</table>

In 2011/12, the Webb Management Business Plan for the new Pompano Beach Amphitheater projected that in its first full year of operations, event attendance would exceed 27,000. Using the Broward County average for all audiences, this would result in almost $700,000 in local ancillary spending.

Attendance at the amphitheater in its first full year of operation is projected to exceed 45,000. Even if the amount projected above for meals and refreshments is cut in half for amphitheater events, the local ancillary spending would exceed $850,000.

THE ARTS & ECONOMIC PROSPERITY III CALCULATOR - AMERICANS FOR THE ARTS (See Appendix B)

Because of the variety of communities studied and the rigor with which the Arts & Economic Prosperity III study was conducted, nonprofit arts and culture organizations located in communities that did not participate in the study can estimate their local economic impact by using this tool. Estimates can be derived for both spending by nonprofit arts and culture organizations and event-related spending generated by their audiences.
Results for current estimates of annual operations for Pompano Beach Cultural Facilities:

<table>
<thead>
<tr>
<th></th>
<th>Total Expenditures</th>
<th>FTE Jobs</th>
<th>Household Income</th>
<th>Local Government Revenue</th>
<th>State Government Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonprofit Arts and Culture Organizations:</td>
<td>$1,500,000</td>
<td>42.9</td>
<td>$973,455</td>
<td>$53,820</td>
<td>$60,765</td>
</tr>
<tr>
<td>Nonprofit Arts and Culture Audiences:</td>
<td>$1,760,400</td>
<td>52.3</td>
<td>$766,865</td>
<td>$89,305</td>
<td>$95,026</td>
</tr>
<tr>
<td>Total Industry Impact: (The Sum of Organizations and Audiences)</td>
<td>$3,260,400</td>
<td>95.2</td>
<td>$1,740,320</td>
<td>$143,125</td>
<td>$155,791</td>
</tr>
</tbody>
</table>

**Cultural Tourism**

Tourists and tourism represent an element of the Broward County economic development strategy. And it turns out that cultural tourists (those interested in attending and participating in cultural programs) are very attractive in that they tend to spend more and stay longer in a given community. The proposed increase in Cultural Arts activities can play a role in developing and promoting Pompano Beach as a destination for cultural tourists.

In Broward County, cultural tourism includes both the arts and local indigenous culture—visitors enjoy and consume both. That definition covers a wide range, including both what might be called Culture (centering on the arts) and what might be called culture (centering on ethnic traditions and expression). Because the arts can be, and often are, rooted in particular local ethnic cultures, the two overlap and reinforce one another, but they are two different aspects of cultural tourism. They, each and together, present opportunities for strengthening Broward’s cultural tourism.

Current Cultural Arts offerings in Pompano Beach include theater and concerts in the City’s Community Centers, tours and art exhibitions at the Sample-McDougald House, monthly events such as Music Under the Stars, public programs by the Pompano Beach Historical Society, and special events throughout the year.

The future Cultural Arts activities outlined within this Master Plan will entice visitors to the City's beaches, hotels and small lodgings and position the City as a Cultural Arts destination, making Pompano Beach a more interesting destination and encouraging guests to stay longer and take in a little more of the artsy side of "Florida's Warmest Welcome".
 Meetings & Business Events

One particular industry to be directly impacted by development of the new Pompano Beach Cultural Center will be the meeting and event business. Currently there are limited facilities available for corporate meetings and exhibits in the City of Pompano Beach.

The new 5,000 sq. ft. Performance & Event Space will accommodate:

- 400 people in a theater-style/performance setting via retractable raked seating;
- 275 seated at banquet tables and chairs; or
- 500 people for a standing-room cocktail reception

The wedding and private event business is also likely to grow. According to the 2011 Webb Management Needs Analysis, a trend in performing arts facilities around North America is an aggressive push to become a wedding location given the quality of the space for special events and given a strong food service capability.

 Richard Florida and the Creative Class

Celebrity-economist and author Richard Florida has turned a simple idea into an empire. The simple idea is that people, particularly those with interesting jobs and skills, like to live and work in creative places, and that cities ought to promote culture and creativity as a means to recruit companies that employ these desirable people and thus drive economic development. Cities all over North America are now pursuing economic development goals by promoting the presence of arts and culture and the people that like those things.

When a community is perceived as "creative", it also attracts the kind of people who create new businesses and jobs within the community.
Teaching Creativity

As noted above in Future Cultural Arts activities, Arts Education is an investment in the future of a community. Time and time again it is statistically proven that:

- the arts improve kids’ overall academic performance;
- kids actively engaged in arts education are likely to have higher test scores than those with little to no involvement;
- the arts develop skills needed by the 21st century workforce: critical thinking, creative problem solving, effective communication, teamwork;
- art education teaches kids to be more tolerant and open; and
- the arts allow kids to express themselves creatively and bolster their self-confidence and keep students engaged in school and less likely to drop out.

Another economic development benefit is that the teaching of the arts is now being recognized as a fundamental need for the North American economy and its workforce, given the automation of many jobs and growing competition from lesser-developed economies.

Increased Property Values

According to the Americans for the Arts report *The Arts and Economic Prosperity IV*, “nonprofit arts and culture organizations pay their employees, purchase supplies, contract for services and acquire assets from within their communities.” But do they also affect residential and commercial property values by attracting re-investment in neighborhoods?

The effect of Cultural Arts programs on a community is more than aesthetic. A vibrant arts community can increase sales and property values. With annual attendance at Pompano Beach Cultural Arts events projected to exceed 70,000, the economic impact on adjacent areas, especially the Downtown Pompano Creative Arts District will be immediate, and commercial property values will increase.

Equally important, the re-investment in Downtown Pompano and the Cultural Arts activities throughout the City will improve the quality of life for residents of Pompano Beach and result in the stabilization and increased value of residential properties in adjacent neighborhoods.
Cultural Arts Organizations

Since the beginning of the 2011 Webb Management Cultural Arts Needs Assessment, discussions have been held with local arts organizations to involve the arts community and existing arts organizations in plans for the new facility, including the following:

Rock Road Restoration Historical Group

The Rock Road Restoration Historical Group is the culmination of many meetings, strategizing sessions, and the realization of a dream long deferred. A small group of like-minded residents began meeting to discuss how they could record, preserve and find a way to let citizens see and hear the contributions of earlier Colored/Negro/Black/African American settlers.

Members of Rock Road have been involved in discussions from the beginning of the 2011 Cultural Arts Needs Analysis. The Historical Group is currently in discussions with the CRA to become a resident tenant of the Ali Building and will be an important partner in development of future historic tours and other cultural activities.
Old Dillard Foundation

The mission of the Old Dillard Foundation is to facilitate collaborative relationships and actions that allow and assure sustainable resources to support successful museum programs and projects that celebrate the pride, history and culture of the African American community and to be widely recognized for board excellence in governance, fund raising and stewardship in support of the African American heritage and culture.

Old Dillard Foundation is currently in discussions with the CRA to act as Programming Consultant to coordinate tenant and programming activities for the Ali Building.

Ashanti Cultural Arts & Enrichment, Inc.

Ashanti Cultural Arts provides a variety of programs to enrich lives of all youngsters and adults through instruction in dance, music, literacy and wellness. Ashanti is dedicated to providing outreach programs to underserved communities throughout Palm Beach, Broward, and Dade Counties.

Ashanti Cultural Arts is currently in discussions with the CRA to become a resident tenant of the Ali Building.

South Florida Artists Association

South Florida Artists Association is a non-profit organization that strives to promote and provide opportunities for the local artists of South Florida. SFAA focuses its efforts on the professional development of visual artists, performing artists and musicians. Through a series of workshops, exhibitions, resource listings and networking events; SFAA encourages all members to take responsibility for their own success. The organization has monthly members-only meetings on the third Saturday morning of each month to discuss opportunities, collaborate on upcoming projects and share useful arts business related information.

As a result of Cultural Arts Master Planning discussions, SFAA moved its monthly meetings to the Broward County Public Library on Atlantic Boulevard in Pompano Beach. SFAA members have been actively involved in the CRA’s ArtHall event, and it is anticipated that the organization and its members will provide key support for programming activities in the Hotel Bailey.
Curtain Call Playhouse

The mission of Curtain Call Playhouse is to promote cultural, educational and entertaining events through the medium of live theatre, while striving to preserve the highest professional standards; to develop and offer educational programs for children in the cultural medium of live theatre; and to develop and maintain community outreach efforts for the underserved segments of our community.

