



Our Town FY17

Grant Application Form Instructions

Arts Engagement, Cultural Planning, and Design Projects

NATIONAL ENDOWMENT FOR THE ARTS
DESIGN DIVISION
OUR TOWN FY2017

Table of Contents

How to Use This Document	2
View Application Data	2
Part 1: Organizational Information	2
Applicant Information	2
Organization Budget	4
Pompano Beach “Crossroads” – Project Partnership	7
Primary Partner Information	8
Part 2a: Project Information	12
Project Background and Context	14
Major Project Activities: August 2017 – July 2019 (2 Years):.....	15
Schedule of Key Project Dates	17
Accessibility	17
Part 2b: Project Objectives	18
Livability Narrative.....	18
Performance Measurement	19
Intended Beneficiaries.....	20
Community Engagement	21
Demographics.....	22
Part 2c: Project Location	23
Part 3: Preliminary Project Budget – FY17/18 & FY18/19 (Two Years):.....	24

How to Use This Document

Our Town Deadlines:

Step 1 - Submit SF-424 to Grants.gov	September 12, 2016
Step 2 - Submit Materials to NEA-GO	September 19, 2016 to 11:59 p.m., Eastern Time on September 26, 2016

You will not have access to the online Grant Application Form until NEA-GO is available for you to submit your application material.

For **case studies** of Our Town grants and insights from previous Our Town project managers, visit the **Exploring Our Town Storybook** at <http://arts.gov/exploring-our-town/>

View Application Data

This section is the first screen you will see when you open the GAF. It cannot be edited; it is auto-populated with the information entered on the SF-424 form that was submitted to grants.gov. If you find any incorrect information on this page, please contact the Our Town team at ot@arts.gov. You may proceed to the next screen by clicking the "Next" button.

Part 1: Organizational Information

Eligible applications **must have partnerships** that involve two primary partners: a nonprofit 501(c)(3) organization and a local governmental entity (local government is defined below in 'further guidance'). Additionally, one of the two primary partners must be a cultural (arts or design) organization. The lead applicant to the NEA may be either the nonprofit (with documented three-year history of programming) or the local government entity. Note that a statement of support from the highest ranking official for the local government is required (see instructions on page 38).

Applicant Information

Applicant Legal Name, (should match SF-424)

City of Pompano Beach, Florida

Applicant Popular Name, (if different)

N/A

Date Organization Was Incorporated, (if applicable)

1908/1947

Applicant Organization Status, (choose one)

- ☐ Nonprofit Organization
- ☒ **Municipal Government**
- ☐ State Government
- ☐ County Government
- ☐ Tribal Government
- ☐ None of the Above

Mission/Purpose of Your Organization

Cultural Arts Master Plan

In 2013, the Pompano Beach City Commission-approved the Pompano Beach Cultural Arts Master Plan which states: 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.

Public Art Master Plan

In 2012, the City Commission adopted a public art ordinance to “enhance the aesthetic and cultural value of the city by including works of art on public properties within the city.” The City Commission sought “benefits of public art that are both aesthetic and economic.”

In 2015, the Pompano Beach Public Art Committee developed the 2016- 2025 Ten Year Public Art Master Plan to achieve the intent and benefits through more than 55 public artworks. Those artworks will be implemented through more than 27 projects with a total budget of \$1,534,800.

Unique to Pompano Beach are the desires to produce artworks and a public art program that is inventive, unexpected and surprising and to collaborate with the community through its festivals and cultural facilities.

Organization Budget

Budget Form. Complete this section using figures for the most recently completed fiscal year, the previous fiscal year, and the fiscal year two years prior. In the case of local government, limit this information to the department or office that will oversee the proposed project.

APPLICATION NOTE: Included for purpose of application will be a composite of the Parks, Recreation, & Cultural Arts Department Budget and Public Art Budget for FY 14/15, FY 13/14, and FY 12/13.

Fiscal Health. You will be asked to account for the fiscal health of your organization.

