

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, JANUARY 9, 2018 - 5:30 PM

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

- A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
 - B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
-

1. CALL TO ORDER/ROLL CALL

2. CITIZEN COMMENTS

Addressing the Commission: Comments by Dania Beach citizens, or other interested parties that are not part of the regular agenda, may be made during each Commission meeting during the period set aside for "citizen comments." A thirty (30) minute "citizen comments" period shall be designated on the agenda for citizens and interested persons to speak on matters not scheduled on that day's agenda. Each speaker shall be limited to 3 minutes for his or her comments. Persons desiring to speak during the citizen comment period shall inform the City Clerk prior to the beginning of the meeting of their intention to speak. If more than 10 speakers express a desire to speak, the Commission shall determine, on a meeting by meeting basis, whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

3. PRESENTATIONS

4. CONSENT AGENDA

- 1. Minutes:
Approve Minutes of the December 11, 2017 CRA Board Meeting
- 2. Travel Requests: None
- 3. RESOLUTION NO. 2018-CRA-001

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AMENDING RESOLUTION NO. 2017-CRA-008 WHICH AUTHORIZED THE ACCEPTANCE OF A GRANT AWARD IN THE AMOUNT OF TWO HUNDRED FORTY EIGHT THOUSAND EIGHT HUNDRED SEVENTY ONE

DOLLARS AND NINETY CENTS (\$248,871.90) FROM THE UNITED STATES DEPARTMENT OF AGRICULTURE, AGRICULTURAL MARKETING SERVICES (USDA-AMS) FOR THE DANIA BEACH PATCH FARMERS MARKET PROMOTION PROGRAM; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

4. RESOLUTION NO. 2018-CRA-002

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH FLORIDA, AMENDING THE MONTH TO MONTH AGREEMENT WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC, TO PROVIDE EXISTING MARKETING AND CONSULTING SERVICES THROUGH JANUARY 2018 AND MARKETING AND CONSULTING SERVICES RELATED TO THE 2018 ARTS AND SEAFOOD CELEBRATION THROUGH JUNE 2018; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5. RESOLUTION NO. 2018-CRA-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”), OF THE CITY OF DANIA BEACH FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE THE SECOND OF THREE OPTIONAL RENEWALS OF AN EXISTING AGREEMENT FOR A ONE (1) YEAR PERIOD WITH STANDING OVATIONS LLC, A FLORIDA LIMITED LIABILITY COMPANY RELATING TO CONSULTING AND PRODUCTION SERVICES IN CONNECTION WITH THE 2018 ARTS AND SEAFOOD CELEBRATION IN AN AMOUNT NOT TO EXCEED FORTY FIVE THOUSAND DOLLARS (\$45,000.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5. PROPOSALS AND BIDS

6. DISCUSSION AND POSSIBLE ACTION

1. Presentation on City-Owned Vacant Property

7. BOARD MEMBER COMMENTS

8. ADMINISTRATIVE REPORTS

9. INFORMATIONAL ITEMS

1. Summer Youth Employment Program (SYEP) – Career Source Broward
2. Arts & Economic Prosperity 5 Study (Broward County) – Americans for the Arts

10. ADJOURNMENT

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
MONDAY, DECEMBER 11, 2017 – 5:30 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 5:30 p.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte
	Bobbie H. Grace
	Marco A. Salvino, Sr.
Executive Director:	Rickelle Williams
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

Director Williams reported the CRA held the 2nd Annual Business Lunch meeting last Friday, with about 40 people in attendance.

She reported on the PATCH and upcoming holiday event, and requested a copy of the flier she distributed to the Board be included as part of the record.

Director Williams provided an update on the USDA grant, and spoke of planning grand re-openings for businesses that were awarded a business façade grant.

She reported that the Creative Arts Council is working on a monthly downtown art and antique walk; more information will be brought forward at the January meeting. Updates on the streetscape projects through the TAP Grant will also be presented in January.

Director Williams noted she wants to schedule a workshop to strategize for 2018 and to determine the vision for the future of the CRA.

4. Presentations

4.1 CRA Commendation Award to Mitchell Grant, Landscape/Grounds Technician III

Director Williams had an award to present to Mitchell Grant for providing assistance at the PATCH and with the 2017 Arts & Seafood Celebration; unfortunately he was unable to attend tonight's meeting.

5. Consent Agenda

Items Removed from Consent Agenda: #5.3

5.1 Minutes:
Approve Minutes of the November 14, 2017 CRA Board Meeting

5.2 Travel Requests: None

Board Member Grace motioned to approve the Consent Agenda, with the exception of Item #5.3; seconded by Board Member Salvino. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chairman Harris	Yes
Board Member Grace	Yes	Chairman James	Yes
Board Member Salvino	Yes		

5.3 RESOLUTION #2017-CRA-010

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH FLORIDA, AMENDING THE FISCAL YEAR 2017-2018 CRA BUDGET BY CREATING AN ADDITIONAL POSITION WITHIN THE CRA AND AUTHORIZING THE EXECUTIVE DIRECTOR TO ADVERTISE AND FILL THE POSITION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2017-CRA-010.

Board Member Brandimarte questioned adding another position to the CRA budget.

