

APPROVED
City of Fort Lauderdale
Community Services Board
July 11, 2011 – 7:00 P.M.
City Commission Chambers, City Hall
Fort Lauderdale, FL 33301

MEMBERS	OCT 2010/SEPT 2011		
		PRESENT	ABSENT
Donald Karney, Chair	P	10	0
Richard Whipple, Vice Chair	P	9	1
Erika Baer (left at 8:00)	P	8	2
Margaret Birch	A	8	2
James Currier	P	8	2
Wendy Gonsher	P	8	2
Jeannine Richards (left at 8:30)	P	10	0
David Tilbury	A	6	4
Earl Bosworth	P	6	0
Helen Hinton	P	6	0
Kenneth Staab	P	6	0
Jasmin Shirley	P	2	0

Staff Present:

Susan Batchelder, Assistant Manager of Housing & Community Development
 Angelia Basto, Administrative Aide, Housing & Community Development
 Karen Reese, Economic Development Department
 Jamie Opplerlee, Recording Secretary, Prototype, Inc.

Communications to City Commission

Motion by Mr. Whipple, seconded by Ms. Hinton, that the City Commission meet with the Board regarding the Community Development Block Grant Program as soon as possible. In a voice vote, the motion passed unanimously.

Roll Call

- **Quorum Requirement**

As of June 13, 2011, there are 12 appointed members to the Board, which means 7 members would constitute a quorum.

Chair Donald Karney called the meeting to order at 7:00 p.m. Roll call was taken by Ms. Batchelder and it was determined a quorum was present.

The Pledge of Allegiance was recited, led by Ms. Gonsher.

Board/Staff Introductions

Ms. Batchelder stated that Karen Reese, the representative from Economic Development, was present and had several speakers to introduce.

Motion by Mr. Bosworth, seconded by Ms. Baer, that they take the Agenda out of order and take the Cultural Arts and Tourism report after Approval of the Minutes. In a voice vote, the motion passed unanimously.

Ms. Reese introduced Mary Becht, Director of the Cultural Division at Broward County, to provide an overview on Creative BROWARD, the 2020 Plan.

City Commission News

None.

Approval of Minutes Summary – June 13, 2011

Motion by Mr. Staab, seconded by Ms. Shirley, to accept the minutes of the June 13, 2011, minutes as presented. In a voice vote, the motion passed unanimously.

Cultural Arts & Tourism Report (taken out of order by motion)

- **Mary Becht – Creative BROWARD 2020**

Ms. Becht explained that the 2020 Plan is the cultural plan for the next ten years for the entire community.

Ms. Becht began a PowerPoint presentation at 7:03 p.m.

Highlights of the presentation follow:

- Arts and culture in Broward County currently employ 64,000 people, with almost 5300 creative businesses, earning \$2.25B per year.
- Growth industry
- Broward's second leading employer of creative industries is independent artists, writers and performers. The first leading employer is full-service restaurants.
- Targeted creative businesses scheduled for growth of 8% include: sound recording studios, motion pictures, internet publishing, advertising, books and periodicals and independent artists.
- Broward County funds provide \$2.6M in grants that generate \$154M in direct and indirect spending.
- 100 grantees receive funding and there are 1852 full-time employees.

- Nonprofits get a small portion of their budget money from grants.
- Cultural organizations have lost money from public funding over the past few years.
- The vision for the 2020 Plan is to integrate cultural and economic development.
- The Plan was delivered to the County Board of Commissioners in January 2011:
 - No new County funding in first two years
 - Includes realistic short-term recommendations, mid-term transitional recommendations and visionary long-term recommendations.
 - “Arts and Culture – Build Community Value” is the slogan.
 - Connect the nonprofit, for-profit and individual artist.
 - Create a business-based committee for the arts.
 - Enhance sustainability for the creative sector. (Ideas include: quality of life tax initiative, increase tourist tax for cultural tourism, relocate cultural division outside of County government, additional taxes for arts and culture.)
 - Visionary long-term recommendations (International festival of creativity)
 - Starting points for the plan (Start a Creative Business Association, develop an advocacy network, explore restructuring of the Cultural Division)

The PowerPoint presentation concluded at 7:19 p.m.

Mr. Bosworth wondered how the City could work with art and culture nonprofits “without a budget.” Ms. Becht replied that the Board/City could promote the arts through various avenues. She suggested putting Artscalendar.com on the City’s website, having a spiel about activities on the City’s telephone “hold” system, and including information in any City publications that are already going to residents.

Mr. Whipple asked for a single “focus item,” and Ms. Becht suggested that the Board could get involved in the debate about the tourist tax. She also suggested using CDBG dollars for building renovation for cultural programs.

Mr. Staab was curious what Broward College has offered as a partner, and Ms. Becht said that Broward College would like to develop some big programs to promote the arts.

Ms. Baer wondered who they would contact with ideas and Ms. Becht said that the Board could go through Mr. Bosworth. She also distributed a brochure delineating the 49 recommendations of the Cultural Plan.

Ms. Gonsler brought up the discrepancy in support between Miami-Dade and Broward. Ms. Becht remarked that it probably has more to do with the community than the government.

Ms. Becht mentioned several distinct projects that have occurred as results of past plans: Sailboat Bend, ArtServe, and Arts parks.

Chair Karney asked if the County had ever considered special districts where tax breaks are offered as an incentive to artists who sell items, and Mr. Becht replied that there are two tax increment districts in Fort Lauderdale (CRAs) that are not specifically for culture, but can do a lot of things for arts and culture.

Ms. Becht shared a few hopes she has for the future, including an artists' marketplace and the International Festival of Creativity.

- **Andrew Martineau – TEDx Fort Lauderdale Conference**

Ms. Reese introduced Mr. Martineau, who is planning a conference in the November timeframe called the Technology, Entertainment and Design Conference.

Mr. Martineau said he is a graphic designer and artist, and works for many multi-national companies with a range of different clients, and is a marketing consultant with several agencies. Most recently, he received the license for a local TED conference. He said they happen worldwide and are independently organized. The attendees are artists, technology people, engineers, and architects.

Mr. Martineau gave a brief history of the TED conferences. He noted that the "x" in TEDx stands for "independently organized." The TED conferences invite world-renowned individuals who speak for 18 minutes, and their speeches are made free at TED.com.

The conference he is organizing for November will be themed "Creative Fort Lauderdale." He felt there has been a lot of focus on arts and culture, but there are missing elements of business and engineers and innovators. He explained that when these individuals are exposed to artists, their brains start thinking creatively. His conference will bring the two groups together. The event is limited to 100 people, with eight speakers.

He said he is looking for sponsorships (and a nonprofit to take in the sponsorships), a venue, and food and drink providers.

Chair Karney asked about the criteria for attendance and Mr. Martineau said it is by personal invitation to individuals with a relationship to the creative economy (architects, city planners, arts and cultural, local colleges). He explained that

TED limits their first conference to 100 people and lets the local planner set the criteria. Later conferences would not be limited to 100 people. He said he is going through a list of potential speakers, but has not yet selected anyone.

TED requires all incoming money to be spent at the event – they do not allow any carry-over of monies. Chair Karney asked what the City could go to help, and Mr. Martineau said he needs help with selection of venue, sponsors, a nonprofit that can help as a sponsor and receive the monies, catering, and an after-party event to reach people who cannot attend the conference.

He does not have a date yet, as that will depend on the venue.

Ms. Gonsler asked about the nonprofit status of the parent organization TED, and Mr. Martineau stated it was a nonprofit. There are no income sharing requirements between the local conferences and the nonprofit. For information, they can visit TED.com, which is a very comprehensive website.

Mr. Whipple wondered what type of facility he needs, and Mr. Martineau answered that it should be comfortable, with room for breakout sessions and food. Mr. Whipple asked how difficult it was to obtain the license, and Mr. Martineau said that they applied in January and got approval in March. The license expires after the conference is over and he has a year in which to use the license.

Mr. Martineau said that no town nearby had done a similarly themed TED, but they do all “surround around creativity.” His is different in that it focuses on the City.

At this point, the meeting returned to the original agenda.

Ms. Baer left the meeting at 7:58 p.m.