Curtain Call’s Director, Kris Coffelt, currently chairs the City’s Cultural Arts Committee and has been involved in discussions from the beginning of the 2011 Cultural Arts Needs Analysis. With the opening of the new Pompano Beach Cultural Center, it is anticipated that Curtain Call will be able to significantly increase the number and quality of its theatrical productions, which currently take place in the City’s Community Centers.

American Legion Symphonic Band

The American Legion Symphonic Band, under the direction of Mr. James McGonigal, is a 501(c)(3) non-profit organization, sponsored by the American Legion 9th District, which comprises the entirety of Broward County. With over 75 professional and amateur musicians who volunteer their time and talents, the band provides live music for enjoyment throughout the tri-county area (Broward, Palm Beach, and Miami-Dade). The band currently rehearses at American Legion Post 142 in Pompano Beach every Wednesday night from mid-August through July 4th. It also has within it a 17-member jazz/swing band called “Nostalgia”. Both of these organizations have performed at various venues including the Skolnick Center at Palm-Aire, St. Ambrose Catholic Church, The Town Center Club at Bonaventure, John Knox village, The State Veterans Home, American Moms for Soldiers, The City of Fort Lauderdale, and numerous veterans activities and patriotic events sponsored by the 9th District.

Currently, the American Legion Symphonic Band performs at City of Pompano Beach Community Centers. During the Master Planning process, the organization expressed an interest in creating a Pompano Beach concert series and bringing additional performances to the City.
South Florida Chamber Ensemble

The Vision of South Florida's Newest Classical Music Ensemble is:

- To present performances of well-known composers along with their lesser known contemporaries;
- To perform new works and commission new works by living composers;
- To create a new educational initiative every year for the next five years;
- To provide individual and group instruction in specific instruments or chamber music;
- To combine music with other arts; and
- To engage our audience before, after and during each performance.

The South Florida Chamber Ensemble is new to Pompano Beach in 2013/14. Concerts take place on Saturdays at 7:30pm and Sundays at 3pm at the Emma Lou Olson Center. General admission is $15 and students, seniors and military pay only $10. Children under 12 are free with a paid adult admission.

The series opened on October 5, 2013, at 7:30pm with **Program 1: Beyond the Yellow Book**. This concert featured woodwind quintet standards that coincide with the State of Florida Solo and Ensemble list. Students from the tri-county area were invited to hear these pieces and to bring their music.

**Program 2: Viva Musica** was a Viva Florida 500 inspired lecture recital telling the history of Florida through the music heard across the state in the past 500 years. The Girl Choir of South Florida joined the South Florida Chamber Ensemble and resident composer Americo Aprendiz. Sunday, November 17, at 3pm.

**Program 3: The Spirit of Giving** is a twist on the traditional holiday concert. This afternoon program presents music by composers whose selfless acts contributed to the success of a colleague. The program includes music by Debussy, St. Saens, Liszt, Chopin, Hummel, and Mozart. Sunday, December 15, 2013, at 3pm.

**Program 4: Postcards** returns this season with quintet music by Arnold, Debussy, Dvorak, Ravel and Rossini. Local artist Ilea Haber will have her artwork on exhibit and each piece is paired with one of her paintings. Sunday, January 5, 2014, at 3pm.

**Program 5: To Spring** presents music inspired by each composer’s countryside in the springtime. The piano trio performs music by Farrenc, Bonis, Doppler, Ewazen and Grieg. Saturday, March 29, 2014, at 7:30pm.

**Program 6: Something New** follows the SFCE tradition of encouraging emerging local composers. The performance includes a new commission by resident composer Americo Aprendiz, Charles Reskin Quintet, and works by composition students from Palm Beach Atlantic University. Saturday, May 24, 2014, at 7:30pm.
Pompano Beach Historical Society

The Pompano Beach Historical Society’s mission is to collect, preserve and publicize the history of the greater Pompano Beach area.

This mission is accomplished through the Society’s:

- archives of historical documents and images
- public programs and lecture series
- museum exhibits and displays
- publications
- advocacy for the preservation of historical sites and buildings
- Pompano Beach Saturday Green Market
- collaboration with like-minded organizations

Pompano Beach Historical Society provides programming throughout the year, and members of the Historical Society have been involved in discussions from the beginning of the 2011 Cultural Arts Needs Analysis.

Sample-McDougald House Preservation Society

The historic Sample-McDougald House (1916), now located at Pompano Beach Centennial Park, 450 NE 10th Street, is one of South Florida’s most historic structures, dating from the pioneer era of northern Broward County. The house was built on Dixie Highway, but was moved to its current site to insure its preservation. See Cultural Arts Venues.
The Sample-McDougald House Preservation Society was founded in 1999 to:

- relocate the house to a site that is more secure and appropriate for public display and use;
- preserve the house as a museum, historic structure and social center for the community;
- interpret the house through appropriate restoration, exhibitions, education programs and tours; and
- promote the house so that residents and visitors of all ages are aware of their opportunity to learn about the history of this region, thus furthering the social, cultural and historic viability of the community.

Members of the Sample-McDougald House Preservation Society have been involved in discussions from the beginning of the 2011 Cultural Arts Needs Analysis, and the Society will be an important part of future historical tours and events.

**Pompano Beach Friends of the Library, Inc.**

The Pompano Beach Friends of the Library supports after school programs at Broward County Libraries in Pompano Beach and the recent AWESOME 2013 summer program “Dig Into Reading”, which included an adult summer reading program. Friends also supports the following programs: Nona Roy Book Award; Annual Author’s Reception; Members Reception; and Community Outreach events.

The Friends recently received a donation from Pollo Tropical for participating in the Lighthouse Point store grand opening. The group sponsored the new Teen Advisory Board for the Library. Friends continues to strive toward increasing membership, community outreach and offering more programs.

In the 2013-2014 fiscal year starting October 1, 2013 the organization is anticipating “new adventures”. The new Downtown Pompano Public Library is moving forward, and the Beach Branch has been approved to be moved to a new building to be constructed on Riverside Drive.

Pompano Beach Friends is ready to help support and sponsor both new Pompano Beach Libraries with programs that are not public funded. In order to do this, Friends needs a 100% membership renewal, new members and more business members to join.
Puppetry Center of the Americas

The Pompano Beach CRA has engaged in discussions with a prospective Cultural Arts organization regarding creation of a Puppetry Center of the Americas. A new non-profit organization would need to be created to manage a facility in the Old Pompano commercial district. The new organization could host exhibitions of puppets and the art of puppetry. It is anticipated that classes and workshops for the center would take place at the Hotel Bailey Arts Center and future performances would be programmed at the new Pompano Beach Cultural Center on the Civic Campus.
Potential Partners in Programming

Also involved in initial Cultural Arts Needs Analysis discussions were organizations that can become future “partners in programming”. Once Pre-Opening Programming begins for the City facilities, meetings should be scheduled with these organizations to explore possible opportunities for programming at all Cultural Arts facilities.
Broward County Cultural Division

"Enhancing the community's cultural environment through the development of the arts."

Broward Cultural Division is a local arts agency, one of thousands across the U.S., providing financial, technical and marketing assistance to artists and arts organizations. Broward County has more than 1.8 million residents, 11.1 million visitors, 10,000 artists, 7,773 arts-related businesses employing 26,755 people, 575 not-for-profit cultural organizations and 31 municipalities, some of which operate their own arts councils and public art programs.

The Cultural Division:

- awards both project and operating grants;
- collaborates with Broward Schools’ art education;
- commissions artists and maintains public art; and
- informs the public about cultural events

According to the 2011 Cultural Arts Needs Analysis, “Pompano Beach’s needs and efforts are in line with County plans and goals for arts and cultural development in the coming years.”

“The Division’s CreativeBROWARD 2020 is a ten-year plan that aims to organize the economic development of the creative sector for the first time. It addresses the development of the creative economy, public art and design and cultural tourism. It also offers a number of key policy and infrastructure recommendations as well as a new signature international festival of creativity and other programming and positioning opportunities. Over the course of the planning process, which was completed in 2010, Division leadership heard a need for arts facilities in the northern end of the County.”

As Pompano Beach Cultural Arts facilities come online and Arts/Cultural Organizations plan future programming, the Broward County Cultural Division will prove a valuable partner for funding, marketing, training, education and advocacy.
Broward County Library

The mission of the Broward County Public Library System is to provide convenient access to a full range of innovative and cost-effective services that satisfy the changing needs of the people of Broward County for information, education and recreation.