1. The City Commission has formally adopted a fund balance/net asset policy which embraces the importance of maintaining sufficient minimum reserve funds.
2. The City Commission has adopted a form **of** debt management policy.
3. The City does not currently carry any debt obligations in its general operating fund.
4. The City works with its health care provider (BCBS) to promote several wellness initiatives which has assisted in the City managing health care costs.
5. The City ensures the fiscal soundness **of** its pension plans by making the Annual Required Contribution (ARC) to both plans.
6. The City continues to meet all of its obligations and has never defaulted on any of its debt obligations in its history.

APPLICATION NOTE: Attach Audited Annual Financial Report for City of Pompano Beach

Our Town FY17 Grant Application
Arts Engagement, Cultural Planning, and Design Projects

Applicant Organization Description. This section asks for the description that most accurately describes your organization. You will choose one from the following:

- ☐ Artists' Community, Arts Institute, or Camp
- ☒ **Arts Center**
- ☐ Arts Council / Agency
- ☐ Arts Service Organization
- ☐ College/University
- ☐ Community Service Organization
- ☐ Fair / Festival
- ☐ Foundation
- ☐ Gallery / Exhibition Space
- ☒ **#1 –Government**
- ☐ Historical Society / Commission
- ☐ Humanities Council/Agency
- ☐ Independent Press
- ☐ Library
- ☐ Literary Magazine
- ☐ Media-Film
- ☐ Media-Internet
- ☐ Media-Radio
- ☐ Media-Television
- ☐ Museum-Art
- ☐ Museum-Other
- ☐ Performance Facility
- ☐ Performing Group
- ☒ **Presenter / Cultural Series Organization**
- ☐ Religious Organization
- ☐ School District
- ☐ School of the Arts
- ☐ Social Service Organization
- ☐ Union / Professional Association
- ☐ None of the Above

You will also have the option of selecting two additional descriptions for your organization, though this is not required.

**Our Town FY17 Grant Application
Arts Engagement, Cultural Planning, and Design Projects**

Applicant Organization Discipline. Select the primary discipline that is most relevant to your organization. This refers to the primary artistic emphasis of your organization. You will choose one from the following:

- Artist Community
- Arts Education Organization
- Dance
- Design
- Folk & Traditional
- Literature
- Local Arts Agency
- Media Arts
- Museums
- Music
- Opera
- **#1 Presenting & Multidisciplinary Work Organization**
- Theater & Musical Theater
- Visual Arts
- None of the Above

You will also have the option of selecting two additional disciplines for your organization, though this is not required.

Pompano Beach “Crossroads” – Project Partnership

City of Pompano Beach: The City is the applicant organization and will be primarily responsible for grant management, finances and operating costs for the new Pompano Beach Cultural Center and the large ArtsPlaza in front. When construction is complete, the City will own and maintain the facilities, as well as roads, walkways, streetscapes and other public areas throughout the Creative Arts District.

Through its Community Redevelopment Agency (CRA), the City has created a comprehensive redevelopment plan, including community engagement and development of two renovated historic facilities as Cultural Arts venues: Bailey Contemporary Arts (BACA); and Ali Cultural Arts. The CRA will program, own and maintain these facilities as well as a new Public Plaza at the gateway to the Creative Arts District. The CRA will continue to provide enhancements throughout the district.

The Creatives: Our 501(c)3 cultural partner will provide cultural programming, management and expertise as well as furnish space for performance based, community engagement events. Based on their current success in programming the Pompano Beach Amphitheater, the Creatives will program the new Pompano Beach Cultural Center. The Creatives staff has been directly involved in project planning and will help implement the program including selection and programmed/“drop in” activities.

Arts Education: The opening of the new Cultural Center will offer creative minds the space in which to learn and be inspired by artists and like-minded peers. As part of the facility’s programming, The Creatives will:

- Form an artistic collective of five (5) to twelve (12) “resident” artists, selected for a 1- to 3-year program through a panel of jurors.
- Provide joint programming with Broward County schools, Broward College and local organizations.
- Offer group classes, one-on-one sessions, internships, personal performance opportunities, Master Classes and workshops. Scholarships will be offered.
- Provide innovative programming of the Cultural Center’s state-of-the-art Digital Arts & Media Center with a Production Studio and a Computer Lab for all level artists.