CDBG Award Process

Chair Karney reminded the Board they need to make several adjustments to the process.

Mr. Whipple requested that staff check the amounts requested by the agencies against the amounts given the previous year. They should not be asking for more than what they were given. He suggested that when staff meets with the agencies, they bring up the matter and if the amount is incorrect, the application becomes ineligible. Ms. Batchelder responded that it is explained “constantly” to them that it has to be a new or expanded service, but the applications are still incorrect.

Secondly, Mr. Whipple suggested that the 10 points for being a new agency be marked on the photocopied grading sheets so that after the process, the Board will not have to wait for email notification of the new agencies.

Thirdly, Mr. Whipple asked that staff communicate to the Board throughout the year if an agency which has been approved for funding spends the money on another eligible activity (through an amendment change). Ms. Batchelder commented that they are still spending the money on the same item, it is just being directed differently. In addition, she said they do program amendments throughout the year where they actually move money from one activity to another, and she can inform the Board of those activities as well.

Ms. Gonsher wanted to know the status of the previous year's funding and projects if an agency is coming in for follow-up funding. Ms. Batchelder acknowledged that request and explained that the past two years have gotten off to a slow start because following the OIG audit, they have clamped down on requirements and eligibility. Sometimes reports go back and forth several times before reporting to the Board occurs. She assured the Board that the situation will improve.

Ms. Shirley had questions on the ranking form and Ms. Batchelder responded by saying that all of her concerns were taken into account the previous year. Ms. Gonsher explained the revisions. Ms. Batchelder expanded on that, saying that the CDBG entitlement money is not an entitlement for nonprofit organizations. They are allowed to only grant 15% of the entire entitlement. HUD has told them that if the money is granted to the same organization year after year, it does become an entitlement, and thus, it does not fulfill the scope of the plan to help other organizations get "off the ground." One of the main things that was changed is that the advantage is given to the newer/smaller organizations that do not have the resources that the more established organizations have. Ms. Shirley disagreed, saying she wanted to take 5 points from #4 and 5 from #6, and that 10 points should be added to #5. She thought fiscal controls and accountability were more important than the size of the organization.

Mr. Staab suggested that agencies either come into compliance in a timely fashion or become ineligible to reapply. He thought it was not fair for staff to spend an inordinate amount of time trying to get information from agencies, and he thought it may relate back to an incentive. Ms. Batchelder said the contract stipulates a deadline, but they do go back and forth as they are much stricter than other municipalities and have made allowances for the new guidelines in the past two years. Mr. Staab said he was suggesting rejecting the application if they do not comply.

Ms. Gonsher commented that they do not like to fund organizations year after year just because they are a good organization – they want to encourage the

smaller organizations. In light of that, Ms. Shirley then suggested taking 10 points from #4 and put it to #5.

Mr. Staab brought up the various levels of experience with the new applicants who did not have clear performance indicators and outcomes. He wondered if there is a way to ask for that information with the grant application. Ms. Gonsler thought performance indicators were already requested. Mr. Staab suggested having population served, cost per service, outcomes, number of people trained, and other hard data. New organizations could provide baseline data at least. Ms. Gonsler stated that the funding cycle for the new grant has a shorter time span. Ms. Batchelder clarified that by saying that the fiscal year begins in October and the first bill is due in November, and that is based on the fact that the money has already been awarded. Ms. Gonsler remarked there has not been much time to look at data from the previous year.

Ms. Batchelder stated that at the June 21 conference meeting, the City Commission wants to have a workshop with the Board to gain understanding of the funding process. She also mentioned that staff does a formal application process according to HUD requirements. She said she does not have a problem with staff providing quarterly status reports from the organizations, but it will only apply to the organizations that have been in the program in the last three years or have had money in the last year or two.

Mr. Staab brought up one grant applicant that had been in Broward County and was looking to relocate into Fort Lauderdale. They would not have new data, but should have historical data that other government agencies have been funding. He also mentioned that the Board altered their decisions on a vote because there was a rounding issue. He thought the Board should do what they said they were going to do throughout the funding year, and not change along the way. Mr. Staab clarified that it "appeared" that there was a departure from what they said they were going to do, not that it appeared that they manipulated the data.

Ms. Batchelder reported that one applicant had expressed displeasure that the monies had not been equally divided between community programs and social services. She reminded the Board that they have the presentations and it is up to the agencies to have all the information readily available to share at that time.

Ms. Richards commented that it was hard to figure out the cost of service per individual served, and Ms. Batchelder said she will mock up a sheet for the September meeting that might make that calculation easier. There was a short discussion on how and where to present the information.

Ms. Gonsler stated that in cases where an agency is going to use the (funded) money to pay for something they have been paying for all along, she wanted to know how they would use the money that was freed up by that.

Mr. Staab recommended informing the agencies upfront that they will not be funded for operational costs such as rent, utilities and so forth. There was a short discussion about whether they gave credit to organizations that included rent as a portion of their application, with Ms. Gonsler saying that they did and said it was dealt with under infrastructure needs, but the applicants did not explain their use of the re-allocated money very well. Mr. Staab said they funded one applicant at a partial level because they included rent in their application.

Ms. Richards left the meeting at 8:32 p.m.

Chair Karney asked Ms. Batchelder about the urgency of the meeting with the City Commission, and she said she thought it should be done in September/October, because January is when the planning meetings occur.

Ms. Gonsler remarked that there were two suggestions pending: Ms. Shirley's idea about changing the point allocation on #4, and the recommendation regarding the cost per person served. She said they should hold those items until after hearing from the City Commission and make all revisions at once.

Ms. Batchelder remarked that the City Manager was invited to this meeting but had a walk on Riverwalk with the Mayor. The City Manager was advised there is no meeting in August, and may attend the September meeting.

Communications to City Commission

Motion by Mr. Whipple, seconded by Ms. Hinton, that the City Commission meet with the Board regarding the Community Development Block Grant Program as soon as possible. In a voice vote, the motion passed unanimously.

Ms. Batchelder noted that when the City Commission has a workshop it is usually before the 1:00 p.m. Conference Meeting on a regular Conference day.

Other Business

None.

Good of the Order

Mr. Whipple said that he gave Patrice from the TMA a free exhibit table at the Florida Neighborhoods Conference. He said that one tour did Sailboat Bend, the artists' colony; and another tour was of the Northwest, including the African American Research Library.

Adjournment

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Motion by Dr. Carrier, seconded by Ms. Hinton, to adjourn the meeting at 8:40 p.m. In a voice vote, the motion passed unanimously.

[Minutes prepared by J. Rubin, Prototype, Inc.]

CREATIVITY REPORT 2020



A Plan for Cultural & Economic Development in Broward County | EXECUTIVE SUMMARY | BROWARD COUNTY Cultural Division

Economic Impact of Broward's Creative Industries

Employment: 64,187

Creative businesses: 5,297

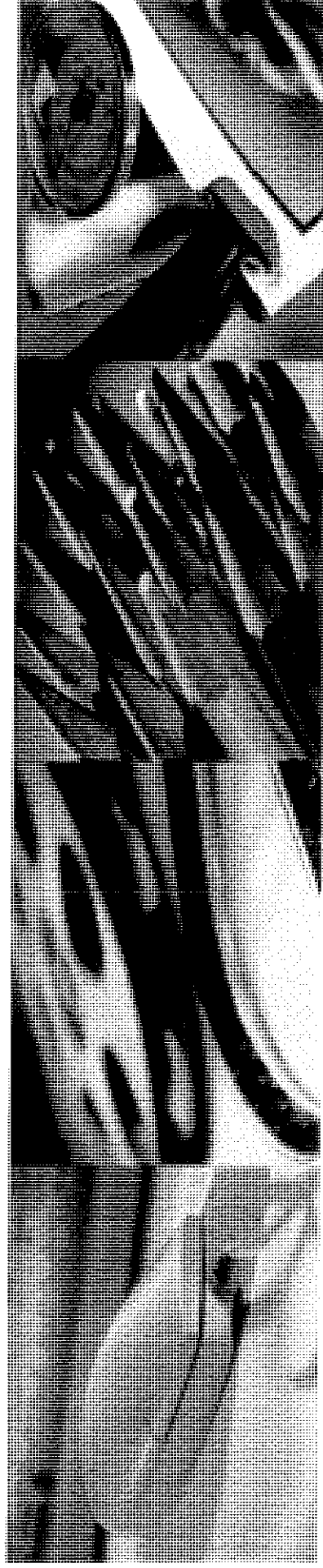
Total earnings: \$2.25 billion

Average earnings per worker: \$35,180, 9% above Florida's average of \$32,220 for all of Florida.