Director Williams explained no budget adjustment is necessary. This relates to Item #7.3 on the agenda.

Board Member Grace does not think we need another position in the CRA. If staff cannot perform their jobs, we need to replace them with someone who can.

Board Member Brandimarte noted it is too soon to add a new position to the CRA.

Board Member Salvino said as the leader of the CRA department, we should let Director Williams ask for this. It is pretty harsh to stop her from what she wants to do.

Chairman James commented she does not think this is the only change Director Williams will make, and we have a lot of expectations from her. We have to let her do things without micro-managing; as long as it is not increasing the budget, she is willing to explore what she has.

Board Member Grace said we did not hire her to make decisions to fail. We should see what the duties of the other staff are before adding another position.

Director Williams noted the position is part-time and it could be re-evaluated at budget time. She would prefer to use the current position to its max by bringing in someone who could be doing some of the other day to day duties.

Vice-Chairman Harris noted he has spent a lot of time speaking to Ms. Williams, and he agrees we should explore an extra person now.

There was a consensus to wait until Item #7.3 is discussed.

Director Williams noted that Item #7.3 also relates to Item #7.2.

7.3 RMA Marketing Consulting Services Month-to-Month Agreement (Revisited)

Director Williams noted there are areas where RMA's services are not needed, and some services could be done in-house. RMA would be an asset to the City for Item #7.2, with specific duties. If additional marketing services are needed, she would like to see those services go out to bid.

She clarified the Arts & Seafood Festival would be under the CRA with the assistance of RMA. The month-to-month with RMA should only be through the term of the Arts and Seafood Festival, if it is brought back.

Director Williams explained the financial aspects of the proposed changes. We would be in a better financial position if we hire a part-time person and use RMA for Arts and Seafood only.

Discussion ensued regarding the Arts and Seafood Festival, RMA and the part-time position.

Director Williams asked for consensus on the other two related items so she can make a more definitive recommendation. She recommended no more services with RMA after January 31 if we do not have the Arts & Seafood Celebration.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 Dania Beach CRA Board Meeting Dates/Times for 2018

The Board agreed to keep the meetings on the 2nd Tuesday of every month, and to change the time to 5:30 p.m.

Vice-Chairman Harris motioned to approve the meeting dates for 2018, with a starting time of 5:30 p.m.; seconded by Board Member Brandimarte. The motion carried unanimously.

7.2 Dania Beach Arts and Seafood Celebration Revisited

Director Williams noted she was disappointed that the Board cancelled the festival, and suggested the Board reconsider approving the Arts and Seafood Celebration for May 19-20, 2018. She provided three strategies to make the event more profitable to the City: utilize a dedicated sponsorship professional, address the quality and pricing of food concessions, and reduce production costs.

Board Member Salvino noted he is in favor of the event, if she can cut the budget in half and get it done in time.

Board Member Grace said she is not happy with the third component; the person in charge of the event took advantage of the City during the last year. If we cut out the main man and get the sponsorships and staff needed for the event, she will support it.

Director Williams noted they have looked at ways to reduce costs and they anticipate \$25,000.00 for Standing Ovations for 2018. Golden Gate, the concession company, will not be coming back, and food trucks will be brought in. She explained centralized ticketing for meals and the City would get 10% of the sales. Local acts to provide entertainment would be welcome to apply.

Board Member Salvino motioned to hold the Arts and Seafood Festival on May 19-20, 2018; seconded by Board Member Grace. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chairman Harris	Yes
Board Member Grace	Yes	Chairman James	Yes
Board Member Salvino	Yes		

Item #7.3

Director Williams recommended keeping RMA for only the Arts and Seafood Festival. She will present a revised contract, with only the 2018 Arts & Seafood duties, at the January meeting.

Board Member Grace motioned to keep the agreement with RMA for the Arts and Seafood Celebration only, effective January 31, 2018; seconded by Board Member Brandimarte. The motion carried unanimously.

Item #5.3

Board Member Grace motioned to approve Resolution #2017-CRA-010; seconded by Vice-Chairman Harris. The motion carried unanimously.

8. Board Member Comments

The Board commended Ms. Williams on her first meeting, and welcomed her to our community.

José Armand, Member of the CACAB, questioned if the ticket process to purchase food at the Arts and Seafood Festival would inhibit food sales.

Board Member Salvino said that can easily be resolved by having people walking through the crowd selling tickets.

9. Adjournment

Chairman James adjourned the meeting at 6:29 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

APPROVE A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AMENDING RESOLUTION NO. 2017-CRA-008 WHICH AUTHORIZED THE ACCEPTANCE OF A GRANT AWARD IN THE AMOUNT OF TWO HUNDRED FORTY EIGHT THOUSAND EIGHT HUNDRED SEVENTY ONE DOLLARS AND NINETY CENTS (\$248,871.90) FROM THE UNITED STATES DEPARTMENT OF AGRICULTURE, AGRICULTURAL MARKETING SERVICES (USDA-AMS) FOR THE DANIA BEACH PATCH FARMERS MARKET PROMOTION PROGRAM; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Purchasing Requests ONLY

Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from CRA Executive Director USDA Grant Award Resolution 2017-CRA-008 Amendment , Amendment to USDA Grant Award Resolution 2017-CRA-008

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: January 9, 2018
Re: **Amendment to USDA Grant Award Resolution 2017-CRA-008**

Background

On November 14, 2017, the CRA Board adopted Resolution 2017-CRA-008 to accept a grant award in the amount of \$248,871.90 from the United States Department of Agriculture (USDA) Agricultural Marketing Services (AMS) for the Farmers Market Promotion Program (FMPP) at the PATCH.