The Community: The City will collaborate with residents and regional stakeholders to create a whole community planning approach, which will increase cultural awareness through community involvement and include groups traditionally underrepresented in the public planning process.

Private Sector/Local Business: The City/CRA, The Creatives, and Pompano Beach Chamber of Commerce are currently working to identify opportunities for private sector and local business participation. A separate non-profit Foundation is being created to provide leadership.

Primary Partner Information

A key to the success of creative placemaking is involving the arts in robust, committed partnerships. All applications **must demonstrate a partnership** between a local government entity and nonprofit that will provide leadership for the project. Additionally, one of the two primary partners must be a cultural (arts or design) organization. You will be asked to provide the following information on the primary partner in this section:

Primary Partner Legal Name.

Creative Cities Collaborative of Pompano Beach

Primary Partner Popular Name, (if different)

The Creatives

Primary Partner's Taxpayer ID Number. (9-digit number)

FEIN 47-5149835

Date Organization Was Incorporated, (if applicable)

2015

Primary Partner Organization Status, (choose one)

- ☒ **Nonprofit Organization**
- ☐ Municipal Government
- ☐ State Government
- ☐ County Government
- ☐ Tribal Government
- ☐ None of the Above

Mission/Purpose of the Partner Organization

The Creatives is a unifying force for arts and culture throughout the City of Pompano Beach. We manage and program key cultural venues including The Amphitheater and the Cultural Center.

The Creatives is transforming the city of Pompano Beach into a destination spot for arts and culture. We are dedicated to bringing a dynamic array of arts and cultural events to the North Broward community. We are a multidisciplinary cultural powerhouse that recruits, produces, and promotes arts appreciation and education. TripAdvisor labeled Pompano Beach as its fifth “Top Destinations on the Rise” in the United States in 2014.

Pompano Beach is a destination for artists – those whose passion for the arts needs a home. We support artists by marketing event performances, and managing programming at various venues throughout the area. We seek to expose all members of the community to the working contemporary artists making their homes in this vibrant city.

We challenge our audience to get out of their comfort zones and explore their artistic limits. Through workshops, community outreach, and cultural events, we entertain and inspire audiences. Our priority is to nurture creativity and provide spaces in which to incubate ideas and grow creatively at any age.

The Creatives believes that the arts play an integral role in the culture and community. We act as an economic engine for the Pompano Beach area, and strive to build a cultural and economic haven in the local area. We seek to boost local commerce and development by placing our venues in developing areas, attracting new visitors to the businesses around us.

Our Town FY17 Grant Application
Arts Engagement, Cultural Planning, and Design Projects

Primary Partner Organization Description. This section asks for the description that most accurately describes your primary partner's organization. You will choose one from the same list of options as "Applicant Organization Description" (see above). You will also have the option of selecting three additional descriptions for your primary partner's organization, though this is not required.

- o Artists' Community, Arts Institute, or Camp
- o Arts Center
- o Arts Council / Agency
- o Arts Service Organization
- o College/University
- o Community Service Organization
- o Fair / Festival
- o Foundation
- o Gallery / Exhibition Space
- o Government
- o Historical Society / Commission
- o Humanities Council/Agency
- o Independent Press
- o Library
- o Literary Magazine
- o Media-Film
- o Media-Internet
- o Media-Radio
- o Media-Television
- o Museum-Art
- o Museum-Other
- o Performance Facility
- o Performing Group
- **#1 Presenter / Cultural Series Organization**
- o Religious Organization
- o School District
- o School of the Arts
- o Social Service Organization
- o Union / Professional Association
- o None of the Above

Our Town FY17 Grant Application
Arts Engagement, Cultural Planning, and Design Projects