Projected employment growth: 8% by 2018

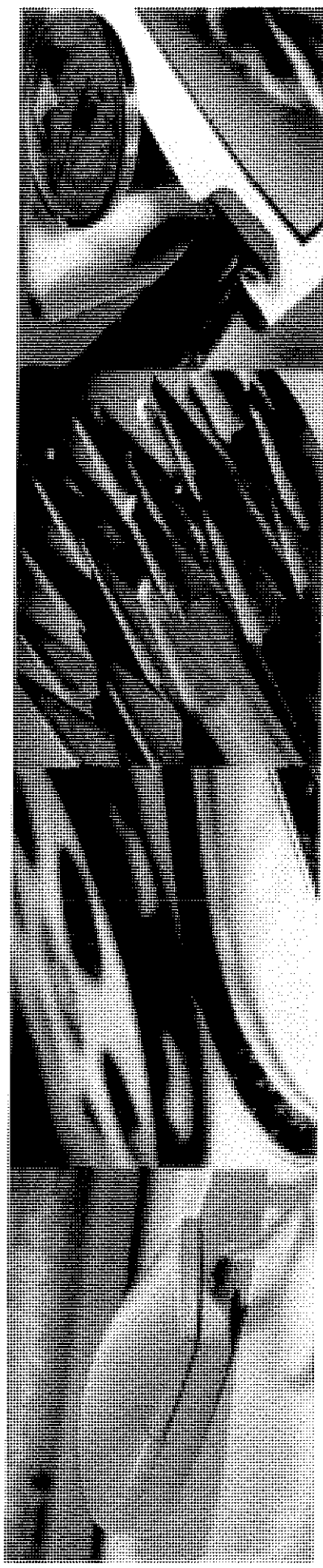
Broward's second leading employer of creative workers is the industry of "independent artists, writers, and performers." The largest is the full-service restaurant industry.

Source: U.S. Bureau of Labor Statistics and Economic Modeling Specialists, Inc. All figures are 2008.



Targeted Creative Industries in Broward with Growth Potential

- Sound recording studio
- Motion picture production
- Internet publishing & broadcasting
- Advertising agencies
- Book & periodical publishing
- Design services (especially industrial design & graphic design)
- Independent artists, writers, & performers
- Record production
- Teleproduction & postproduction
- Support industries for the creative economy



Economic Impact of County Cultural Funding

County grants to nonprofits direct spending generates a 22-to-1 return on investment: (\$67M to \$3M)

BCD Grants Budget: \$3 million (2010)