The grant award stipulates that funds first be expended by the PATCH and then submitted to USDA for reimbursement. As such, Resolution 2017-CRA-008 included language to reallocate One Hundred Thousand Dollars (\$100,000.00) from the Arts and Seafood Celebration to the CRA Community Gardens PATCH for the purpose of providing upfront costs related to the grant.

Subsequent to the adoption of Resolution 2017-CRA-008, the CRA Board expressed a desire to resume plans for the 2018 Arts and Seafood Celebration thus requiring Sixty Thousand Dollars (\$60,000.00) of the previously reallocated funds to be budgeted for the 2018 Arts and Seafood Celebration once again.

Recommendation

The CRA recommends amending Resolution 2017-CRA-008 as follows by deleting portions that are stricken through and inserting portions that are underlined.

WHEREAS, since the grant award program is on a reimbursable basis and the DBCRA is in need of advanced funding, the ~~Acting~~ CRA Executive Director recommends re-allocating ~~One Hundred Forty~~ Thousand Dollars ~~(\$100,000.00)~~ (\$40,000.00) previously budgeted for the Arts and Seafood Festival to the CRA Community Gardens PATCH to be utilized solely for the purpose of funding upfront costs related to the grant;

Section 4. That the Community Redevelopment Agency Board authorizes the transfer of ~~One Hundred Forty~~ Thousand Dollars ~~(\$100,000.00)~~ (\$40,000.00) from the CRA Fund Promotional Activities Arts & Seafood Festival Account 106-52-01-552-48-14 to the necessary accounts in the Community Garden PATCH USDA Grant Division 112-52-10-552-12-10 through 64-30.

Attachments

Resolution 2017-CRA-008

RESOLUTION NO. 2018-CRA-001

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AMENDING RESOLUTION NO. 2017-CRA-008 WHICH AUTHORIZED THE ACCEPTANCE OF A GRANT AWARD IN THE AMOUNT OF TWO HUNDRED FORTY EIGHT THOUSAND EIGHT HUNDRED SEVENTY ONE DOLLARS AND NINETY CENTS (\$248,871.90) FROM THE UNITED STATES DEPARTMENT OF AGRICULTURE, AGRICULTURAL MARKETING SERVICES (USDA-AMS) FOR THE DANIA BEACH PATCH FARMERS MARKET PROMOTION PROGRAM; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Resolution 2017-CRA-008 was passed on November 14, 2017; and

WHEREAS, the 2018 Arts and Seafood Celebration will be held in May 2018 and therefore, the CRA is seeking to amend Resolution No. 2017-CRA-008 to read as follows:

WHEREAS, since the grant award program is on a reimbursable basis and the DBCRA is in need of advanced funding, the Acting CRA Executive Director recommends re-allocating ~~One Hundred Forty Thousand Dollars (\$100,000.00)~~ (\$40,000.00) previously budgeted for the Arts and Seafood Festival to the CRA Community Gardens PATCH to be utilized solely for the purpose of funding upfront costs related to the grant;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the above "Whereas" clauses are ratified and confirmed, and they are made a part of and incorporated into this Resolution by this reference.

Section 2. That the CRA Executive Director and City Attorney are authorized to make minor revisions to all related documents as are deemed necessary and proper for the best interests of the CRA.

Section 3. That the Community Redevelopment Agency Board authorizes the transfer of Forty Thousand Dollars (\$40,000.00) from the CRA Fund Promotional Activities Arts & Seafood Festival Account 106-52-01-552-48-14 to the necessary accounts in the Community Garden PATCH USDA Grant Division 112-52-10-552-12-10 through 64-30.

Section 4. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

PASSED AND ADOPTED on January 9, 2018.

ATTEST:

LOUISE STILSON, CMC
BOARD SECRETARY

TAMARA JAMES
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

APPROVE RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH FLORIDA, AMENDING THE MONTH TO MONTH AGREEMENT WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC, TO PROVIDE EXISTING MARKETING AND CONSULTING SERVICES THROUGH JANUARY 2018 AND MARKETING AND CONSULTING SERVICES RELATED TO THE 2018 ARTS AND SEAFOOD CELEBRATION THROUGH JUNE 2018

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from CRA Executive Director on Amendment to RMA Month to Month Agreement, Resolution on Amendment to RMA Month to Month Agreement, Revised Scope of Services - RMA Amendment to Month to Month Agreement

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: January 9, 2018
Re: **Redevelopment Management Associations (RMA) Month-to-Month Agreement Amendment**

Background

On November 14, 2017, the CRA Board approved a month-to-month agreement with Redevelopment Management Associates (RMA) for marketing and consulting services. On December 11, 2017, the CRA Board approved continuation of the existing month-to-month agreement through January 31, 2018 with the provision that the month-to-month agreement will be amended after January 31, 2018 to exclude any scope of services beyond marketing and consulting services related to the 2018 Arts and Seafood Celebration to be held May 19-20, 2018.