Primary Partner Organization Discipline. Select the primary discipline that is most relevant to your primary partner's organization. This refers to the primary artistic emphasis of the organization. You will choose one from the same list of options as "Applicant Organization Discipline" (see above). You will also have the option of selecting three additional descriptions for your primary partner's discipline, though this is not required

- Artist Community
- Arts Education Organization
- Dance
- Design
- Folk & Traditional
- Literature
- Local Arts Agency
- Media Arts
- Museums
- Music
- Opera
- #1 Presenting & Multidisciplinary Work Organization
- Theater & Musical Theater
- Visual Arts
- None of the Above

Part 2a: Project Information

NEA Project Activity Category.

Our Town Project Area. Select:

Arts Engagement, Cultural Planning, and Design Project

Our Town Project Type. Select the option that best describes your proposed project's category:

- Artist space
- Artist residency
- Community design
- Community planning for arts integration
- Creative asset mapping
- Cultural district planning
- Cultural facilities
- Festivals or performances
- **Innovative arts programming**
- Professional artist development
- Public art
- Public art planning
- Public space

Our Town FY17 Grant Application
Arts Engagement, Cultural Planning, and Design Projects

Project Activity Type. Select the option that best describes the type of project you are proposing:

- ☐ Apprenticeship
- ☐ Arts Instruction
- **#1 ☐ Artwork Creation**
- ☐ Audience Services
- ☐ Broadcasting
- ☐ Building Public Awareness
- ☐ Building International Understanding
- ☐ Concert/Performance/Reading
- ☐ Curriculum Development/Implementation
- ☐ Distribution of Art
- ☐ Exhibition
- ☐ Fair/Festival
- ☐ Identification/Documentation
- ☐ Marketing
- ☐ Presenting/Touring
- ☐ Professional Development/Training
- ☐ Professional Support: Administrative
- ☐ Professional Support: Artistic
- ☐ Publication
- ☐ Recording/Filming/Taping
- ☐ Repair/Restoration/Conservation
- ☐ Research/Planning
- ☐ Residency - School
- ☐ Residency - Other
- ☐ Seminar/Conference
- ☐ Student Assessment
- ☐ Technical Assistance
- ☐ Web Site/Internet Development
- ☐ Writing About Art/Criticism
- ☐ None of the above

Additional Project Activity Type. Optionally, choose up to two additional types from the above list.

Project Background and Context

Use this section to describe why this project should take place now. How does it relate to community needs and vision for the future of the place? This section should make it clear to panelists why this is the right project, at the right time, in the right place.

Centrally located in South Florida, the City of Pompano Beach has a strong economy based on tourism, light manufacturing, retail, and high technology.

Beginning in 2010, the City of Pompano Beach and its Community Redevelopment Agency (CRA) have worked with the community and public/private sector partners to create economic development, including targeted Cultural Arts activity in its new “Creative Arts District, an area totally within a half mile of a planned future commuter rail station on the historic FEC Railway.

Pompano Beach “Crossroads” will be a culmination of these efforts. The multi-media project will be interactive and include components along a “trail” of public art, performance art, “drop-in” activities, literary events and digital projections with built-in “augmented reality”.

The project will brand the City’s Creative Arts District through cultural and public arts projects that will be selected and shaped in conjunction with local residents and professional artists. Funding from Our Town will benefit the Creative Arts District providing “connectivity” through public arts and arts programming at the new Cultural Center and Broward County Library (opening in Spring 2017) as well as in two of the city’s prominent historic commercial structures, the Ali Building (Ali Cultural Arts - 2015) and the Baily Contemporary Arts facility (BaCA – 2016).

The project aspires to create and connect public art along the entire 1-mile “trail” from the new Cultural Center, through historic “Old Town” and along Martin Luther King, Jr. Blvd to the Interstate-95 overpass.

The project supports both the City’s Cultural Arts Master Plan (2013) and Public Art Master Plan (2015).

Major Project Activities: August 2017 – July 2019 (2 Years):

Pompano Beach “Crossroads.”