Economic Impact: \$154 million

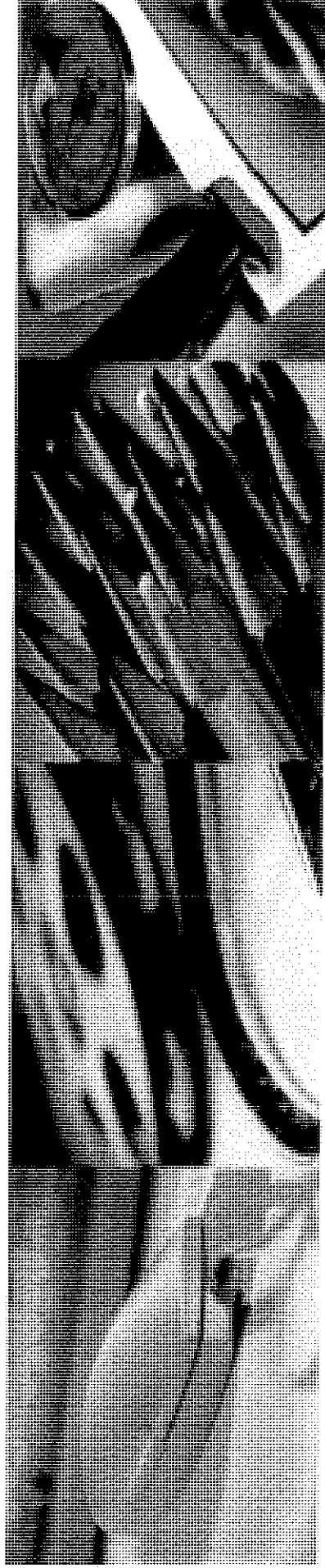
Direct Spending: \$67 million

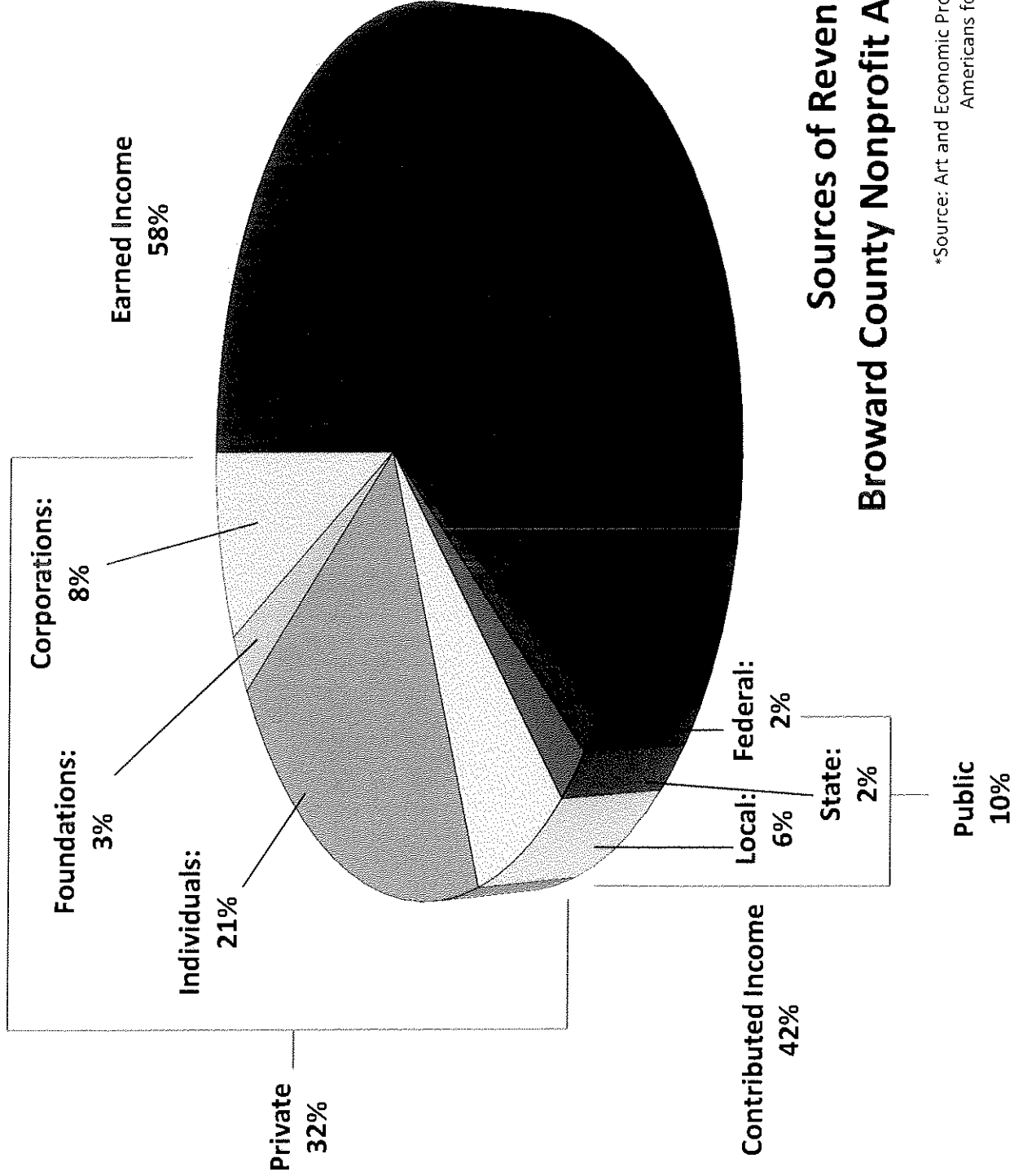
Indirect Spending: \$87 million

Nonprofit Grantees: 100+

Total jobs: 1852 FTEs

Source: Americans for the Arts, 2007, Arts & Economic Prosperity III





Sources of Revenue for Broward County Nonprofit Arts Organizations

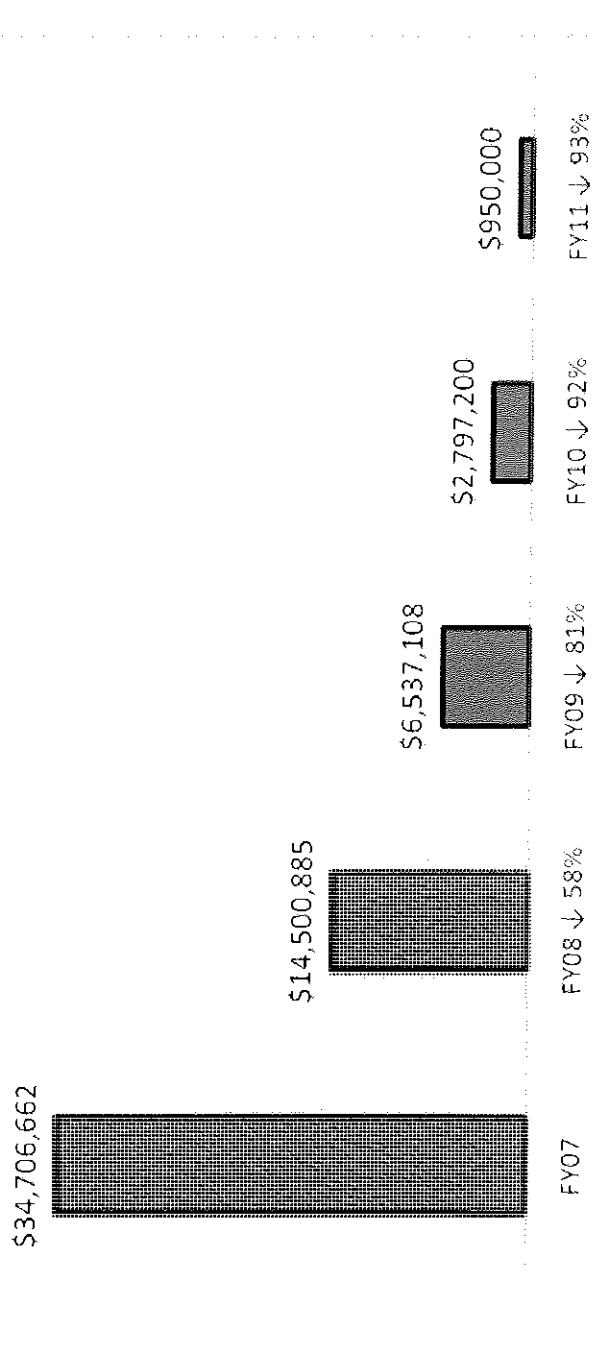
*Source: Art and Economic Prosperity for Broward County Americans for the Arts

Loss of State and County Annual Operating Revenue for the Arts

- Broward Arts and Cultural organizations have lost nearly \$5 million dollars in annual operating revenue.
- State annual operating grants FY11 \$87,655 compared to FY07 \$2.4 million.
- County annual operating grants FY11 \$2.6 million compared to FY08 \$5 million.

The combined loss of State (\$2.3 M) and County (\$2.4 M) annual revenues to Broward County cultural organizations is 4.7 M. This loss of public sector funding requires deeper program cuts or increased private sector contributions.

State Appropriations, Florida Division of Cultural Affairs

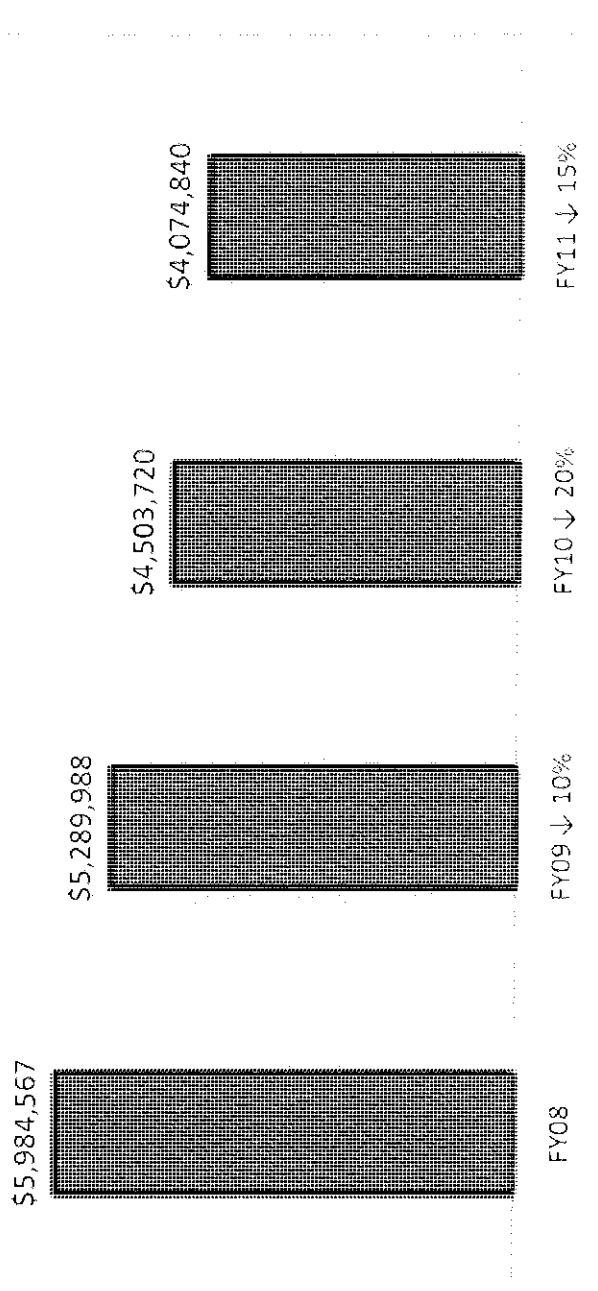


Grants to the Ten Largest Organizations	\$1,077,697	\$66,447	(\$1,011,250)
Grants to Other Organizations	\$1,309,339	\$21,208	(\$1,288,131)
Total County Cultural Grant Funding	\$2,387,036	\$87,655	(\$2,299,381)