The current rate is \$5,416.67 per month. If amended, the proposed rate for February 2018 through June 2018 is \$3,600.00 per month.

Recommendation

The CRA Executive Director recommends approval of the proposed amendment to the month-to-month agreement with RMA for marketing and consulting services related to the 2018 Arts and Seafood Celebration beginning February 1, 2018 through June 30, 2018.

Attachments

RMA Amended Proposal for Part-Time Marketing Consulting Services (Month-to-Month)

RESOLUTION NO. 2018-CRA-002

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH FLORIDA, AMENDING THE MONTH TO MONTH AGREEMENT WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC, TO PROVIDE EXISTING MARKETING AND CONSULTING SERVICES THROUGH JANUARY 2018 AND MARKETING AND CONSULTING SERVICES RELATED TO THE 2018 ARTS AND SEAFOOD CELEBRATION THROUGH JUNE 2018; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Redevelopment Management Associates, LLC provides specialized professional services related to community redevelopment agencies including but not limited to economic development and marketing; and

WHEREAS, the Community Redevelopment Agency of the City of Dania Beach entered into a retroactive agreement with Redevelopment Management Associations, LLC ("RMA") on November 14, 2017, to provide marketing and consulting services on a month-to-month basis; and

WHEREAS, on December 11, 2017, the CRA expressed a desire to continue the existing month-to-month agreement with RMA through January 31, 2018, with the provision that the Scope of Services of the month-to-month agreement be amended after January 31, 2018 to exclude any services beyond marketing and to only include consulting services related to the 2018 Arts and Seafood Celebration; and

WHEREAS, RMA proposes to provide these services at the rates set forth in the Scope of Services and Agreement attached as Exhibit "A";

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the foregoing "Whereas" clauses are ratified and confirmed to be true and correct and they are made a part of and are incorporated into this resolution by reference.

Section 2. That the CRA authorizes an amendment to the month-to-month agreement to be executed with RMA by the proper CRA officials (a copy of which Agreement is attached as Exhibit "A", and made part of and incorporated into this Resolution by this reference) for such

services; provided, however that no agreement will be effective unless and until it has been executed by all parties.

Section 3. That the CRA Board Chair and CRA Attorney are authorized to make minor revisions to the Agreement relating to services as are deemed necessary and proper for the best interest of the CRA.

Section 4. That the funding for consulting services is planned and appropriated in the FY 2017-2018 Community Redevelopment Agency Fund Professional Services Account.

Section 5. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 6. That this Resolution shall be in full force and take effect immediately upon passage and adoption.

PASSED AND ADOPTED on January 9, 2018.

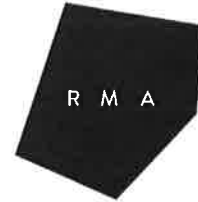
ATTEST:

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY



REINVENTING YOUR CITY

December 21, 2017

ADDENDUM to Part-Time Marketing Consulting Services (Month-to-Month) Dated October 11, 2017

City of Dania Beach ("Client")
Rickelle Williams, Dania Beach Community Redevelopment Agency Executive Director
Chair, Vice Chair and Board Members
100 West Dania Beach Blvd.
Dania Beach, Florida 33004
Ph: 954.924.6801
Email: rwilliams@daniabeachfl.gov

AND

RMA, LLC ("Consultant")
C/O Kim Briesemeister, Principal
2302 East Atlantic Blvd.
Pompano Beach, FL 33062
Contact: 954.695.0754
Email: kim@rma.us.com

RE: Scope of services transition and fee reduction to the following beginning February 1, 2018:

1. Scope of Services*

1.0 Planning Committee Meetings and Campaign Development

- 1.1 RMA will attend all event committee meetings (estimated 10).
- 1.2 RMA will develop the 6th annual campaign message and event activity promotions for the event based on committee decisions.

2.0 Develop and Implement a Strategic Event Advertising and Promotions Plan

- 2.1 RMA will plan collateral development and distribution strategy, print publication advertising, and digital media and/or TV/Radio advertising within the allocated event marketing budget.

2.2 RMA will negotiate all media buys and will seek in-kind/sponsorship added value proposals from targeted media outlets.

3.0 Graphic Design Management & Creative Campaign Development

3.1 RMA will manage and direct graphic design services to update the event logo, all event flyers, signage, event booklet, rack cards, posters and other event collateral.

3.2 RMA will coordinate design direction and approvals with CRA staff.

4.0 Public Relations

4.1 RMA will author and release approximately 8 press releases and distribute (locally, statewide** or nationally as appropriate).

*Fees for state and national releases will be planned within task 2 and as part of the event marketing budget.

5.0 Event Staffing Support

5.1 RMA will participate with the planning of and provide staffing support (one staff member) for the kick-off/art poster unveiling event.

5.2 RMA will provide staffing support (one staff member) for the event (including set-up, event both days and break-down).

6.0 Post Event Support

6.1 RMA will provide a detailed report of all advertising and publicity associated with the event (report will be completed no later than June 30).

6.2 RMA will provide post-event communications and marketing (i.e Thank you advertisements and cards, vendor communications, etc.)