The 2017 Our Town Grant will provide funding to support community planning, public artwork and innovative performing arts programming to revitalize the Downtown Creative Arts District, implementing a unique plan and execution of an interactive, multi-media project creating a “trail” of public art, performance art, “drop-in” activities, literary events and digital projections with built-in “augmented reality”. Project activities will include:

- Community based planning activities to provide a conceptual design for all “crossroad” trail components
- Project artists to work with citizens, stakeholders and “apprentices” to design project components that provide relevance and greater community meaning
- Programming of arts activities “along the trail” in three cultural centers, two public plazas, and in local businesses, including “drop in” activities on district sidewalks and other public areas
- Creation, installation and maintenance of permanent and temporary public artwork
- Artist residencies to provide local studio and classroom space to project artists and apprentices
- Public discussions and presentations regarding the connectivity of public transit to all art activities within the district
- Marketing and communications to promote and celebrate the development of the project, programming and installation of artwork
- **Other activities that might be funded**

NEA Our Town funds will be matched from existing financial commitments to future public art projects and performing arts programming from the City of Pompano Beach and the Pompano Beach CRA. These public funds will continue the significant investment of more than \$20 million in new cultural venues including: the new Pompano Beach Cultural Center/Broward County Library; Bailey Contemporary Arts (BaCA); and Ali Cultural Arts Center.

Pompano Beach Crossroads will activate the \$14 million streetscape being completed in the Creative Arts District and further the City’s significant commitment to creating public art within the district. An exciting component of the project will be a new “conversation” regarding the role of public transit and opportunities to integrate Broward County’s new Regional Transit Center and its public art component with planned commuter rail on the new Tri-Rail Coastal Link station across Dixie Highway.

A reproducible model, the Pompano Beach Crossroads project will show how a bold outdoor/indoor art experience can leverage community momentum and serve as a critical tipping point for developing Downtown districts and close-in neighborhoods.

APPLICATION NOTE: Include all local, state and any federal funding/related projects.

Placemaking at the Crossroads:
Activating Public Plazas, Sidewalks, Crosswalks and Intersections

One of the key challenges facing the Pompano Beach Downtown Creative Arts District is a circuitous link between existing public art and other arts programming. There exists a lack of street activation and pedestrian connectivity, both real and imagined. In addition, Atlantic Boulevard and Dixie Highway, both major thoroughfares, cut the district into separate quadrants. Responding to this challenge, Pompano Beach Crossroads project will activate the high profile plazas, sidewalks, crosswalks and intersections to provide a vibrancy of art, social interaction, community pride and multicultural celebration.

Visioning sessions conducted to date by the City and CRA have created the desire to transform the areas between the new Cultural Centers including the intersections across Atlantic Boulevard and Dixie Highway, into a pedestrian-friendly connectivity trail that would celebrate art and support civic gatherings and activities. The project's vision for activating both the Arts Plaza at the Cultural Center and a new public plaza to the north side of Atlantic Boulevard will create a gateway that will highlight Pompano Beach as an artistic community.

In addition, sidewalks along the new streetscape will be activated, and crosswalks and intersections will be made pedestrian friendly and "art connected."

The Pompano Beach Crossroads Project will include the following components:

- Public Art – Making the Connection
- The Cultural Centers: BaCA, the Ali and the Pompano Beach Cultural Center (PBCC)
- A New Broward County Library: Pompano Beach Branch
- Digital Media and Projections
- Arts Education and Outreach
- Public Transit – the Conversations
- Public Outreach and Marketing

The intersection of Atlantic Boulevard and Dixie Highway is one of Downtown Pompano's most visible. Drivers and passersby on the street, both day and night, will be drawn to public art, innovative performing arts programming and digital projections on buildings within the district. Project activities will include visual arts, music, film, theater, dance, public art, history, and historic preservation. The project will include high profile public celebrations that attract regional attention.