The Broward County Library System is the ninth largest in the United States. The Library system’s 37 branch locations cover more than one million square feet, host over 10 million visitors and circulate nine million items annually. Broward County Library has more than one million library cardholders who can choose from over three million library materials for public use. The library receives 90,000 requests for items on hold each month.

It was during negotiations with Broward County to build a new Public Library on the proposed Civic Campus to replace the current facility on Atlantic Avenue that discussion first occurred regarding the opportunity for a new Cultural Center.

During the Master Planning process, a meeting was held with Skye Patrick, Director of Broward County Libraries Division, Rita Talchik, Pompano Beach Library Manager, and other Division staff for an initial discussion regarding joint programming opportunities and positioning of computer and digital amenities.

Once Pre-Opening Programming begins for the City facilities, meetings should be scheduled with the Broward County Library Division to explore opportunities for joint programming in the new Library/Cultural Center facility. In addition, as the Public Library/Cultural Center project is completed, final decisions regarding computer hardware/software should be coordinated with the Division to ensure a complementary fit of offerings in the Cultural Center’s Digital Arts & Media Center and the Library's Digital and YOUmedia Labs.

Broward College

During the Cultural Arts Master Planning process, a meeting was held with Dr. Avis Proctor, President of Broward College’s North Campus, and Dr. Kevin Keating, Dean of Academic Affairs, to introduce plans for the Pompano Beach Cultural Arts and initiate discussion regarding opportunities, both short- and long-term, to involve college students in Cultural Arts activities in Pompano Beach.

Once Pre-Opening Programming begins for the City facilities, meetings should be scheduled with Broward College to further explore opportunities for joint programming in Cultural Arts facilities.

In addition, Broward College remains interested in creating classroom space in Downtown Pompano or other east area of the City.
Potential Amphitheater Users

The Pompano Beach Amphitheater was operated under contract by Fantasma from 1996/97 to 2008. In 2008, Live Nation took over the contract (having acquired Fantasma), which required the promoter to book 24 shows per year. Between 2008 and 2011, Live Nation did not book more than 13 events per year. The City Commission canceled the contract with Live Nation in 2011 citing a lack of satisfaction with the number of annual bookings at the Amphitheater. Since then, the Amphitheater has been booked by the City’s Parks, Recreation and Cultural Arts Department.

During the Cultural Arts Master Planning process, meetings were held with Live Nation and other commercial producers, as well as with potential non-profit and community users, to identify opportunities for productions and other events at the Pompano Beach Amphitheater. Commercial rentals will remain challenging, as was discussed in the Webb Management Business Plan for the Amphitheater, but City staff is reviewing opportunities to share risk on Amphitheater productions.

A program to upgrade the Amphitheater’s sound, lighting and other equipment needs to be identified and funded to make the facility more conducive to future programming.

Once Pre-Opening Programming begins for the City facilities, meetings should be scheduled with potential users to identify opportunities for future programming at the facility.

Arts Garage/Creative City Collaborative – Delray Beach

The Creative City Collaborative is a 501(c)(3) nonprofit organization that was founded in 2008 as a public-private partnership to build the cultural infrastructure that celebrates the City of Delray Beach as a creative, authentic and intimate city. Designed to support Delray Beach’s cultural growth; strengthen the City’s distinctive national brand and create a learning community, the CCC has surpassed its original purpose with the launch of the Arts Garage in April 2011.

Since its conception, the Arts Garage has influenced and impacted the cultural landscape of the region. It has been heralded as a unique and innovative cultural laboratory that offers diverse, contemporary and multi-disciplinary programming.

Its growing musical repertoire consists of concerts by internationally renowned jazz and blues artists, contemporary Hip Hop, spoken word, reggae recording artists, R&B and soul greats, one-of-a kind world music performers, and the best and brightest emerging performing artists.
The Theatre at Arts Garage produces plays by veteran playwrights and new talents. It showcases some of the best new works in American theatre with thought-provoking scripts, monologues, and other performances aimed at reflecting on the issues impacting all of us. The Performing Arts Academy is a year-round school for students of all ages that aim to enrich lives through the study and performance of music and drama.

In addition, the Arts Garage’s visual arts initiative introduces exhibitions of local, national and internationally acclaimed artists.

Arts Garage Executive Director, Alyona Ushe, participated in planning activities for the Hotel Bailey. Arts Garage Theater Director, Louis Tyrell, has expressed an interest in future programming at the new Pompano Beach Cultural Center. In October 2013, the organization responded to the Pompano Beach CRA’s RFP for Cultural Arts Facilities Management for the Hotel Bailey and Ali Building.

Once Pre-Opening Programming begins for the City facilities, meetings should be scheduled with Arts Garage/Creative City Collaborative to explore opportunities for programming in Pompano Beach Cultural Arts facilities.

**Fort Lauderdale International Film Festival**

Every October/November Fort Lauderdale International Film Festival (FLIFF) reels out over 200 films from around the globe. Filmmakers and celebrities attend many of the screenings and events during the festival. Parties and gatherings at area "hot spots", on board yachts, and on the beach provide audiences an opportunity to hob knob with film talent and other movie buffs.

At the heart of the Fort Lauderdale International Film Festival are the films and the artists that create them. During the festival, films are divided into the following sidebars: Competition Films; World Films; American Independents; Documentaries; Shorts; Sunshine Celluloid; Children’s Films; Gay and Lesbian Films; and Retrospective and Tribute Films.

FLIFF conducts activities around the calendar and operates year-round Cinema Paradisio facilities in Downtown Fort Lauderdale and Downtown Hollywood.

During the Cultural Arts Master Planning process, a meeting was held with FLIFF CEO/President, Gregory von Hausch, and Board Member, Celeste Thorson, to identify opportunities for film series and film festival presentations at the new Pompano Beach Cultural Center and the Pompano Beach Amphitheater. FLIFF is keenly interested in exploring these opportunities further as well as in possibly creating a Cinema Paradisio ArtHouse in the City of Pompano Beach.
Art and Culture Center of Hollywood

The Art and Culture Center of Hollywood presents contemporary gallery exhibitions, live stage performances, and high-quality education programs for adults and children. The Center fosters a creative environment where new and challenging work can flourish through programs that reflect the highest standards of artistry and diversity.

The Art and Culture Center participated in a survey during the 2011 Cultural Arts Needs Analysis. According to the final report, “This organization is willing to establish a partnership with the City to provide programming for children and youth in Pompano Beach.”

During the Cultural Arts Master Planning process, a meeting was held with the Art and Culture Center Executive Director, Joy Satterlee, to initiate discussion regarding opportunities for participation in activities at the Hotel Bailey and in the gallery in the new Pompano Beach Cultural Center. Once Pre-Opening Programming begins for the City facilities, further meetings should be scheduled to explore future opportunities to work with the Art and Culture Center of Hollywood.

South Florida Jazz

Jazz is America’s original music, enjoyed around the world. It developed from African and European influences and grew with our country, capturing the spirit of the nation through its melding of cultures, independence and improvisation, and energy; all of which are hallmarks of American ideals.

Today, Jazz is one of our country’s most sought-after international exports, with its language being "spoken" by people around the world. Jazz, emanating from America, has become world music. South Florida JAZZ is committed to perpetuating Jazz in these particular ways:

- offering performance venues for musicians – local, regional, national, and international – whom South Florida Jazz regards as treasured talents;
- nurturing the next generation of Jazz musicians and enthusiasts by active educational and live performance program;
- networking with other cultural arts organizations to expose larger numbers of people to serious jazz music of various styles; and
- encouraging performance opportunities for non-professional musicians for pleasure and skill-enhancement.

South Florida Jazz participated in a survey during the 2011 Cultural Arts Needs Analysis. According to the final report, “This jazz presenting organization would be willing to partner with the City to present live music in Pompano Beach.”
Administrators see an opportunity in Pompano Beach, since it is largely underserved by regional presenters despite its sizeable population.

Once Pre-Opening Programming begins for the City facilities, meetings should be scheduled with South Florida Jazz to identify possible opportunities for programming at the new Pompano Beach Cultural Center and the Pompano Beach Amphitheater.

**Fort Lauderdale Children’s Theater**

Founded in 1952, the Fort Lauderdale Children’s Theatre (FLCT) is a not-for-profit organization that provides cultural and educational opportunities for children, ages 4 through 18. Through year-round classes, camps, productions and outreach programs, FLCT gives children of all abilities the chance to develop creativity, problem solving skills and self-esteem.

