

September 21, 2021

TO: Mayor, Vice Mayor, and City Commission

THRU: Greg Harrison, City Manager
Earl Bosworth, Assistant City Manager

FROM: Phyllis A. Korab, Cultural Affairs Director
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SUBJECT: Cultural Arts Master Plan Update (2021-2026)

In 2013, the City of Pompano Beach approved its first Cultural Arts Master Plan, focused on creating new facilities for the arts within today's Downtown Arts & Innovation District. Now, in 2021, four state-of-the-art facilities: the Pompano Beach Cultural Center; Bailey Contemporary Arts Center; Ali Cultural Arts Center; and Blanche Ely House Museum, along with the newly renovated Pompano Beach Amphitheater, stand as a testament to the City's commitment to arts and culture.

The objectives for this Cultural Arts Master Plan Update (2021-2026) are to:

- review progress since the adoption of the 2013 Cultural Arts Master Plan.
- identify and explore opportunities for community-based and fine arts/entertainment cultural activities through 2026.
- integrate the goals and objectives of the City's Public Art Master Plan, adopted in 2016.
- identify priorities, recommendations and potential strategies for the City of Pompano Beach and its Cultural Affairs Department to build upon existing success and present citywide opportunities ***to enhance the quality of cultural arts programming and expand the reach to new audiences regionally, nationally and throughout the world.***

The Master Plan Update process included input and review by the City's Cultural Affairs, Parks and Recreation, and Strategic Communications Departments, Pompano Beach CRA staff and formal presentations to the Pompano Beach Economic Development Council; Public Art Committee; and Cultural Arts Committee.

The priorities, recommendations, and potential strategies presented in this Master Plan Update should provide a blueprint for cultural arts activities through 2026. Potential strategies include a recommendation for implementation timing:

- Immediate: FY 2021-22
- Mid-term: FY 2022-23; FY 2023-24
- Long-term: FY 2024-25; FY 2025-26

The Master Plan Update furthers the City of Pompano Beach Strategic Plan by, among other things:

- Developing facilities and programs to match the changing cultural needs and preferences of the community (*Goal 1- Preferred Place to Live*);
- Expanding visitor and tourism markets in partnership with Broward County (*Goal 3 - Preferred Place To Visit*); and
- Maintaining a “world-class” beach and destination venues for the enjoyment of residents and visitors (*Goal 3 - Preferred Place To Visit*).

Background

In 2011, during planning for construction of a new Broward County Library adjacent to Pompano Beach City Hall, the City’s Community Redevelopment Agency (CRA) engaged Webb Management (New York) to conduct a formal Cultural Needs Analysis. The analysis concluded that the community of Pompano Beach had not had a long tradition of cultural arts but identified a latent demand for less traditional arts programming.

In response, the City and CRA focused on developing cultural opportunities in what today is known as the Downtown Arts & Innovation District. Beginning in 2012, the City and CRA invested approximately \$20 million in creating three new cultural arts venues which complemented the existing Pompano Beach Amphitheater venue.

- **Pompano Beach Cultural Center** – an innovative multi-media center featuring a theater/flexible event space, visual arts galleries, and multi-media digital center
- **Bailey Contemporary Arts Center** – a visual arts center featuring large exhibition galleries, loft-style artist studios, and open areas for artistic dialogue in a restored historic hotel space in Old Town
- **Ali Cultural Arts Center** – musical performance and visual arts exhibitions in a restored historic boarding house in the City’s predominantly African American Northwest Community

These Pompano Beach Arts (PBArts) venues began to come online in 2014 with the opening of the Bailey Contemporary Arts Center (BaCA), followed in 2015 by Ali Cultural Arts Center (Ali) and in 2017 by the Pompano Beach Cultural Center (PBCC). Also, in 2017, the Pompano

Beach Crossroads, a mile-long “trail of art,” was recognized by the National Endowment for the Arts for multi-disciplinary programming as an “outside the walls” venue.

In 2018, the City created a Cultural Affairs Department to assume management, operations, and programming of these new cultural venues, and in March 2019, the City reopened the Blanche Ely House as a museum. Cultural Affairs Department programming, branded as Pompano Beach Arts (PBArts), creates and curates quality programming, new artistic works, educational outreach programs and community activities to retain and develop new audiences, attract aspiring artists, and promote the City’s Pompano Beach Arts program. PBArts goals, objectives, and activities have been based on the City’s Cultural Arts Master Plan (2013) which is being formally updated in this document.

Since its formation, the Department has continued to work with area residents, businesses, non-profit and faith-based organizations as well as educational institutions to identify cultural programming opportunities. The Department engages a full and part-time staff to ensure that venues are active and open to the public, presenting quality programming events and activities to meet audience needs. Beyond venues managed by the Cultural Affairs Department, the Pompano Beach Amphitheater, Pompano Beach City Hall and Community Centers, local area schools and spaces in private development offer opportunities for innovative cultural arts programming.

In March 2020, all venues were shuttered due to the onset of the COVID-19 pandemic. Beginning in April 2020, the Department “pivoted” its programming to an ambitious schedule of creating to-date more than 200 digital virtual/online videos, which are available on the Department’s website at PompanoBeachArts.org and the City’s YouTube channel.

The City reopened its facilities in June 2021, including all of its cultural arts venues, for active programming for in-person audiences while continuing digital virtual/online programming accessible to everyone via the Internet. In addition, as future programming is enhanced and reach expanded, a significant opportunity exists to work with the tourism industry to create signature events and increase cultural tourism.

Upon approval of the Master Plan Update, the Cultural Affairs Department intends to conduct community outreach meetings and artist focus groups to begin implementing this cultural arts activities and events blueprint through 2026.