6.3 RMA will apply for Florida Redevelopment Association (as seen fit; entries typically due around June 2018) and Florida Festival of Events Association awards (entries typically due in June 2018) for DBASC 2018 on behalf of the City of Dania Beach.

2. Compensation:

*Task 1 - Task 6 Billed monthly at **\$3,600.00***

RE: Scope of services transition and fee reduction to the following beginning February 1, 2018

Agreed and accepted by and between:



Kim Briesemeister
Principal
**Redevelopment Management
Associates, LLC**
2302 East Atlantic Blvd.
Pompano Beach, FL 33062
Ph: 954.695.0754
Email: kim@rma.us.com

Rickelle Williams
DBCRA Executive Director
City of Dania Beach
100 West Dania Beach Blvd.
Dania Beach, FL 33004
Ph: 954.924.6801
Email: rwilliams@daniabeachfl.gov

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

APPROVE RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”), OF THE CITY OF DANIA BEACH FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE THE SECOND OF THREE OPTIONAL RENEWALS OF AN EXISTING AGREEMENT FOR A ONE (1) YEAR PERIOD WITH STANDING OVATIONS LLC, A FLORIDA LIMITED LIABILITY COMPANY RELATING TO CONSULTING AND PRODUCTION SERVICES IN CONNECTION WITH THE 2018 ARTS AND SEAFOOD CELEBRATION IN AN AMOUNT NOT TO EXCEED FORTY FIVE THOUSAND DOLLARS (\$45,000.00)

Purchasing Requests ONLY

Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

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Exhibits Attached

Memo from CRA Executive Director for 2018 Arts and Seafood Celebration Production Service Agreement, Resolution on 2018 Arts and Seafood Celebration Production Services Agreement, Second Renewal Agreement with Standing Ovations for 2018 Arts and Seafood Celebration Production Services

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: January 9, 2018
Re: **2018 Arts and Seafood Celebration - Production Services Contract**

Background

The CRA is requesting funding for Production Services for the 2018 Arts and Seafood Celebration to begin planning the sixth anniversary event.

On May 28, 2015, the Dania Beach Community Redevelopment Agency (CRA) issued a Request for Qualifications (RFQ) for Production Services for the 2016 Dania Beach Arts and Seafood Celebration (DBASC). CRA officials executed an Agreement with the selected company, Standing Ovations LLC on September 10, 2015. The initial Agreement provided for three (3) optional one (1) year renewal periods for the requested services, subject to the approval of the CRA Board. On August 23 2016, the CRA Board granted the first of a maximum of three (3) one (1) year renewals to Standing Ovations LLC to produce the event in 2017. Standing Ovations LLC has proven to be a competent partner in producing the event in 2016 and 2017. The company has submitted a proposal expressing interest in continuing to work with the CRA to produce the event in 2018.

Recommendation

The CRA recommends renewing the Agreement with Standing Ovations LLC for the second one (1) year renewal period for work related to the planning of the 2018 Arts and Seafood Celebration in an amount not to exceed \$45,000 for the following services:

- Event Management \$25,000.00 - *Reduced from \$38,000 in 2017 Agreement
- Reimbursable Expenses \$20,000.00 - Only for expenses which must be agreed upon and approved
In advance by the CRA Executive Director

Attachments

Initial Executed Agreement - September 10, 2015

Proposed Agreement (Second Renewal) - January 9, 2017

Standing Ovations LLC – Proposal: Dania Beach Arts and Seafood Celebration 2018

RESOLUTION NO. 2018-CRA-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE THE SECOND OF THREE OPTIONAL RENEWALS OF AN EXISTING AGREEMENT FOR A ONE (1) YEAR PERIOD WITH STANDING OVATIONS LLC, A FLORIDA LIMITED LIABILITY COMPANY RELATING TO CONSULTING AND PRODUCTION SERVICES IN CONNECTION WITH THE 2018 ARTS AND SEAFOOD CELEBRATION IN AN AMOUNT NOT TO EXCEED FORTY FIVE THOUSAND DOLLARS (\$45,000.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, CRA officials executed an Agreement with Standing Oventions LLC on September 10, 2015 pertaining to an Arts and Seafood Celebration production; and

WHEREAS, the initial Agreement provided for three (3) optional one (1) year renewal periods for the requested services, subject to the approval of the CRA and Standing Oventions LLC; and

WHEREAS, on August 23, 2016, the CRA Board granted the first renewal of three (3) one (1) year renewal periods to Standing Oventions LLC to produce the event in 2017; and

WHEREAS, on December 11, 2017 the CRA Board expressed a desire to plan and execute the 2018 Arts and Seafood Celebration Production Agreement with the company; and

WHEREAS, Standing Oventions LLC proposes to provide these services for the 2018 Arts and Seafood Celebration in an amount not to exceed Twenty Five Thousand Dollars (\$25,000.00) subject to CRA Board approval; and

WHEREAS, the contract further provides for reimbursable expenses not to exceed Twenty Thousand Dollars (\$20,000.00) with CRA Director advance approval; and

WHEREAS, the Executive Director of the Community Redevelopment Agency recommends that the existing Agreement with Standing Oventions LLC, be renewed for a one (1) year period beginning Janaury 10, 2018 up to and through May 30, 2018, for the provision of consulting and production services in connection with the 2018 Arts and Seafood Celebration; a copy of the September 10, 2015 and August 23, 2016, Agreements are attached as Exhibits "A" and "B", and made a part of and incorporated into this Resolution by this reference;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the foregoing “Whereas” clauses are ratified and confirmed to be true and correct and they are made a part of and are incorporated into this Resolution be reference.