FLCT is the oldest documented children’s theatre in the state of Florida and one of the few theatres in the nation whose performances use students as actors, assistant directors, backstage crew and technicians. Each year, the organization’s programs touch more than 40,000 children and adults. All young people, regardless of economic, cultural or ethnic background, are invited to participate.

FLCT provides the first exposure to live theatre for hundreds of children each year. Thousands more are impacted as audiences, actors and technicians experience the magic and energy of this art form in a way that is inclusive, engaging and inspirational in order to create life-long learners and arts supporters. Productions provide interaction with professional adult artists who support the work of the young performers and encourage appreciation of the “art for art’s sake.” Classes and outreach programs use the art as a tool for self-expression, community connection and joyful celebration.

FLCT responded to the survey regarding demand for performance space conducted during the 2011 Webb Management Cultural Arts Needs Analysis, stating a possible desire for an approximately 450-seat venue. Once Pre-Opening Programming begins for the City facilities, meetings should be scheduled with Fort Lauderdale Children’s Theater to identify possible opportunities for programming at the new Pompano Beach Cultural Center and the Pompano Beach Amphitheater.

**Arts Ballet Theatre of Florida**

Arts Ballet Theatre of Florida, under the artistic direction of Ballet Master and choreographer Vladimir Issaev, is a vibrant and exhilarating ballet company founded in 1997 offering a very unique repertoire and outreach educational programs to the community.
Launched as a professional company in 2000, Arts Ballet Theatre of Florida has an exciting and eclectic repertoire that includes works by such Classical Ballet Masters as Petipa, Bournonville and Fokine, as well as contemporary guest choreographers such as Josee Garant, Edgar Anido, Yanis Pikieris and original choreographic works by its director, Vladimir Issaev.

The company has become a force in the ballet community of South Florida, and it is also expanding its performances to most important venues in South Florida such as the Aventura Arts & Cultural Center, the Olympia Theater at Gusman Center, the Julius Littman North Miami Beach Performing Arts Theatre, the Parker Playhouse of Fort Lauderdale, the Broward Center for the Performing Arts, the Willow Theater in Boca Raton and the Sunrise Civic Center.

Arts Ballet Theatre responded to the survey regarding demand for performance space conducted during the 2011 Webb Management Cultural Arts Needs Analysis, stating a possible desire for an approximately 800-seat venue. Although planned facilities could not accommodate that need, once Pre-Opening Programming begins for the City facilities, meetings should be scheduled with Arts Ballet Theatre to identify possible opportunities for programming at the new Pompano Beach Cultural Center and the Pompano Beach Amphitheater.

**Florida Classical Ballet**

Florida Classical Ballet is directed by Magaly Suarez, the recognized ballet mistress and choreographer who brought to Miami unforgettable ballet performances such as Giselle (2007), The Swan Lake (2008), Le Corsaire (2009), Carmen (2009) and The Nutcracker (2008 and 2009) as the Artistic Director and Choreographer of the Cuban Classical Ballet of Miami. Florida Classical Ballet works from The Art of Classical Ballet school in Pompano Beach.

The Company’s main goal is to present audiences with world-class quality ballet performances, combining local dancers with international ballet stars and giving qualified young local talent the opportunity to participate in these productions.

Company objectives are the development of young talent and improvement of their technique and artistry as well as elevating the level of all company dancers through rehearsals and master classes and to provide jobs for dancers and theater professionals stimulating the economy of the area.

Once Pre-Opening Programming begins for the City facilities, meetings should be scheduled with Florida Classical Ballet to identify possible opportunities for programming at the new Pompano Beach Cultural Center and the Pompano Beach Amphitheater.
Appendix A: October 2013 - September 2014
Pompano Beach Cultural Arts Schedule

For planning purposes, below is the entire 2013/2014 Cultural Arts Calendar.

OCTOBER 2013

October 4th, 6pm-9pm – East Village Uncorked
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

October 5th – Art in the House
Something new is coming to the Pompano Beach’s historic Sample-McDougald House – monthly exhibits of artwork from local artists. The series begins in October, with a display of Sandy Dolan’s nature and architectural photographs and her husband George Dolan’s graphic print art. The two artists have distinct styles, but each provides a unique look at our unique Florida environment.

On October 5th, the artists will be at the Sample-McDougald House for a “meet and greet” and to discuss their artwork. The exhibit will also be available for public showing during the Sample-McDougald House’s regular tour hours (Tuesdays and Thursdays, 12:00 to 3:00 pm, and Saturdays, 11:00 to 3:00 pm). Admission to the exhibit and a tour of the historic house is $5.00. (Sample McDougald House) http://www.samplemcdougaldhouse.com
For information, email smhevents@yahoo.com or call 954 691-5686.

October 5th, 7:30 pm – South Florida Chamber Ensemble: Beyond the Yellow Book
The South Florida Chamber Ensemble presents standard woodwind quintet repertoire from the Florida Bandmaster’s Association List. Join us to celebrate the launch of our first album, Music by Barthe, Colomer, Danzi, Lefebvre, Reicha and Taffanel. (Olson Civic Center) $15 regular admission $10 students/seniors/military. Children under 12 free with adult ticket purchase. http://sfcemusic.com/

October 6th, 4:00pm – Jazz on the Boulevard
Enjoy live music, food and spoken word, featuring artists such as SEPIA Jazz soul band and the smooth sounds of jazz and R&B. Bring your lawn chairs. This event is for the entire family. (Larkins Center) Free. 954-786-4585.
October 11th, 7:00 pm – Music Under the Stars
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars featuring 'Bushwood'. (The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

October 12th, 4:00pm-8:00pm – MLK Arts & Music
The Pompano Beach Community Redevelopment Agency is bringing back the MLK Marketplace event for a second season, but this year the event will be re-branded and focus on exposing the arts to young children and families. Beginning October 12th, and continuing on the second Saturday of each month through May, families will gather in Annie Adderly Gillis Park for a festival or the arts which will include interactive art projects, live music, performing arts projects and local artists.
Hosted by DJ Sweetback, the event will begin with a parade entrance by a local Junkanoo band that will perform throughout the evening along with performances by the Delvin King School of the Arts. The event will be hosted by DJ Sweetback. Emerging entrepreneurs, talented performers and delicious food options will line the park along with interactive art projects for kids and adults of all ages. All event attendees will have the opportunity to take part in the event naming and vote for their favorite name and logo design. (Annie Adderly Gillis Park) 601 Hammondville Road/Martin Luther King, Jr. Boulevard Call 954-786-7824 for more information.

October 16th, 5:30pm-7:30pm – "Pompano - After all it IS a Fish!" at ArtHall
The final ArtHall of the season, will be teeming with amphibians! Pompano Beach will celebrate our spiny, gilled, rainbow scaled, underwater breathing community. You may also catch a glimpse of other things that swim, swish, sway, splash, wade and whirl under the waves. Area artists are invited to enter their best, most creative, funniest, quirkiest, fantastical or realistic Fish in any medium. Other underwater creatures also accepted! All potential entries must be emailed to Susan Kores (susan@iedfl.com) by Wednesday, October 9 for consideration.

The newly renovated Hotel Bailey Arts Center will be open for those interested in a peek inside. It's beautiful artist studios, gallery space, refurbished skylight and attention to historic detail renews our connection to the past and sharpens our anticipation of the future.