Creative BROWARD 2020

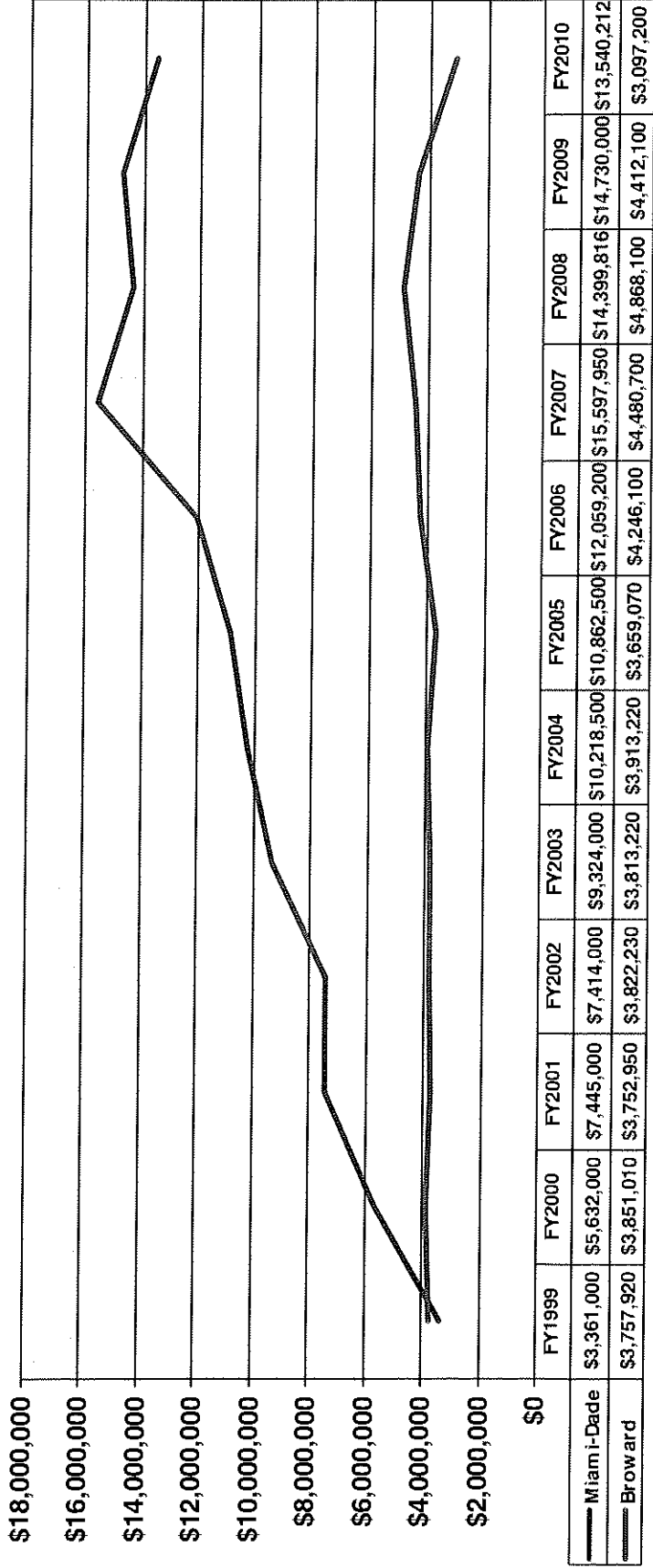
The combined loss of State (\$2.3 M) and County (\$2.4 M) annual revenues to Broward County cultural organizations is 4.7 M. This loss of public sector funding requires deeper program cuts or increased private sector contributions.

Broward County Appropriations, Cultural Division



Grants to the Ten Largest Organizations	\$2,713,800	\$1,565,800	(\$1,148,000)
Grants to Other Organizations	\$2,283,300	\$1,049,600	(\$1,233,700)
Total County Cultural Grant Funding	\$4,997,100	\$2,615,400	(\$2,381,700)

Comparison – Miami-Dade and Broward County Cultural Grant Funding – FY99 to FY10*



* Does not include capital or appropriations to Performing Arts Centers

Miami-Dade (pop. 2.3 million) Broward (pop. 1.8 million)

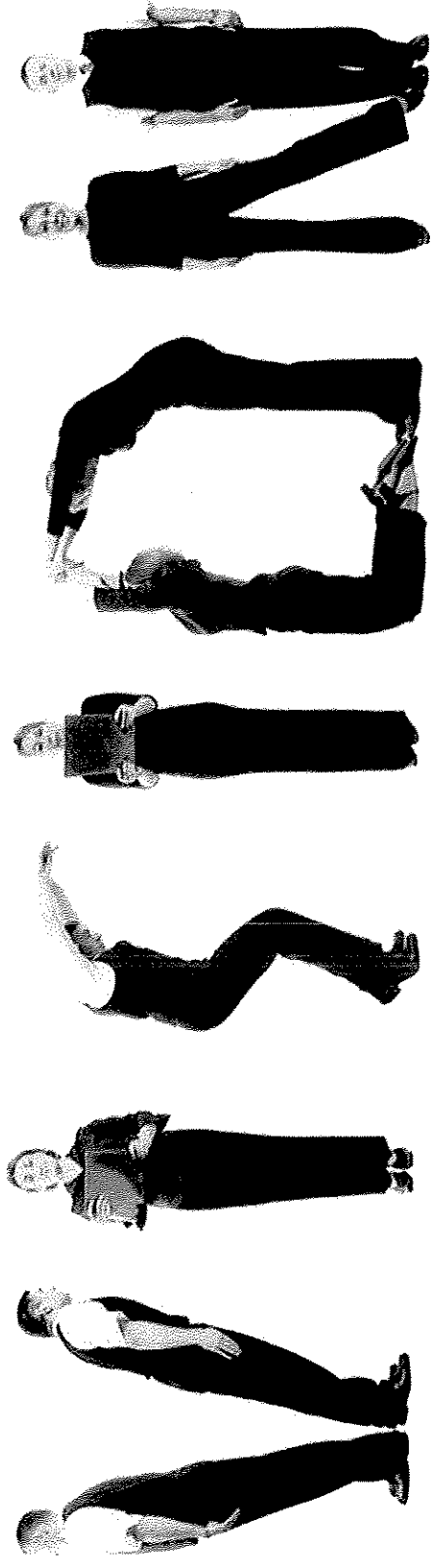
CREATIVITY REWARD 2020



A Plan for Cultural & Economic Development in Broward County | **EXECUTIVE SUMMARY** | BROWARD COUNTY Cultural Division

The Vision

*Integrating cultural and economic development
throughout Broward County.*



Broward Cultural Dashboard continued...

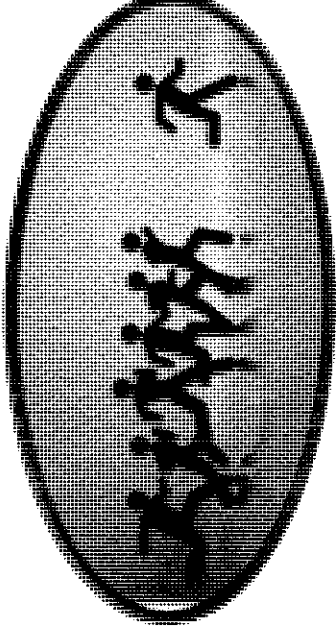
*Broward's culture is now
the creative economy*



Implementation

For County government and community partners

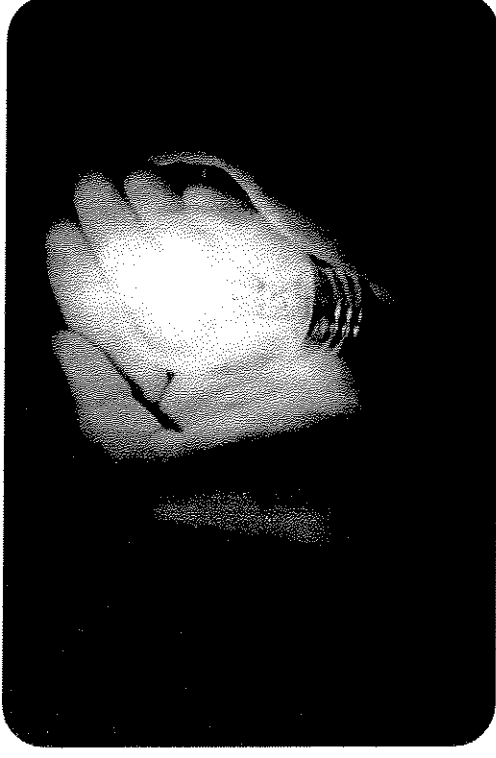
- No new County funding in first two years
- Realistic short-term recommendations
- Mid-term transitional recommendations
- Visionary long-term recommendations