The project will be a collaboration between the local community, public sector, private and non-profit organizations, inviting world-renown artists to take a turn at creative placemaking, creating vibrant "artful" places to be experienced by Broward County residents and the more than 14 million tourists who visit each year.

Schedule of Key Project Dates

List any key project dates that occur during the allowable project period, being as specific as possible. Costs incurred prior to the earliest allowable start date (August 1, 2017) cannot be included in the project budget. If you include activities that occur before the earliest allowable start date, make sure you note that those activities and costs are not included on the Project Budget form.

APPLICATION NOTE: (FY 2017/18 and FY 2018/19)
To Be Determined as Partner Roles and Specific Project Activities are Identified.

Accessibility

Explain how you will make your project accessible to individuals with disabilities in compliance with federal law and regulations through access accommodations for both facilities and programs, such as audio description, sign-language interpretation, closed or open captioning, large-print brochures/labeling, etc.

In compliance with the Americans with Disabilities Act (ADA), the City of Pompano Beach and Pompano Beach CRA make all reasonable efforts to make their facilities and activities accommodating to persons with special needs. Since adoption of ADA, the City of Pompano Beach has been addressing a variety of ADA issues as well as responding to requests and complaints related to ADA compliance. The City uses the designated ADA symbol in all publications, tourism brochures and on our website to indicate accessibility at designated recreational facilities.

Accessibility and universal design are important aspects of the new Pompano Beach Cultural Center (PBCC), which will comply with all federal, state and local regulations. The City/CRA will make all reasonable efforts to make all streetscape facilities accessible for persons with special needs. Streetscape projects in the Creative Arts District include all Downtown Pompano Streetscape Improvement projects, which have been designed and constructed in compliance with applicable ADA standards.

The City of Pompano Beach has a designated ADA Coordinator to facilitate assistance for disabled persons. The ADA Coordinator is able to assist members of the public with the provision of auxiliary aids and services for City meetings, programs and events with the support of all city departments. The ADA Coordinator also investigates and seeks to resolve any complaints regarding accessibility to City facilities or programs. Persons with disabilities may contact the City's ADA Coordinator to request reasonable accommodation and/or wheelchair and/or wheelchair companion seating to fully participate in any City event.

Part 2b: Project Objectives

Livability Narrative

Briefly discuss how your project will affect Livability: Strengthening communities through the arts.

The Pompano Beach “Crossroads” project will directly enhance the NEA outcome of Livability for area residents and businesses. The art integrated into the streetscape, crosswalks and intersections will create a more attractive physical appearance and contribute to pedestrian friendliness of the area. Project activities will build new cultural opportunities and increase economic impact and arts funding leverage in the community.

The project will strengthen the quality of life in Pompano Beach by engaging local artists, arts organizations, and residents in a variety of diverse arts activities. The project will facilitate the connection of residents, business and property owners, artists, arts organizations, project designers and architects, and developers through place-based planning for arts and property expansion in the Creative Arts District.

These stakeholders have been part of previous planning exercises and will be key to the Crossroads project’s success. Other regional stakeholders include the Broward County Library System, the Broward County Cultural Division, Broward County Public Art and Design Program (PAD), and Broward County Transit.

The City of Pompano Beach is committed to programs that are socially relevant and widely accessible to 21st century audiences. The Crossroads project will result in deeper relationships that engender meaningful participation from a full range of community sectors. Livability strategies will focus on growth in community engagement with the arts, jobs and career growth through professional development in the creative industries.

Performance Measurement

Briefly describe the performance measurements you will use, including plans for documenting and disseminating the project results, as appropriate. If applicable, include the metrics or indicators that you will use to identify and evaluate the project's short-term and long-term impact on your community's livability.

Pompano Beach Crossroads directly addresses the NEA outcomes for Livability by creating a sense of place through the integration of community-based arts into daily life; providing programming to underserved area residents to improve quality of life through the arts.

Success will be measured by evaluating the number of hours of programming; the level of observed social and civic engagement by participants; the engagement of the local community project activity, including attendance levels at arts events; and the level of interest for future phases of the project.