A variety of fabulous food trucks, Weedline Band, an interactive art project, artists, art lovers, business people and friends will round out the celebration as one not to be missed! There will even be a session with the notorious Dr. Sketchy's (see below). For more information call 954-586-1111. (CRA Resource Center)
October 16th, 5:30pm-7:30pm – Dr. Sketchy’s in Pompano...."It Ain't just a Fish"
Charlotte Sundquist of Artistic Productions is bringing Dr. Sketchy’s South Florida to the Hotel Bailey Arts Center! Dr. Sketchy’s Anti-Art School is the little New York art event that became a movement. The concept is simple. Artists draw glamorous burlesque dancers, pin-up models or circus performers in a fun, relaxed atmosphere. Our model for the evening will be Jenna Beth of Cupcake Burlesque in a vintage beach bunny theme. All are welcome to participate at no charge. Participants should bring a hard surface to draw on, and the sketching materials of choice.  ArtHall (CRA Resource Center) 50 NE 1st Street.  
facebook event page

October 16th – Pompano Beach Historical Society - Public Program.  
September through May, on the third Wednesday of the month, 7:00pm. Depending on specific program, starting times may vary.  
(Dick & Miriam Hood Center) 954-292-8040  info@pompanohistory.com

October 26th, 2013, 3:00pm-5:30pm – A Good Wine and A Good Book
(Pompano Beach Library - Auditorium) 1213 East Atlantic Boulevard. 954-357-7595
*Members – FREE, non-members – $12.00

NOVEMBER

November 1st, 6pm-9pm – East Village Uncorked  
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

November 2nd, 11am-3pm – Art in the House
The Sample-McDougald House’s November "Art in the House" exhibit will feature the works of XII Voices -- Speaking for Art, a group of professional artists who have gathered once a month for over 16 years to discuss their art works, encourage each other and exhibit throughout South Florida. All Artists are active in the community; many are teachers of art. Works of the following artist will be on display: Marcia Hirschy, Tammy Seymour, Jean Ellerie, Carol Thaw, Jane Collin, Teresa Kirk, Mary Harding and Dot Olson.
The exhibit will be on display through November 26th during regular tour hours: Tuesdays and Thursdays, 1:00, 2:00 and 3:00 PM; Saturdays, on the hour 11:00 AM to 3:00 PM. Admission is $5.00.
(Sample McDougald House)

**November 8th, 7:00 pm – Music Under the Stars**
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars featuring 'Pit Bull of Blues Band'. (The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

**November 9th – John Offerdahl Grid Iron Grill Off**
(Pompano Beach Community Park & Pompano Beach Amphitheater)
http://gridirongriller.com

**November 10th, 1:00pm-5:00pm – Art in the Park**
Local artist will display and sell their works (fine art, photography, pottery, etc.) in an outdoor venue. Presented by: Pompano Beach Historical Society
(Founders Park - NE 2nd Street at 3rd Avenue)
Contact: Bruce Gambill (brucegamart@att.net)

**November 23rd – 2nd Annual Brazilian Festival**
Brazil’s love, passion, rhythm, and excitement are coming together on Nov 23rd, 2013 at the Pompano Beach Community Park. 300,000 Square feet of green area with 2 stages, 20 tons of audio and visual, kid’s zone, sitting area, Brazilian exhibitors, food and beverage, Brazilian local bands, attractions and dancers. Celebrating 30 years of AXE MUSIC with the Best AXE Band of all times, BAMDAMEL. On Saturday, Nov 23, you are invited to join Brazil’s Art, Culture, Music and Cuisine at the Pompano Beach.
(Pompano Beach Community Park) - Free admission.
http://www.brazilianfestpompano.com

2013 VIP Service is available in the Brazilian Outdoor Lounge. VIP Guests will be welcomed by Festival Hosts, on the Red Carpet and Step and Repeat. VIP guests would enjoy the whole Festival with a privileged View of the Main stage, open Wine Bar, Unique table service, waiters, and bartending service with beverages at a discounted price. $60 VIP Ticket.
http://goo.gl/Xmv1Z5

**November 24th, 2:00pm – Curtain Call Playhouse: Dorothy’s Adventure in Oz**
Come join Dorothy, Toto, Scarecrow, Tin Woodman, and the Cowardly Lion on their adventure to find the land of Oz and meet the Wizard. This one-hour version of the classic story music and songs is sure to make your entire family smile. $10/ Adults; $5/children (12 and under free)
(Olson Civic Center)
http://www.curtaincallplayhouse.com
DECEMBER

December 6th, 6pm-9pm – East Village Uncorked
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

December 7th & 8th – Master’s Art Festival at Pompano Beach
The Masters Art Festival at Pompano Beach is held twice yearly, the first week of December and the first week of March. You can use the map to the right to get directions to the event. This festival is held just paces from the new Pier and Beach on Atlantic Ave and A1A in a terrific location. A GREAT location for visitors to spend a fun time at the beach. The event is held directly adjacent to the beach and the pier. Visitors can stroll the festival and then stroll the beach-lined paths and enjoy lunch at one of the areas wonderful cafes and restaurants. Event includes an artist preview party on Friday evening and an artist's appreciation reception. Come down to the beach for a great weekend of art and other wonderful events. (Atlantic Avenue & A-1-A, at the Beach)

December 7th, 11am-6pm – 12th Annual Turkish Festival
The Florida Turkish American Association (FTAA) is proud to present "Mystical Cappadocia" a day of Turkish music, dance, art, and culture at the 12th Annual Turkish Festival. Highlights will include folk dance groups performing famous traditional and distinctive dances, live Turkish music, and belly dancing. It will offer delicious Turkish food for purchase such as doner kebab, borek(cheese and spinach filled pastry), baklava and Turkish coffee, just to name a few of the delicacies. There will be traditional fortune tellsers reading coffee grinds. Demonstrations of Turkish art will give guests the opportunity to purchase these unique and popular forms of Turkish arts and crafts. Free children's activities will include face painting and balloon sculpting making the festival a family affair. The festival is free of charge and open to the general public. There is free parking available for guests. (Olson Civic Center) For more information about the festivities, call (954) 588-7957 or visit: http://www.FloridaTurkishFestival.org

December 12th, 5:30 pm–8pm
Sample McDougald House Holiday Reception: “Viva Florida 500”
Highlights include beautiful lights, decorations, music, house tour and special exhibits featuring Florida’s 500-year history and local heritage. Sip champagne punch from the Fountain of Youth and enjoy an array of holiday beverages, appetizers and desserts.
Pompano Beach Mayor Lamar Fisher will present the Viva Florida 500 Proclamation, and County Mayor Kristin Jacobs will be recognized during the official dedication of the East Gazebo along with other prominent local elected officials and guests. Donation - $25 members/ $35 non-members. Please RSVP with payment to: P.O. Box 1599, Pompano Beach, FL 33061 (Sample McDougald House) Contact: 954 941-1103

**December 13th, 7:00 pm – Music Under the Stars**
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars featuring 'Classic Rock Therapy'. (The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

**December 14th, 4pm-8pm – Arts on the Boulevard**
Live music, food, and art at this monthly event along Dr. Martin Luther King, Jr. Blvd. Held each second Saturday. Free. (Annie Adderly Gillis Park)

**December 15th, 12pm to 4pm – Jazz and Arts Fest**
The City of Pompano Beach Parks, Recreation & Cultural Arts Department is hosting the 4m Annual Jazz & Arts Festival at Pompano Community Park. Live jazz music by the Mike Norris Jazz Orchestra and special guest saxophone soloist Randy Corinthian. The event will include a wine tasting, artists on display painting live, food trucks, sidewalk chalk art and of course art for sale! This event is free.

Tables are still available and can be purchased at the Emma Lou Olson Civic Center or Skolnick Community Center. For additional information call 954- 786-4111 (New location: Pompano Beach Community Park)

**December 15th, 3:00pm – South Florida Chamber Ensemble: The Spirit of Giving**
Music was not always a cutthroat business. To celebrate the holidays join the South Florida Chamber Ensemble trio for a program of music by composers who selfless acts contributed to the success of a colleague. Music by Mozart, Hummel, Chopin, Liszt, St. Saens and Debussy.(Olson Civic Center) $15 regular admission $10 students/seniors/military. Children under 12 free with adult ticket purchase.
http://sfcmusic.com/

**December 18th, 5:30pm-8pm**
**Holiday Reception at Founders Park**
Pompano Beach Historical Society’s public program on the third Wednesday of the month - September through May. (Dick & Miriam Hood Center) (954) 292-8040 info@pompanohistory.com
JANUARY 2014

January 3rd, 6pm-9pm – East Village Uncorked
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

January 5th, 3:00pm – South Florida Chamber Ensemble: Postcards
After the overwhelming success of the Postcards program last season, the South Florida Chamber Ensemble woodwind quintet returns for another collaboration with a local artist. This season’s Postcards programs features art by Ilea Haber and music by Ravel, Debussy, Rossini, Dvorak and Malcolm Arnold. Enjoy an art exhibit with your classical music and stay to meet the artist and the members of the South Florida Chamber Ensemble. (Olson Civic Center) $15 regular admission $10 students/seniors/military. Children under 12 free with adult ticket purchase. http://sfcemusic.com/

January 10th, 7:00 pm – Music Under the Stars
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars featuring 'Jamie Mitchell' (country). (The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