The Plan

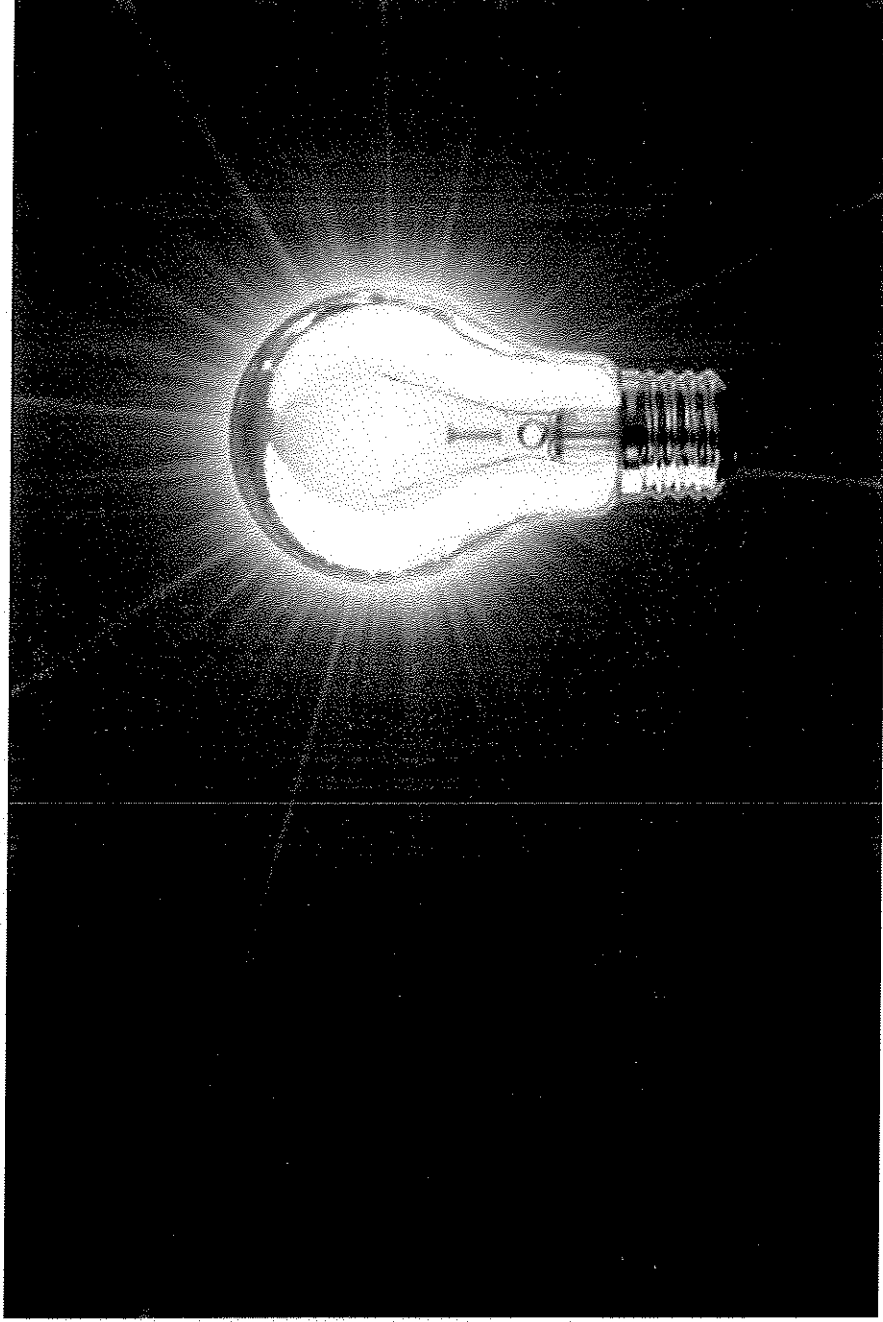
Framing Points

- *A new paradigm*
- *Purpose: enlivening cultural, economic and civic vitality of the community*
- *New value proposition: Arts and culture build community value*



CreativeBROWARD 2020

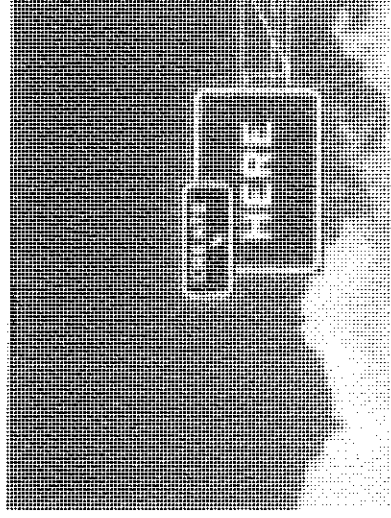
Three “Big Ideas”



Big Ideas – Realistic Short Term Recommendations

1. Economic development of Broward’s creative sector

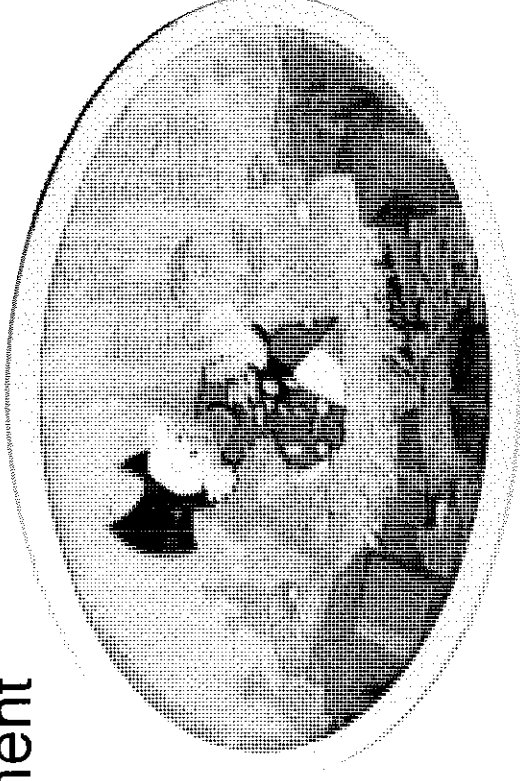
- Connecting the whole sector
- Providing tools and services
- Business Committee for the Arts



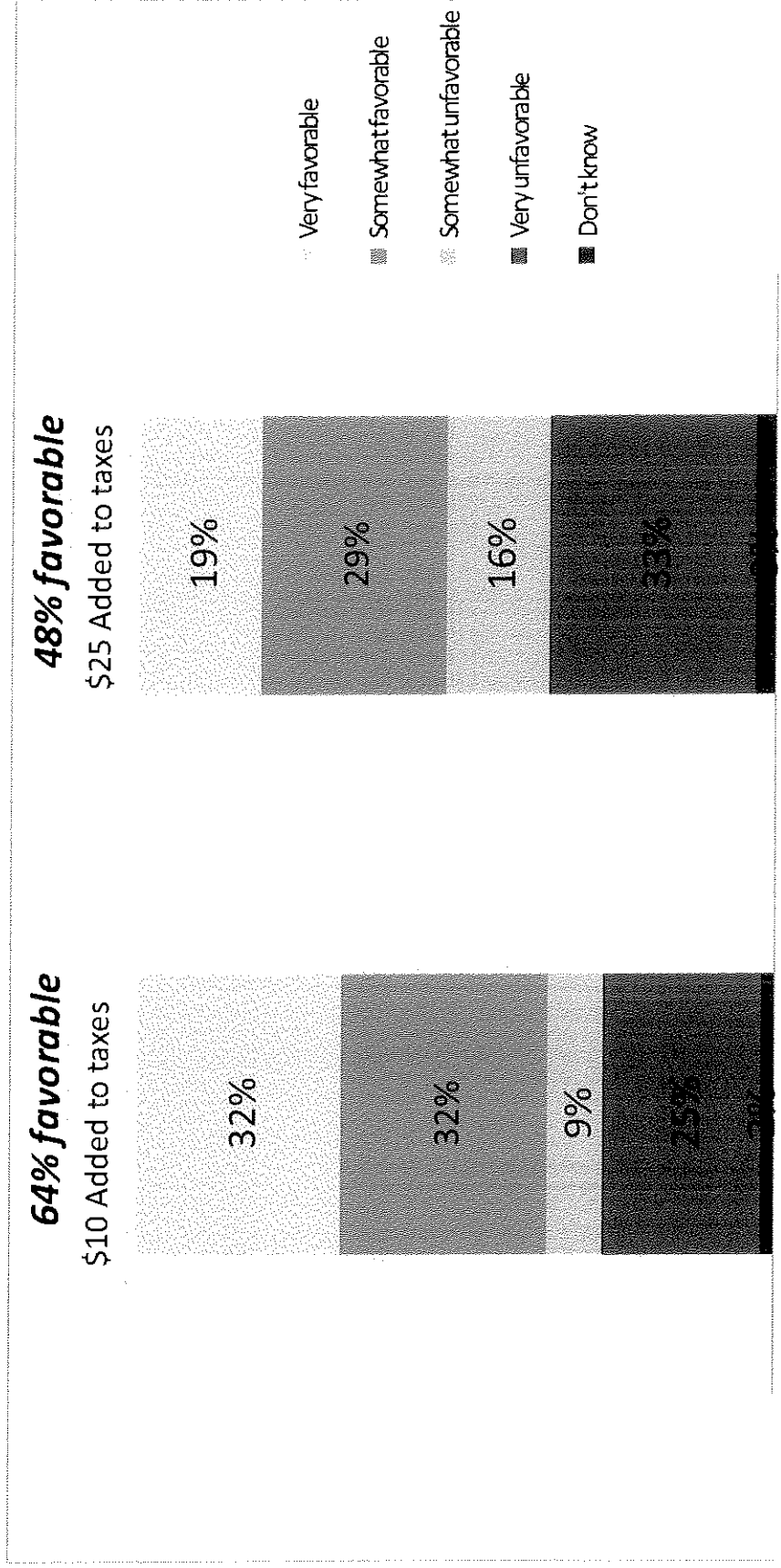
Big Ideas - *Mid-term Transitional Recommendations*