Public forums will be documented through interviews, and written summaries, and regular reports and evaluations will be created with attention to detail and consistency, and will serve to highlight sustainable strategies that can be used in future projects.

Surveys, including pre-and post-surveys, satisfaction surveys, and demographic data will be implemented to evaluate the following:

- number of residents engaged during the project
- number of other people actively involved in the project
- number of project volunteers
- number of artist applicants and participating artists
- attendance at project events
- number of engaged commercial property owners
- impact on close-in neighborhoods
- increased foot traffic and restaurant/retail sales
- increased sense of community ownership: public art work, public space, and Cultural Arts venues
- tourism statistics
- media coverage and social media engagement

Given the nature of Livability projects, benefits are likely to emerge over time and may not be fully measureable during the period of a grant. You will need to provide evidence of progress toward achieving improved livability as appropriate to the project. We recognize that some projects involve risk, and we want to hear about both your successes and failures. Failures can provide valuable learning experiences, and reporting them will have no effect on your ability to receive NEA funds in the future.

- Growth in overall levels of social and civic engagement.
- New avenues for expression and creativity.
- Design-focused changes in policies, laws, and/or regulations.
- Job and/or revenue growth.

Intended Beneficiaries

The City of Pompano Beach has a diverse socio-economic background (50.6% white, non-Hispanic; 28.9% African American; 17.5% Hispanic; 8.5% other).

More than 20% of the population lives in poverty.

The Pompano Beach “Crossroads” project will provide benefit to these residents, project artists and apprentices, as well as to residents of and visitors to Broward County and the greater South Florida area.

Have the intended beneficiaries been consulted in the development of this project?

Select either yes or no.

Yes.

Community Engagement

Describe substantive and meaningful engagement with the target community (e.g., residents and other stakeholders) in the development of the shared vision for your project and its implementation. If you have worked with the target community in the past, discuss your previous engagement. Also, discuss your planned process to engage the target community going forward. For example, describe what community leaders you will work with, community meeting formats, and outreach techniques (digital and in person, translation), etc. Be sure to address, if appropriate, how you will engage communities traditionally marginalized from such processes, while accommodating limited English speakers, persons with disabilities, and the elderly.

CULTURAL ARTS

In 2010, Pompano Beach began to identify strategies for creating a future mixed-used, Creative Arts District. The Downtown Connectivity Plan, Cultural Arts Master Plan, and the Downtown Zoning Overlay were developed to guide investment and ignite artistic expression.

The Pompano Beach community has been involved in all aspects of the planning and analysis. Public meetings have been held, including design presentations, focus groups review, and formal Workshops and Presentations to the Pompano Beach City Commission.

The effort involved local artists and arts organizations in informal 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.

Studies commissioned by the Pompano Beach CRA estimated that it would be possible to draw an additional 45,000 visitors to the area, adding \$3 million to the Pompano Beach economy each year. To realize this vision, the City is creating the new Pompano Beach Cultural Center, designed to provide the flexibility to stage diverse types of performances for different audience sizes and, importantly, to establish a genuine connection with the surrounding neighborhoods.

The total of this community-based planning effort calls for building on the mixed-use area's locational strength to improve appearance and livability and create thriving close-in neighborhoods. To this end, the CRA has created a new streetscape throughout the Creative Arts District that will act as a "canvas" for the Crossroads project.

PUBLIC ART

Public participation is a crucial element in the Public Art Program. Prior to adoption of the Public Art Master Plan, discussions took place with the advisory boards that represent the CRA areas, which were established to combat slum and blight. The Program has identified projects with the potential for involvement of community representatives in planning, design and installation. The City also recognizes cultural, ethnic and social diversity and has incorporated these aspects in the program.

The Public Art Program has worked closely with the CRA, Cultural Arts organizations, the City, and County. The art concentrations chosen relate to the City's ongoing efforts to enhance the economic success of the redevelopment areas including the Downtown Creative Arts District. This has made possible the collaboration between the CRA's capital improvements and the Public Art Program. Through working directly with these programs, the City has obtained the support to improve the image of the City.