January 11th, 4pm-8pm – Arts on the Boulevard
Live music, food, and art at this monthly event along Dr. Martin Luther King, Jr. Blvd. Held each second Saturday. Free. (Annie Adderly Gillis Park)

January 15th, 5:30pm – ArtHall
ArtHall creatively combines business and art in the beautifully renovated space at the Pompano Beach CRA Business Resource Center located at 50 NE 1st Street. This event is free and community participation is welcome to appreciate the artwork, meet the artists and enjoy the music and refreshments. The public is encouraged to visit the Business Resource Center, during business hours, Monday through Friday to enjoy the artwork for the month long duration of each exhibit. For more information call 954-586-1111. (CRA Resource Center)

January 15th, 7pm - Out of Mind, Out of Sight: The Revealing History of the Florida State Hospital at Chattahoochee and Mental Health Care in Florida
Pompano Beach Historical Society's public program on the third Wednesday of the month - September through May. http://goo.gl/IRCxd Guest speaker - Sally Ling. (Dick & Miriam Hood Center) (954) 292-8040 info@pompanohistory.com
January 22nd, 7:30pm – Winter Concert Series: The Legends of the Doo Wop & The Crests (Olson Civic Center) Tickets: $12/person. Info: 954-786-4111

January 29th, 7:30pm – Winter Concert Series: Joey & The Gigolos
From Brooklyn NY the busiest doo-wop group in South Florida Tickets. (Skolnick Center) Tickets: $12/person.

FEBRUARY

February 1st – Unity in the Community

February 5th, 7:30pm – Winter Concert Series: Bossa Jazz
Doors open at 7:00 pm; show starts at 7:30 pm.
(Olson Civic Center) Tickets: $12/person. Info: 954-786-4111

February 7th, 6pm-9pm – East Village Uncorked
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

February 8th, 4pm-8pm – Arts on the Boulevard
Live music, food, and art at this monthly event along Dr. Martin Luther King, Jr. Blvd. Held each second Saturday. Free.
(Annie Adderly Gillis Park)

February 12th, 7:30pm – Winter Concert Series: Motown In Motion
Listen to the classic Motown sounds of the Temptations, Smokey Robinson, The Four Tops and Stevie Wonder. Doors open at 7:00 pm; show starts at 7:30 pm.
(Olson Civic Center) Tickets: $12/person. Info: 954-786-4111

February 14th, 7:00 pm – Music Under the Stars
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars featuring a 'Big Band' dance.
(The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

February 15th, 16th – Curtain Call Playhouse: Gypsy
Sat. Feb 15- Dinner & Show starting at 6pm, $30. Sun Feb 16, 2pm show only, $20.
(Skolnick Center) http://www.curtaincallplayhouse.com
February 19th, 5:30pm – ArtHall
ArtHall creatively combines business and art in the beautifully renovated space at the Pompano Beach CRA Business Resource Center located at 50 NE 1st Street. This event is free and community participation is welcome to appreciate the artwork, meet the artists and enjoy the music and refreshments. The public is encouraged to visit the Business Resource Center, during business hours, Monday through Friday to enjoy the artwork for the month long duration of each exhibit. For more information call 954-586-1111. (CRA Resource Center)

February 19th, 7:30pm – Winter Concert Series: Curtain Call: Those Fabulous 40’s
Doors open at 7:00 pm; show starts at 7:30 pm.  
(Olson Civic Center) Tickets: $12/person. Info: 954-786-4111  
http://www.curtaincallplayhouse.com

February 19th, 7:00pm - Johnson Family History
Pompano Beach Historical Society’s public program on the third Wednesday of the month - September through May.  
(Dick & Miriam Hood Center) (954) 292-8040 info@pompanohistory.com

February 22nd, 7pm – 20th Annual Piano Competition
Recital with performances by the top winners in multiple categories.  
(Olson Civic Center) Free admission with limited seating. Info: 954-786-4111  
http://pompanocomp.com/

February 26, 7:30pm – Winter Concert Series: The Fabulons
Some doo wop, some dance, some 50’s & 60’s  
(Skolnick Center) Tickets: $12/person.

MARCH

March 1st & 2nd – Master’s Art Festival at Pompano Beach
The Masters Art Festival at Pompano Beach is held twice yearly, the first week of December and the first week of March. You can use the map to the right to get directions to the event. This festival is held just paces from the new Pier and Beach on Atlantic Ave and A1A in a terrific location. A GREAT location for visitors to spend a fun time at the beach. The event is held directly adjacent to the beach and the pier. Visitors can stroll the festival and then stroll the beach lined paths and enjoy lunch at one of the areas wonderful cafes and restaurants.  
Event includes an artist preview party on Friday evening and an artist’s appreciation reception. Come down to the beach for a great weekend of art and other wonderful events. (Atlantic Avenue & A-1-A, at the Beach)
**March 5th – Winter Concert Series: The Legends Rock On** (Olson Civic Center)
Doors open at 7:00 pm; show starts at 7:30 pm.
(Olson Civic Center) Tickets: $12/person. Info: 954-786-4111

**March 6th, 7:30pm – Curtain Call Playhouse: Those Fabulous 40’s**
(Skolnick Center) Tickets: $12/person. 
http://www.curtaincallplayhouse.com

**March 7th, 6pm-9pm – East Village Uncorked**
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

**March 8th, 4pm-8pm – Arts on the Boulevard**
Live music, food, and art at this monthly event along Dr. Martin Luther King, Jr. Blvd. Held each second Saturday. Free.
(Annie Adderly Gillis Park)

**March 8th, 7:00pm – Free Outdoor Concert** sponsored by Palm Aire Friends of the Arts. (Skolnick Center/Will be held inside in case of bad weather) Call for details.

**March 12th, 7:30pm – Winter Concert Series: Denny Artache sings the Sounds of Sinatra**
Listen to the classic sounds of Frank Sinatra as performed by singer Denny Artache.
(Skolnick Center) Tickets: $12/person.

**March 14th, 7:00 pm - Music Under the Stars**
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars featuring ‘Beatlemanix’.
(The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

**March 16th, 3:00pm – Broward County Music Teacher Association's Jazz, Pop, Rock Festival.** Come see these young and extremely talented musicians of tomorrow perform a variety of music for your listening pleasure. Free to the public!
(Skolnick Center)

**March 19th, 5:30pm – ArtHall**
ArtHall creatively combines business and art in the beautifully renovated space at the Pompano Beach CRA Business Resource Center located at 50 NE 1st Street. This event is free and community participation is welcome to appreciate the artwork, meet the artists and enjoy the music and refreshments. The public is encouraged to visit the Business Resource Center, during business hours, Monday through Friday to enjoy the artwork for the month long duration of each exhibit. For more information call 954-586-1111.
(CRA Resource Center)
March 19th, 7:00pm - Broward County's Centennial
Pompano Beach Historical Society's public program on the third Wednesday of the month - September through May.
(Dick & Miriam Hood Center) (954) 292-8040 info@pompanohistory.com

March 21st, 22nd – Highwaymen Artists Exhibit and Sale
Art by the famed Florida Highwaymen will be exhibited Saturday, March 22, 2014, from 10 a.m. to 5 p.m., at the historic Sample-McDougal House, 450 NE 10th Street, Pompano Beach, Florida. The art show and sale is presented by the Sample-McDougal House Preservation Society and the Pompano Beach Historical Society. Admission is $5 per person.
(Sample McDougald House - 450 NE 10th Street)

March 26th, 7:00p – Gotta Dance
A tribute to legendary song and dance man Gene Kelly.
(Skolinick Center) Tickets: $20/person

March 29th, 7:30 pm – South Florida Chamber Ensemble: To Spring
Nationalism abounds in the Spring. After months of winter, composers were finally able to get out and enjoy their country's natural beauty. Join the South Florida Chamber Ensemble trio in a performance of works written for its unique instrumentation of flute, horn and piano. Works by Doppler, Bonis, Farrenc, Grieg, Albeniz, and Ewazen were inspired by the beauty of springtime. (Olson Civic Center)
$15 regular admission $10 students/seniors/military.
Children under 12 free with adult ticket purchase.
http://sfcemusic.com/

APRIL

April 4th, 6pm-9pm – East Village Uncorked
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

April 9th, 7:00pm – American Legion Symphonic Band "Pops" Concert
(Skolinick Center)
http://legionband.org