2. Enhance sustainability of the creative sector

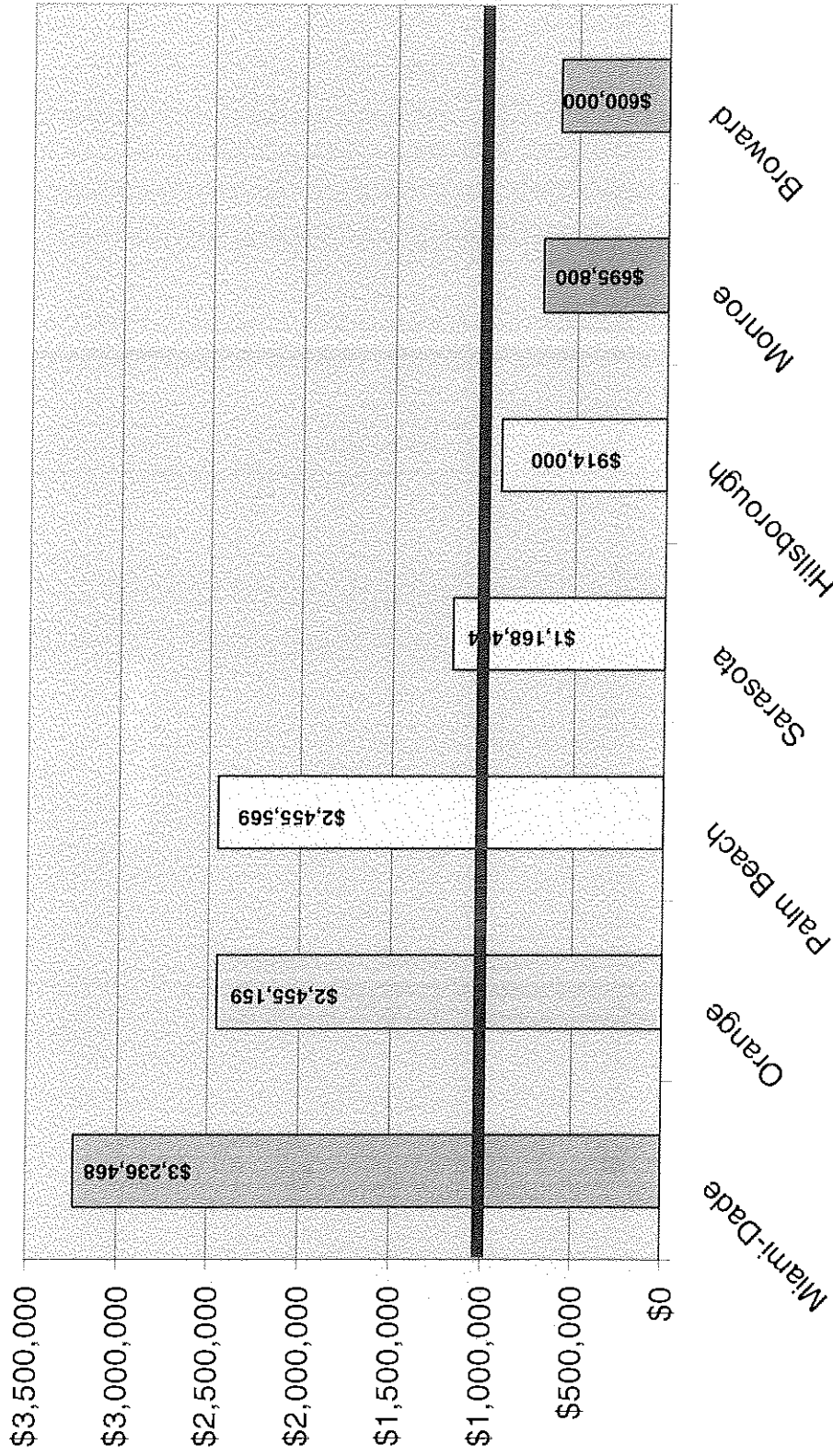
- New Quality of Life tax initiative
- Increase Tourist Development Tax for cultural tourism
- Relocate Broward Cultural Division outside County government



Favorability of Funding Arts and Culture Through Taxes



Tourist Tax Funding for the Arts: County Comparison FY10

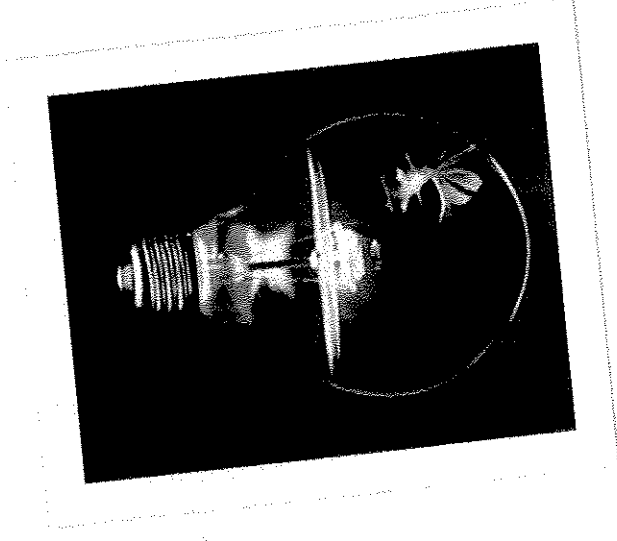


2010 Miami-Dade	\$3,236,468
Orange	\$2,455,159
Palm Beach	\$2,455,569
Sarasota	\$1,168,404
Hillsborough	\$914,000
Monroe	\$695,800
Broward	\$600,000

Big Ideas - *Visionary Long Term Recommendations*

3. International Festival of Creativity

- High-profile, curated events
- Self-curated “Fringe Festival”
- Broward’s signature event
- Broward’s cultural identity
- Opportunities for entire creative sector



Starting Points for Implementation

- Start Creative Business Association
- Develop advocacy network
- Start Business Committee for the Arts
- Reconsider proposed changes to Public Art & Design ordinance
- Plan International Festival of Creativity
- Explore restructuring of Broward Cultural Division

FIRST stops

The Creative Industries Broward County

Source Americans for the Arts

As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an underrepresentation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate.

For more information, maps, and to make sure you are included in our Creative Industries research, visit

www.AmericansForTheArts.org/sc/CreativeIndustries.