Section 2. That the proper CRA officials are authorized to execute the Second Renewal to the Agreement dated September 10, 2015, which Agreement is attached as Exhibit “A”, and made a part of and incorporated into this Resolution by this reference. The renewal period with Standing Ovations LLC, relating to consulting and production services in connection with the CRA’s 2018 Arts and Seafood Celebration, will begin on January 10, 2018 and is extended up to and through May 30, 2018. The CRA will pay Standing Ovations LLC an agreed upon sum in an amount not to exceed Twenty Five Thousand Dollars (\$25,000.00) for production services during the second one (1) year renewal period, and a not to exceed amount of Twenty Thousand Dollars (\$20,000.00) for reimbursable expenses approved by the CRA Director.

Section 3. That the CRA Executive Director and CRA Attorney are authorized to make minor revisions to such Renewal Agreement as are deemed necessary and proper for the best interest of the CRA.

Section 4. That the funding for consulting services is planned and appropriated in the Fiscal Year 2017-2018 Community Redevelopment Agency Fund Promotional Activities Seafood Festival Account 106-52-01-552-48-14.

Section 5. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 6. That this Resolution shall be in full force and take effect immediately upon passage and adoption.

PASSED AND ADOPTED on January 9, 2018.

ATTEST:

LOUISE STILSON, CMC
CRA CLERK

TAMARA JAMES
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

SECOND RENEWAL OF AGREEMENT BETWEEN THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY AND STANDING OVATIONS, LLC

This is a Second Renewal of an Agreement (the "Renewal"), which Agreement dated September 10, 2015 (the "Agreement") existed between the Dania Beach Community Redevelopment Agency, a public body corporate and politic, under Part III, Chapter 163, Florida Statutes (the "CRA"), with an address of 100 West Dania Beach Boulevard, Dania Beach, Florida 33004, and Standing Ovations, LLC, a Florida Limited Liability Company (the "Consultant") with an address of 2607 West End Road West Palm Beach FL 33406 Palm Beach, Florida 33401, to perform consulting and production services in connection with the CRA's 2018 Arts and Seafood Celebration (the "Event").

The initial Agreement was dated September 10, 2015 and had a term of one year with an option to renew annually for up to a maximum of three (3) additional one-year periods. The Parties wish to renew the Agreement.

In consideration of the mutual covenants, terms and conditions contained in the Agreement and in this Renewal of it, and for other good and valuable consideration, the adequacy and receipt of which are acknowledged and agreed upon, the parties agree to the following:

1. That the existing Agreement with Standing Ovations LLC, be renewed for a period beginning January 9, 2018 up to and through May 30, 2018, for the provision of consulting and production services in connection with the 2018 Arts and Seafood Celebration.
2. That the terms and conditions of the Agreement dated September 10, 2015, will remain the same throughout the term of this Renewal of it.
3. The cost of the one (1) year Renewal is for an amount not to exceed Twenty Five Thousand Dollars (\$25,000.00). The Renewal also includes reimbursable expenses not to exceed Twenty Thousand Dollars (\$20,000.00) with the CRA Director's advance approval.
4. The Consultant agrees to perform consulting and production services in connection with the "Event", in accordance with the Scope of Services, which is attached as Exhibit "A", and made a part of and incorporated into this Renewal by this reference.
5. That in all other respects, the Agreement is ratified and reaffirmed and remains in full force and effect.

IN WITNESS OF THE FOREGOING, the parties have executed this Renewal on _____, 2018.

CRA:

ATTEST:

**DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY**

LOUISE STILSON, CMC
CRA SECRETARY

RICKELLE WILLIAMS
EXECUTIVE DIRECTOR

APPROVED FOR LEGAL FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

WITNESSES:

Signature

PRINT Name

Signature

PRINT Name

STATE OF FLORIDA
COUNTY OF _____

The foregoing instrument was acknowledged before me on _____ 2018 by _____, as _____ of Standing Ovations, LLC, a Florida Limited Liability Company, on behalf of the company. He/she is personally known to me or has produced _____, as identification.