April 11th, 7:00 pm – Music Under the Stars
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars featuring 'Funky Blu Roots'.
(The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

April 12th, 4pm-8pm – Arts on the Boulevard
Live music, food, and art at this monthly event along Dr. Martin Luther King, Jr. Blvd. Held each second Saturday. Free. (Annie Adderly Gillis Park)
April 16th, 5:30pm – ArtHall
ArtHall creatively combines business and art in the beautifully renovated space at the Pompano Beach CRA Business Resource Center located at 50 NE 1st Street. This event is free and community participation is welcome to appreciate the artwork, meet the artists and enjoy the music and refreshments. The public is encouraged to visit the Business Resource Center, during business hours, Monday through Friday to enjoy the artwork for the month long duration of each exhibit. For more information call 954-586-1111.
(CRA Resource Center)

April 16th, 7:00pm - Pompano Beach State Farmers Market
Pompano Beach Historical Society’s public program on the third Wednesday of the month - September through May. Guest Speaker - Joe Swick.
(Dick & Miriam Hood Center) (954) 292-8040 info@pompanohistory.com

April 25th - 27th – Pompano Beach Seafood Festival
The festival is in the heart of the newly refurbished Pompano Beachfront, centered at the Pompano Beach Fishing Pier, on the beach one block north of Atlantic Blvd. The festival entrance is into the Pier parking lot on N.E. 2nd street (one block north of Atlantic Blvd.) between Al A and Pompano Beach Blvd.
http://www.pompanobeachseafoodfestival.com

MAY

May 2nd, 6pm-9pm – East Village Uncorked
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

May 9th, 7:00 pm – Music Under the Stars
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars.
(The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

May 10th, 4pm-8pm – Arts on the Boulevard
Live music, food, and art at this monthly event along Dr. Martin Luther King, Jr. Blvd. Held each second Saturday. Free.
(Annie Adderly Gillis Park)
May 21st, 5:30pm – ArtHall
ArtHall creatively combines business and art in the beautifully renovated space at the Pompano Beach CRA Business Resource Center located at 50 NE 1st Street. This event is free and community participation is welcome to appreciate the artwork, meet the artists and enjoy the music and refreshments. The public is encouraged to visit the Business Resource Center, during business hours, Monday through Friday to enjoy the artwork for the month long duration of each exhibit. For more information call 954-586-1111. (CRA Resource Center)

May 21st, 6:00pm - Covered Dish Supper
Pompano Beach Historical Society's public program on the third Wednesday of the month - September through May. (Dick & Miriam Hood Center) (954) 292-8040 info@pompanohistory.com

May 24th, 7:30 pm – South Florida Chamber Ensemble
The South Florida Chamber Ensemble ends Season III with a program of new works for woodwind quintet In an effort to encourage the creation of new quintets and to promote emerging local composers. Music by Broward County composer Charles Reskin, the SFCE composer-in-residence Americo Aprendiz, and graduate students from Palm Beach Atlantic University. (Olson Civic Center) $15 regular admission $10 students/seniors/military. Children under 12 free with adult ticket purchase. http://sfcemusic.com/

May 24th, 25th & 31st – Curtain Call Playhouse: Dangerous Liaisons
(Skolnick Center) http://www.curtaincallplayhouse.com

JUNE

June 1st – Curtain Call Playhouse: Dangerous Liaisons
(Skolnick Center) http://www.curtaincallplayhouse.com

June 6th, 6pm-9pm – East Village Uncorked
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

June 13th, 7:00 pm – Music Under the Stars
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars. (The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).
June 18th, 5:30pm – ArtHall
ArtHall creatively combines business and art in the beautifully renovated space at the Pompano Beach CRA Business Resource Center located at 50 NE 1st Street. This event is free and community participation is welcome to appreciate the artwork, meet the artists and enjoy the music and refreshments. The public is encouraged to visit the Business Resource Center, during business hours, Monday through Friday to enjoy the artwork for the month long duration of each exhibit. For more information call 954-586-1111.
(CRA Resource Center)

JULY

July 11th, 7:00 pm – Music Under the Stars
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars.
(The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

July 16th, 5:30pm – ArtHall
ArtHall creatively combines business and art in the beautifully renovated space at the Pompano Beach CRA Business Resource Center located at 50 NE 1st Street. This event is free and community participation is welcome to appreciate the artwork, meet the artists and enjoy the music and refreshments. The public is encouraged to visit the Business Resource Center, during business hours, Monday through Friday to enjoy the artwork for the month long duration of each exhibit. For more information call 954-586-1111.
(CRA Resource Center)

AUGUST

August 1st, 6pm-9pm – East Village Uncorked
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

August 8th, 7:00 pm – Music Under the Stars
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars.
(The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).
August 20th, 5:30pm – ArtHall
ArtHall creatively combines business and art in the beautifully renovated space at the Pompano Beach CRA Business Resource Center located at 50 NE 1st Street. This event is free and community participation is welcome to appreciate the artwork, meet the artists and enjoy the music and refreshments. The public is encouraged to visit the Business Resource Center, during business hours, Monday through Friday to enjoy the artwork for the month long duration of each exhibit. For more information call 954-586-1111.
(CRA Resource Center)

SEPTEMBER 2014

September 5th, 6pm-9pm – East Village Uncorked
International Food Court, Free Wine Tastings, featuring new regional wines monthly at and live music on the main stage. (Harbor Village Shoppes)

September 12th, 7:00 pm – Music Under the Stars
The Pompano Beach Parks, Recreation & Cultural Arts department invites you to join them for an evening of music under the stars.
(The Great Lawn - Atlantic Boulevard & Pompano Beach Boulevard).

September 17th, 5:30pm – ArtHall
ArtHall creatively combines business and art in the beautifully renovated space at the Pompano Beach CRA Business Resource Center located at 50 NE 1st Street. This event is free and community participation is welcome to appreciate the artwork, meet the artists and enjoy the music and refreshments. The public is encouraged to visit the Business Resource Center, during business hours, Monday through Friday to enjoy the artwork for the month long duration of each exhibit. For more information call 954-586-1111.
(CRA Resource Center)
The Arts & Economic Prosperity III Calculator

Understanding the Arts & Economic Prosperity III Calculator
Because of the variety of communities studied and the rigor with which the Arts & Economic Prosperity III study was conducted, nonprofit arts and culture organizations located in communities that did not participate in the study can estimate their local economic impact by using this tool. Estimates can be derived for both spending by nonprofit arts and culture organizations and event-related spending generated by their audiences.

But first, the fine print . . . When using estimates derived by the Arts & Economic Prosperity III Calculator, always keep the following caveats in mind:

1. The results of this analysis are based on averages of similarly populated communities.
2. Your results are estimates. This method of estimating economic impact is not a substitute for conducting a customized economic impact study on your community. (The Standard Deviation and the 95% confidence interval provide a sense of how well the averages represent the sets of numbers from which they were derived).
3. Input/output models were customized for each of these similarly populated communities, providing very specific employment, household income, and government revenue data.

Economic Impact of Spending by Nonprofit Arts and Culture Organizations
Researchers developed a calculator that provides an estimated economic impact per $100,000 of spending by nonprofit arts and culture organizations. Thus, every $100,000 of spending by a nonprofit arts and culture organization has the following estimated total impact on its community.

Table 1: Economic Impact Per $100,000 of Spending by Organizations

<table>
<thead>
<tr>
<th>Population Cohort</th>
<th>Full-Time Equivalent Jobs</th>
<th>Resident Household Income</th>
<th>Local Government Revenue</th>
<th>State Government Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 50,000</td>
<td>2.80</td>
<td>$60,617</td>
<td>$2,952</td>
<td>$3,732</td>
</tr>
<tr>
<td>50,000 to 99,999</td>
<td>3.09</td>
<td>$65,759</td>
<td>$3,411</td>
<td>$3,895</td>
</tr>
<tr>
<td>100,000 to 249,999</td>
<td>2.86</td>
<td>$64,897</td>
<td>$3,588</td>
<td>$4,051</td>
</tr>
<tr>
<td>250,000 to 499,999</td>
<td>2.99</td>
<td>$68,933</td>
<td>$3,571</td>
<td>$4,428</td>
</tr>
<tr>
<td>500,000 to 999,999</td>
<td>3.02</td>
<td>$71,881</td>
<td>$3,944</td>
<td>$4,554</td>
</tr>
<tr>
<td>1,000,000 or More</td>
<td>2.90</td>
<td>$70,003</td>
<td>$4,010</td>
<td>$4,018</td>
</tr>
<tr>
<td>Avg. of All Study Regions</td>
<td>2.94</td>
<td>$66,944</td>
<td>$3,589</td>
<td>$4,121</td>
</tr>
</tbody>
</table>

Standard Deviation          | 0.58                      | $10,804                   | $1,062                   | $980                     |
95% Confidence Interval     | 0.11                      | $1,975                    | $194                     | $179                     |

Source: Americans for the Arts, 2007.
An Example of How to Use Table 1

An administrator from an arts and culture organization that spends $250,000 wants to determine the organization’s economic impact on full-time equivalent employment on its community of 300,000 people. The administrator would:

1. Find the appropriate population grouping in Table 1—in this example, the “250,000 to 499,999” population grouping;
2. Determine the amount spent by the nonprofit arts and culture organization—in this example, $250,000;
3. Divide that total expenditure by 100,000; and
4. Multiply the resulting figure by the FTE Jobs economic impact ration from the “250,000 to 499,999” population grouping in Table 1.

