

### Memorandum 17-A125

DATE: September 18, 2017

TO: Greg Harrison, City Manager

FROM: Phyllis A. Korab, Assistant City Manager/Acting Cultural Affairs Manager  
Mark Beaudreau, Recreation Programs Administrator  
Terrell N. Fritz, Cultural Arts Consultant

Please place the attached resolution on the September 26, 2017, City Commission Agenda to extend the current agreement with Creative City Collaborative of Pompano Beach, Inc. (CCCPB) for 6 months to March 30, 2018 in the total amount of \$629,341.00. This extension will provide for a transition period during which the City of Pompano Beach is negotiating with AEG Live SE, LLC for operations, management and development of the Pompano Beach Amphitheater and hiring a Cultural Affairs Manager to direct the City's cultural activities.

During this transition period, CCCPB will:

- Maintain current commitments to operations and programming at the Pompano Beach Amphitheater and implement an orderly transition to new operations, management, programming, and development of the Amphitheater (anticipated January 1, 2018).
- Maintain current commitments to operations, management and programming at the new Pompano Beach Cultural Center.
- Work with the City to plan for an orderly transition to future operations, management, and programming of the Pompano Beach Cultural Center (anticipated April 1, 2018).

During this transition, CCCPB will not be responsible for any financial deficits incurred and accordingly all expenses and submittals for payment to CCCPB will be approved **in advance** by the City for reasonableness and supported by necessary backup documentation.

CCCPB will also work with the City of Pompano Beach and the Pompano Beach Arts Foundation, Inc. to identify additional funding strategies for the arts, including seeking additional grants, enhanced private sector fundraising and continuation of existing ticket surcharges at the Pompano Beach Cultural Center and Pompano Beach Amphitheater.

This item is related to Strategic Plan Strategy: Great Places: Goal 2.0, Initiative 2.8- Develop and promote cultural/heritage tourism opportunities and supports the goals and initiatives of the City's Cultural Arts Master Plan (December 2013).

### **BACKGROUND:**

In June 2014, the City of Pompano Beach entered into a Professional Service and License Agreement (Ordinance 2014-45, Term: July 1, 2014- September 30, 2015) with Creative City Collaborative of Pompano Beach, Inc. (CCCPB) to provide cultural arts programming, management and marketing for its existing Amphitheater.

In September 2015, the City entered into an agreement with CCCPB (Resolution 2015-442, Term October 1, 2015-September 30, 2016) to provide cultural arts programming, management and marketing for both the Amphitheater and proposed Cultural Arts Center. A first amendment to the 2015 agreement (Resolution 2016-317, Term September 30, 2016- December 30, 2016) was approved by the City Commission on September 30, 2016, and a second amendment (Resolution 2017-100, Term January 1, 2017- September 30, 2017) approved on December 20, 2016.

In May 2017, the City issued RFP E-33-17 for the Operations, Management, and Development of the Pompano Beach Amphitheater, and in July 2017, the City Commission approved the ranking order for, and authorized staff to negotiate a contract with the highest-ranked firm, AEG Live SE, LLC.

Also in May 2017, the new Pompano Beach Cultural Center opened, furthering the City's objectives to present artistic, cultural and educational programming that provides a critical infrastructure for professional South Florida cultural organizations while nurturing emerging artists, developing new audiences, and celebrating the City's diverse history and community.

This third amendment will extend the current agreement with CCCPB for 6 months to March 30, 2018 and is critical to allowing sufficient time for staff to work out an agreement with AEG Live SE, LLC by accomplishing the following:

- Maintaining current commitments to operations and programming at the Pompano Beach Amphitheater and implement an orderly transition to future operations, management, programming, and development of the Amphitheater. Activities will include:
  - October 28<sup>th</sup> production of "MercyMe Concert with Special Guests Ryan Stevenson And Unspoken"
  - November 25<sup>th</sup> production of "Tony! Toni! Tone'! Concert with Dru Hill /Sisqo"
  - Production (or handoff to AEG Live SE, LLC) of September 2017 concerts delayed by Hurricane Irma: "Sammy Hagar & The Circle" (November 12<sup>th</sup>) and "Blackberry Smoke & Chris Robinson Brotherhood" (Rescheduling Date TBD)

- Allowing sufficient time for City Staff to finish negotiations and create an agreement with AEG Live SE, LLC
- Maintain current commitments to operations and programming at the Pompano Beach Cultural Center. Activities will include:
  - (70) Alliance Member Productions (professional South Florida cultural organizations)
  - (12) Facility Rentals and (6) CCCPB Productions
  - Monthly exhibitions in the Gallery space(s) within the Cultural Center
  - Community Outreach Programming at the Cultural Center and within other cultural art venues and community centers throughout the City
- Work with the City to plan for an orderly transition to future operations, management, and programming of the Cultural Center. Activities will include developing future programming, management and funding strategies to:
  - Maximize use and community impact of the arts at the Cultural Center
  - Buildout the Center's Digital Media Center component
  - Participate in the National Endowment for the Arts (NEA) Our Town "Pompano Beach Crossroads" grant program
  - Strengthen programming partnerships with Pompano Beach CRA facilities within the Downtown Pompano Creative Arts District
  - Create programming partnerships with the new Broward County Library
  - Create opportunities for cultural and community partnerships with future programming at the Pompano Beach Amphitheater

In addition, CCCPB will work with the City of Pompano Beach and the Pompano Beach Arts Foundation to identify additional funding strategies for the arts.

This extension will further the City's Cultural Arts goals for innovative programming that will strengthen the local economy and transform Pompano Beach into a cultural arts destination.

TNF/MB/PAK/afh