My commission expires:

CONSULTANT:

**STANDING OVATIONS, LLC, a
Florida Limited Liability Company**

By: _____

PRINT Name

Title

NOTARY PUBLIC
State of Florida

EXHIBIT “A”

SCOPE OF SERVICES

Dania Beach Logistics:

- Artist Management
- Vendor/Contractor Management
- Food and Beverage Details
- Children’s Activities
- Permitting
- Coordinate and Manage Event Task Timelines
- Load-in/Out
- Entertainment Procurement and Management
- Budget Management
- Work with Dania Beach Committee to coordinate and implement strategies
- Identify and develop future Dania Beach/CRA Volunteer Leadership and Management

The following areas will be reviewed and implemented in order to maintain and secure the success of the event:

- Design, develop and implement all elements of event production and logistics
- Observe event timeline for all installations, deliveries, set up, event operations and breakdown of the event
- Manage Contract negotiations and secure contracts for the following: Sanitation, Rentals, Electric, Parking Attendants, Stage, Sound and Production personnel
- Development and execution of a working budget with CRA Staff
- Provide monthly financial summary updates of revenues and expenditures
- Interface with City Officials regarding permits and services as required
- Secure appropriate event related permits, licenses and insurance coverage
- Ensure all safety regulations are followed and safe practices are observed
- Oversee and cultivate the Chef Showcase
- Work with the Casino at Dania Beach regarding any promotions and activities relating to the Festival
- Meet, as needed, with the CRA concerning activities and participating organizations of the event
- Coordinate and direct the Event Committee with the support of the CRA contractors and staff
- Monitor revenues and expenditures to maintain sound fiscal management
- Implement all event décor
- Design site plan and implement a site map
- Implement the Artist/Crafter application and work with Zapplication
- Secure all Artist/Crafter Vendors and manage logistical coordination
- Administer Volunteers for all areas of the festival through the coordination of the Consultant and Staff
- Create and implement master timeline and site operations timeline
- Provide all necessary information for the website and printed material as needed
- Work with Sponsorship Manger/Contractor to suggest in-kind and cash partnerships for the Festival

- Assist Sponsorship Manager/Contractor with sponsor servicing; including grid creations, pre-event, on-site and post-event fulfillment obligations
- Arrange signage for parking and manage parking as needed
- Coordinate Security and Police services
- Coordinate post event follow-up

Event Management	\$25,000.00
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Reimbursable Expenses not to exceed	\$20,000.00
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PAYMENT OF SERVICES:

The CRA agrees to pay Consultant an amount not to exceed Twenty Five Thousand Dollars (\$25,000.00) for consulting and production services provided by Consultant. The fee schedule below shall be payable by the CRA to the Consultant as follows:

\$5,000.00 on January 15, 2018

\$5,000.00 on February 15, 2018

\$5,000.00 on March 15, 2018

\$5,000.00 on April 15, 2018

\$5,000.00 on May 30, 2018

CONTRACTOR REQUIREMENTS

The CRA agrees to provide Consultant with one City of Dania Beach Credit Card to use for supplies and materials needed for the Festival by March 15, 2018. Consultant will be responsible regarding all rules and regulations provided by City of Dania Beach Finance Department.



**SAVE THE DATE:
JAN. 8, 2018
TO APPLY FOR THE 2018
SUMMER YOUTH
EMPLOYMENT
PROGRAM**

SUMMER YOUTH EMPLOYMENT PROGRAM

SYEP.CareerSourceBroward.com

WANT TO EARN SOME EXTRA \$\$\$ THIS SUMMER?

The Summer Youth Employment Program operates for 8 weeks from June 2018 - August 2018. Youth will work approximately 30 hours per week during the program, and will earn the current minimum wage per hour.

Who is eligible to apply?

Economically disadvantaged Broward County residents, ages 16 - 18.

When can I apply?

Apply online starting at 8 a.m. on January 8, 2018.

When is the application deadline?

The deadline to apply is 5 p.m. on January 22, 2018. Slots are limited!

How can I get more information?

For more information, visit us at www.careersourcebroward.com.

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**KONSÈVE DAT SA A:
8 JANVYE 2018
POU'W APLIKE POU 2018
PWAGRAM TRAVAY
POU JENN
PANDAN ETE**

**PWAGRAM
TRAVAY POU
JENN PANDAN ETE**
SYEP.CareerSourceBroward.com

OU VLE TOUCHE KÈK \$\$\$ PANDAN ETE SA A?

Pwogram travay pou jenn pandan ete ya dire 8 semen, soti Jen 2018 - Out 2018. Patisipan yo pral travay apepre 30 édtan chak semen pandan pwogram nan epi yo pral touche salé minimòm aktyél la pou chak édtan.

Kiyes ki kalifye pou aplike?

Ekonomikman dezavantaje ki rezidan nan Broward County ki gen laj 16 - 18.

Kile mwen ka aplike?

Aplike sou entenet Komanse, 8 Janvye 2018 a 8:00 a.m.

Ki dat limit aplikasyon an?

Dat limit pou aplike ya se, 22 Janvye, 2018 a 5:00 p.m. Plas yo limite!

Kouman mwen ka jwenn plis enfomasyon?

Pou plis enfomasyon, vizite nou nan www.careersourcebroward.com.

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**SEPARA ESTA FECHA:
ENERO 8, 2018
PARA APLICAR PARA EL
2018 PROGRAMA DE
EMPLEO
DE VERANO**

**PROGRAMA
DE EMPLEO
DE VERANO PARA JÓVENES**
SYEP.CareerSourceBroward.com

QUIERES GANAR ALGUNOS \$\$\$ ESTE VERANO?

El Programa de Empleo de Verano para Jóvenes dura 8 semanas desde Junio 2018 a Agosto 2018. Los participantes trabajarán aproximadamente 30 horas por semana, y se ganaran el salario minimo por hora.

Quién puede aplicar?

Residentes del Condado de Broward economicamente desfavorecidos entre edades de 16 - 18 años.