Demographics

Is this project intended to reach a population historically underserved by arts programming and/or does the project target a specific audience based on characteristics such as race, ethnicity, or age?

Select either yes or no.

Yes

Race/Ethnicity. (Choose all that apply) U.S. federal government agencies must adhere to standards issued by the Office of Management and Budget (OMB) in October 1997, which specify that race and Hispanic origin (also known as ethnicity) are two separate and distinct concepts. These standards generally reflect a social definition of race and ethnicity recognized in this country, and they do not conform to any biological, anthropological, or genetic criteria. Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's ancestors before their arrival in the United States.

- American Indian or Alaskan Native - A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment
- Asian - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- Black or African American - A person having origins in any of the Black racial groups of Africa.
- Hispanic or Latino - People who identify their origin as Hispanic, Latino, or Spanish may be of any race.
- Native Hawaiian or Other Pacific Islander - A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White - A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

Age Ranges. (Choose all that apply).

- Children/Youth(0-18years)
- Young Adults (19-24 years)
- Adults (25-64 years)
- Older Adults (65+years)

Underserved/Distinct Groups. (Choose all that apply)

- Individuals with Disabilities
- Individuals in Institutions (include people living in hospitals, hospices, nursing homes, assisted care facilities, correctional facilities, and homeless shelters)
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency
- Military Veterans/Active Duty Personnel
- Youth at Risk
- Other underserved/distinct group

Population of Your Town/City/Tribal Land. Please list the population of the Town/City/Tribal Land where project activities will be taking place.

104,410 (2013)

Part 2c: Project Location

Provide the city, state, and five-digit zip code in which project activities are expected to occur. For international locations, provide the city, country, and enter "00000". You may submit up to 100 locations. If you enter a location that cannot be validated, you will receive an option to "Save Anyway." Choose this and continue with your application. You will be able to upload individual locations using the upload feature, which looks like this:

Pompano Beach, Florida – 33060

Part 3: Preliminary Project Budget – FY17/18 & FY18/19 (Two Years):

APPLICATION NOTE: Specific activities will be finalized before the September 26th grant deadline. The objective is to outline a potential \$200k in Pompano Beach “Crossroads” programming, and use funding for activities currently planned along the “trail” as a match to leverage these grant funds.

Project Expenses (Grant Funds Request)

○ Community based planning activities	\$25,000
○ Project artists and “apprentices”	\$40,000
○ Programming of arts activities “along the trail”	\$50,000
○ Creation, installation and maintenance of permanent and temporary public artwork	\$30,000
○ Artist residencies	\$20,000
○ Public discussions – connectivity of public transit	\$15,000
○ Marketing and communications	\$20,000
○ Other activities that might be funded	
○ TOTAL	\$200,000

Our Town FY17 Grant Application
Arts Engagement, Cultural Planning, and Design Projects

Project Income (Match Funds)

City of Pompano Beach

- “Crossroads” Public Art Programming (from the Public Art Master Plan)
 - Mosaic Project - MLK at I-95 Overpass \$25,000
 - Murals: 17/18 and 18/19 \$20,000
 - Pompano Beach Cultural Center Public Art \$100,000
 - **TOTAL** **\$145,000**

- “Crossroads” Pompano Beach Arts Programming (Parks, Recreation & Cultural Arts)
 - **Programmed and “drop in” activities (Arts Plaza)** **\$30,000**

Pompano Beach CRA

- “Crossroads” Cultural Arts Programming (Public Areas)
 - Old Town Untapped \$180,000
 - Ali Cultural Arts (Outdoor Performance Plaza) \$80,000
 - BaCA (District Programming) \$50,000
 - Programmed and “drop in” activities (CRA Plaza) \$50,000
 - **TOTAL** **\$360,000**

- **PROJECT TOTAL** **\$535,000 Match = 2.68:1**