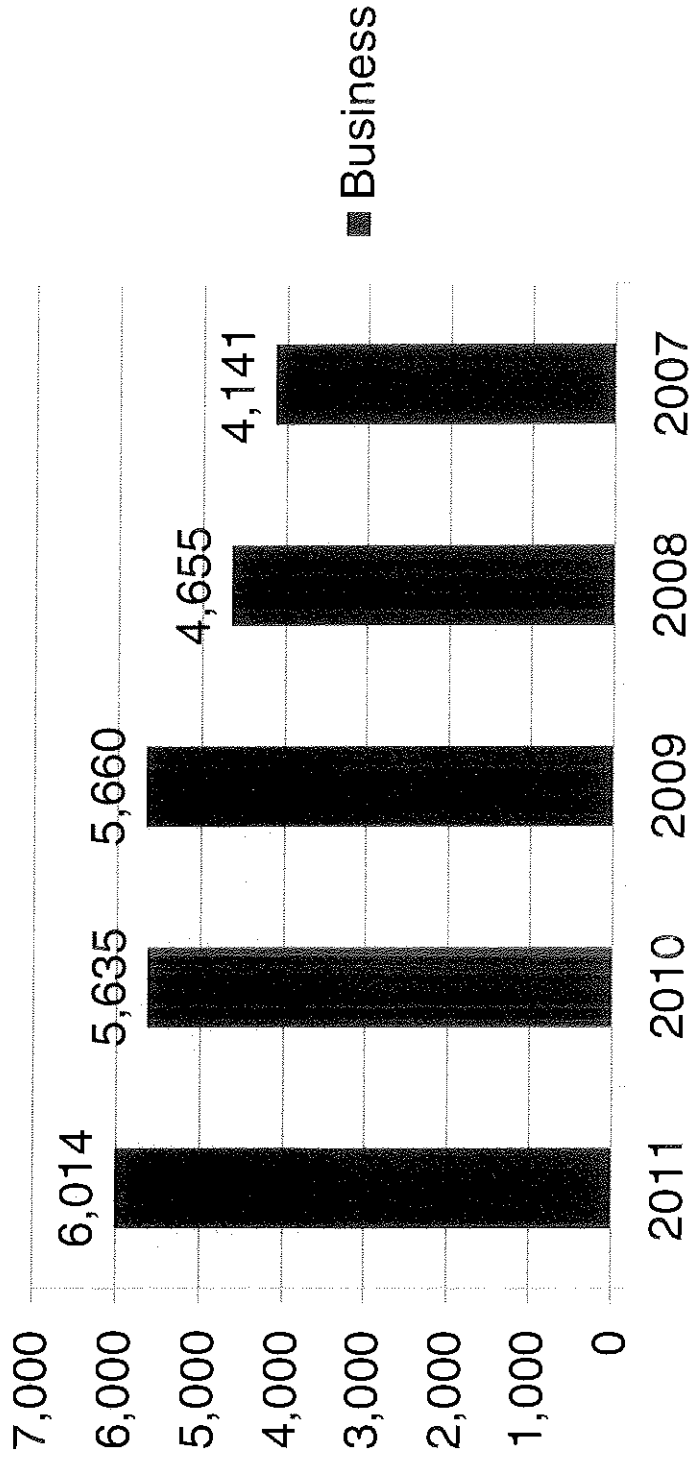
Creative Industries Broward County

	GROWTH	2011	2010	2009	2008	2007
Business	45%	6,014	5,635	5,660	4,655	4,141
Employees	24%	23,042	21,833	20,918	20,500	18,629

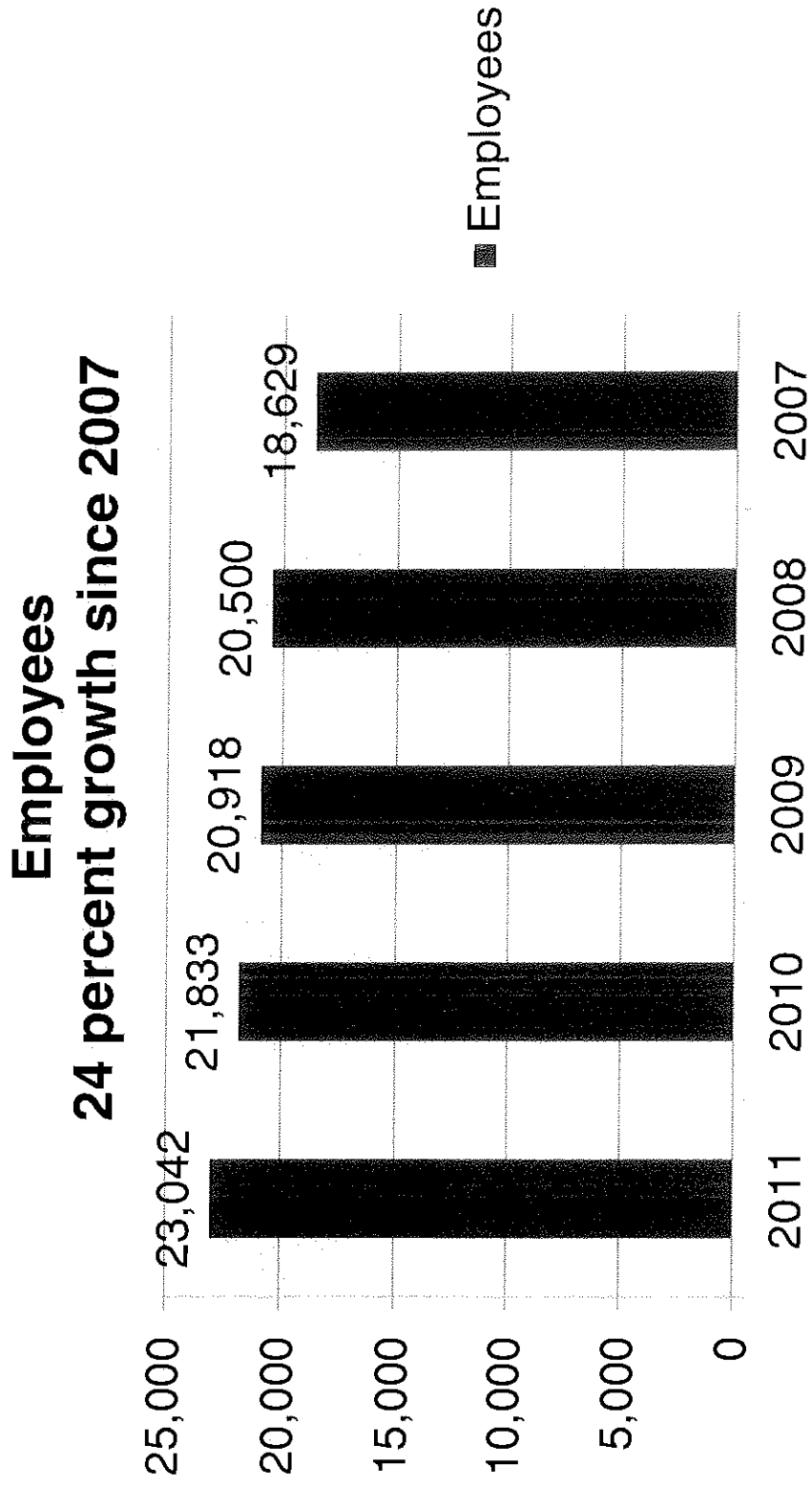
The creative industries account for 4.28 percent of the 140,525 total businesses located in Broward County and 2.78 percent of the 827,793 total people they employ.

Creative Industries Broward County

Arts-Related Businesses
45 percent growth since 2007



Creative Industries Broward County



Broward County Trends

CreativeBROWARD 2020

Arts-Related Businesses and Employment

Arts Related Businesses and Employment	2011		2010		2009	
	Businesses	Employees	Businesses	Employees	Businesses	Employees
Museums & Collections	52	457	51	455	52	411
Performing Arts	1,112	3,831	1054	3,853	1,099	3,784
Visual Arts & Photography	1,517	5,278	1429	5,161	1,463	4,737
Film, Radio & TV	850	4,887	916	4,460	877	4,516
Design & Publishing	2,343	7,820	2049	7,173	2,029	6,742
Arts Schools & Services	140	769	136	731	140	728
GRAND TOTAL	6,014	23,042	5,635	21,833	5,660	20,918

CREATIVITY REORDER 2020



A Plan for Cultural & Economic Development in Broward County | **EXECUTIVE SUMMARY** | BROWARD COUNTY Cultural Division