Thus, $250,000 divided by 100,000 equals 2.5; 2.5 times 2.99 (from Table 1) equals a total of 7.5 full-time equivalent jobs supported within the community. The same estimate can be made for household income and revenues to local and state government.

Economic Impact of Event-Related Spending by Arts and Culture Audiences

The economic impact of event-related spending by arts and culture audiences can be derived similarly.

The first step is to locate the median dollar amount spent per person directly as a result of attending a nonprofit arts and culture event (excluding the cost of admission). Identify your population group column; the number at the bottom is the per-attendee estimate of event-related spending.

Table 2: Median Per Person Event-Related Audience Spending

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th>POPULATION COHORT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fewer than 50,000</td>
</tr>
<tr>
<td>Refreshments during event</td>
<td>$2.38</td>
</tr>
<tr>
<td>Meals before/after event</td>
<td>$9.38</td>
</tr>
<tr>
<td>Souvenirs and gifts</td>
<td>$4.12</td>
</tr>
<tr>
<td>Clothing or accessories</td>
<td>$1.67</td>
</tr>
<tr>
<td>Transportation (gas, bus, taxi)</td>
<td>$2.40</td>
</tr>
<tr>
<td>Child care</td>
<td>$0.31</td>
</tr>
<tr>
<td>Lodging (one night only)</td>
<td>$4.88</td>
</tr>
<tr>
<td>Other/miscellaneous</td>
<td>$1.39</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$28.26</strong></td>
</tr>
</tbody>
</table>

Source: Americans for the Arts, 2007.
Once the proper median per-person event-related expenditure has been selected, that amount must be multiplied by the total attendance to your organization’s arts and culture events. This will provide an estimated total amount of event-related audience spending. Using this total dollar figure, the following table can be used to determine the economic impact of audience spending. Thus, every $100,000 of event-related spending by nonprofit arts and culture audiences generates the following total economic impact on the community:

### Table 3: Economic Impact Per $100,000 of Event-Related Spending by Arts Audiences

<table>
<thead>
<tr>
<th>Population Cohort</th>
<th>Median Per Person Event-Related Expenditure</th>
<th>Full-Time Equivalent Jobs</th>
<th>Resident Household Income</th>
<th>Local Government Revenue</th>
<th>State Government Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 50,000</td>
<td>$28.26</td>
<td>2.62</td>
<td>$36,083</td>
<td>$4,176</td>
<td>$4,731</td>
</tr>
<tr>
<td>50,000 to 99,999</td>
<td>$22.65</td>
<td>2.64</td>
<td>$40,564</td>
<td>$3,972</td>
<td>$4,655</td>
</tr>
<tr>
<td>100,000 to 249,999</td>
<td>$24.45</td>
<td>2.97</td>
<td>$43,562</td>
<td>$5,073</td>
<td>$5,398</td>
</tr>
<tr>
<td>250,000 to 499,999</td>
<td>$24.54</td>
<td>2.87</td>
<td>$47,946</td>
<td>$4,992</td>
<td>$5,974</td>
</tr>
<tr>
<td>500,000 to 999,999</td>
<td>$29.77</td>
<td>2.67</td>
<td>$43,685</td>
<td>$5,127</td>
<td>$5,386</td>
</tr>
<tr>
<td>1,000,000 and above</td>
<td>$28.05</td>
<td>2.56</td>
<td>$43,291</td>
<td>$5,229</td>
<td>$5,610</td>
</tr>
<tr>
<td>Avg. of All Study Regions</td>
<td>$26.91</td>
<td>2.75</td>
<td>$42,823</td>
<td>$4,800</td>
<td>$5,317</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.55</td>
<td></td>
<td>$10,223</td>
<td>$1,662</td>
<td>$1,703</td>
</tr>
<tr>
<td>95% Confidence Interval</td>
<td>0.10</td>
<td></td>
<td>$1,868</td>
<td>$304</td>
<td>$311</td>
</tr>
</tbody>
</table>

**An Example of How to Use Tables 2 and 3**

An administrator wants to determine the economic impact of his organization’s 25,000 arts and culture event attendees on full-time equivalent employment in his community of 300,000 people. The administrator would:

1. Find the appropriate population grouping in each table—in this case, the “250,000 to 499,999” population grouping;
2. Use Table 2 to find the median per person expenditure for that population group—in this example, $24.54 per person;
3. Determine the total audience spending by multiplying the median per person expenditure by the total attendance (25,000)—$24.54 x 25,000 = $613,500.
4. Divide the total audience spending amount by 100,000; and
5. Multiply that figure by the FTE Jobs economic impact results from the “250,000 to 499,999” population grouping in Table 3.

Thus, $613,500 divided by 100,000 equals 6.135; 6.135 times **2.87 FTE Jobs** (from Table 3) equals a total of 17.6 full-time equivalent jobs supported within the community. The same estimates can be made for household income and revenue to local and state government.

Source: Americans for the Arts, 2007.
Appendix C:
Participants in Cultural Arts Planning Discussions

Formal presentations throughout the Master Planning Process to:

- Cultural Arts Committee
- Public Art Committee
- Economic Development Council
- Tourism Committee
- Board of the Greater Pompano Beach Chamber of Commerce

Individual Participants:

- Sandy Arnold
- Greg Beaty
- Susie Beaty
- Eva Bixler
- Susan Clifton
- Kris Coffelt
- Barbara Darby
- Derek Davis
- Claudia DuBois
- Elaine Fitzgerald
- Barbara Goodrem
- Dan Hobby
- David Jess
- Linda Jones
- Susan Kores
- Carol Anne McFarlane
- Jim McGonigal
- Myrna Meeroff
- Clovis B. Nelson Sr.
- Judith Niswonger
- Kellie Ordway
- Lori Pratico
- Dawne Richards
- Roy Rogers
- Anne Siren
- Charlotte Sundquist
- Sandra Von Staden
- Rita Talchik
- Tom Walker
- Lynn Warrick
- Margaret White

Organization Participants:

- Greater Pompano Beach Chamber of Commerce – Ric Green
- Pompano Beach Historical Society/Sample-McDougald House – Dan Hobby
Potential Partners in Programming

- Broward County Cultural Division – Earl Bosworth; Jody Leshinsky
- Broward County Public Library – Skye Patrick; Rita Talchik
- Broward College – Dr. Avis Proctor; Dr. Kevin Keating
- Pompano Beach High School – Hudson Thomas
- Potential Amphitheater Users
  - George Gatch – Live Nation
  - Sandy Arnold/Greg Beaty – Zebedee Productions
  - Robert Jennings
  - James Bearden
  - Vicente’ Thrower
- Arts Garage Delray Beach – Alyona Ushe
- Fort Lauderdale International Film Festival – Gregory von Hausch; Celeste Thorson
- Art and Culture Center of Hollywood – Joy Satterlee

City of Pompano Beach/Pompano Beach CRA Staff:

- Mark Beaudreau, Parks Recreation & Cultural Arts
  - Tommie Bright
  - Kate Gladfelter
  - Cynthia Kitts
  - Kaitlyn Kerr
  - Anne Hollady
  - Nick Lazazzara
  - Scott Moore
  - Mary Sherman
  - Andrea Smith
  - Ron Upshaw
- Phyllis Korab
- Chris Clemens
- Jennifer Gomez
- Sandra King
- Chris Brown, CRA Co-Executive Director
- Sharon McCormick