

MEMORANDUM

Development Services

MEMORANDUM NO. 16-401

DATE: August 30, 2016

TO: Dennis Beach, City Manager

VIA: Robin M. Bird, Development Services Director *RB*

FROM: Jennifer Gomez, Assistant Development Services Director *JG*

RE: Agenda Item – Resolution to Submit a Grant Application for the 2017 National Endowment of the Arts (NEA), Our Town Grant

The proposed resolution authorizes the proper city officials to submit a grant application in an amount of up to \$200,000 to the National Endowment for the Arts for the purpose of obtaining funds to create a project providing connectivity between art and arts programming within the Pompano Beach Creative Arts District. The resolution also provides for the City Manager to accept the grant funds if awarded.

The deadline for submitting the grant application is September 26, 2016. The full application is presently being prepared and will be submitted online. Attached is the current draft version of the application, which was prepared by Terrell Fritz on behalf of the City of Pompano Beach and the Community Redevelopment Agency (CRA). A brief description of the project is provided below.

BACKGROUND

The City of Pompano Beach is preparing to submit an application for the National Endowment for the Arts FY2017 Our Town grant. The City will be requesting up to \$200,000 in NEA grant funding for a two-year project (FY2017/18 and FY 2018/19).

To meet the one-to-one match requirement of up to \$200,000, approximately \$145,000 will be allocated from the 2016-2025 Public Art Master Plan and approximately \$30,000 from programming at the new Pompano Beach Cultural Center. The remainder of the match would be funded from planned allocations from the Pompano Beach Community Redevelopment Agency (CRA).

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

Staff recommends submitting the grant application to apply for up to \$200,000 in grant funding from the 2017 NEA Our Town grant for the Pompano Beach Crossroads project. If you need additional information or have any questions, please contact me at extension 4640.

PROJECT DESCRIPTION

As one of the initiatives outlined in the Pompano Beach Cultural Arts Master Plan, the City is considering a grant from NEA Our Town which will fund a cultural arts connectivity project entitled "Pompano Beach Crossroads". The multi-media project will be interactive and include projects comprising a "trail" of public art, performance art, "drop-in" activities, literary events and digital projections with built-in "augmented reality".

With the opening of the new Pompano Beach Cultural Center, there exists an opportunity to create a partnership with the City's Public Art Program, the Pompano Beach Community Redevelopment Agency (CRA), and The Creatives, our 501(c)3 nonprofit cultural partner.

Other regional stakeholders will be invited to support and participate in the project, including the Broward County Library System, the Broward County Cultural Division, Broward County Public Art and Design Program (PAD), and Broward County Transit.

Funding from Our Town will benefit the Creative Arts District and provide support for the City's Public Art program, the new Cultural Center/Broward County Library as well as two of the city's prominent historic commercial structures, the Ali Building (Ali Cultural Arts) and the Baily Contemporary Arts facility (BaCA).