Cuándo puede aplicar?

Aplique en linea a las 8:00 a.m. en Enero 8 del 2018.

Cuándo es la fecha límite para aplicar?

El plazo para aplicar termina a las 5:00 p.m. el 22 de enero de 2018. Los espacios son limitados!

Como puedo obtener más información?

Para obtener más información, visitenos a www.careersourcebroward.com.

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The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Broward County, FL (Fiscal Year 2015)

Direct Economic Activity	Arts and Cultural Organizations	+	Arts and Cultural Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$148,488,007		\$265,744,813		\$414,232,820

Economic Impact of Spending by Arts and Cultural Organizations and Their Audiences

Total Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	3,812		7,266		11,078
Household Income Paid to Residents	\$115,647,000		\$153,220,000		\$268,867,000
Revenue Generated to <u>Local</u> Government	\$6,413,000		\$13,694,000		\$20,107,000
Revenue Generated to <u>State</u> Government	\$6,114,000		\$13,837,000		\$19,951,000

Event-Related Spending by Arts and Cultural Audiences Totaled \$265.7 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident ¹ Attendees	+	Nonresident ¹ Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	4,676,804		3,358,941		8,035,745
Percentage of Total Attendance	58.2%		41.8%		100.0%
Average Event-Related Spending Per Person	\$25.91		\$43.04		\$33.08
Total Event-Related Expenditures	\$121,175,992		\$144,568,821		\$265,744,813

Nonprofit Arts and Cultural Event Attendees Spend an Average of \$33.08 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident ¹ Attendees	Nonresident ¹ Attendees	All Cultural Audiences
Meals and Refreshments	\$16.77	\$19.38	\$17.86
Souvenirs and Gifts	\$2.40	\$2.81	\$2.57
Ground Transportation	\$2.62	\$6.41	\$4.21
Overnight Lodging (one night only)	\$0.81	\$11.12	\$5.12
Other/Miscellaneous	\$3.31	\$3.32	\$3.32
Average Event-Related Spending Per Person	\$25.91	\$43.04	\$33.08

Source: Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Broward County. For more information about this study or about other cultural initiatives in Broward County, visit the Broward County Cultural Division's web site at www.broward.org/arts.

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About This Study

This Arts & Economic Prosperity 5 study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 341 communities and regions (113 cities, 115 counties, 81 multicounty or multicounty regions, 10 states, and 12 individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,500 to more than 4 million) and type (small rural to large urban). Project economists from the Georgia Institute of Technology customized an input-output analysis model for each participating region to provide specific and localized data on four measures of economic impact: full-time equivalent jobs, household income, and local and state government revenue. These localized models allow for the uniqueness of each local economy to be reflected in the findings.

Americans for the Arts partnered with 250 local, regional, and statewide organizations that represent the 341 study regions (30 partners included multiple study regions as part of their participation). **To complete this customized analysis for Broward County, the Broward County Cultural Division joined the study as one of the 250 partners.**

Surveys of Nonprofit Arts and Cultural ORGANIZATIONS

Each of the 250 partner organizations identified the universe of nonprofit arts and cultural organizations that are located in its region(s) using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and literary and media arts. These include government-owned or government-operated cultural facilities and institutions; municipal arts agencies and councils; private community arts organizations; unincorporated arts groups; living collections (such as zoos, aquariums, and botanical gardens); university presenters, programs, and facilities; and arts programs that are embedded under the umbrella of a nonarts organization or facility (such as a hospital or church). In short, if it displays the characteristics of a nonprofit arts and cultural organization, it is included. *For-profit businesses (e.g., Broadway, motion picture theaters) and individual artists were excluded from this study.*

Nationally, data was collected from a total of 14,439 organizations for this study. Response rates among all eligible organizations located in the 341 study regions was 54.0 percent, and ranged from 9.5 percent to 100 percent. Responding organizations had budgets ranging from \$0 to \$785 million (Smithsonian Institution). It is important to note that each study region's results are based solely on the actual survey data collected. There are no estimates made to account for nonresponding organizations. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In Broward County, 103 of the 351 eligible nonprofit arts and cultural organizations participated in this study—an overall participation rate of 29.3 percent. A list of the participating organizations can be obtained from the Broward County Cultural Division.

Surveys of Nonprofit Arts and Cultural AUDIENCES

Audience-intercept surveying, a common and accepted research method, was completed in all 341 study regions to capture information about spending by audiences at nonprofit arts and culture events. Patrons were selected randomly and asked to complete a short survey while attending an event. A total of 212,691 attendees completed the survey. The respondents provided itemized travel party expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year to guard against seasonal spikes or drop-offs in attendance, and at a broad range of events (because a night at the opera will typically yield more spending than a Saturday children's theater production). Using total attendance data for 2015 (collected from the participating organizations), standard statistical methods were then used to derive a reliable estimate of total arts event-related expenditures by attendees in each study region.

In Broward County, a total of 2,483 valid audience-intercept surveys were collected from attendees to nonprofit arts and cultural performances, events, and exhibitions during 2016.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis was used to measure the impact of expenditures by nonprofit arts and cultural organizations and their audiences. This highly-regarded type of economic analysis has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is respent within the local economy before it leaves the community, and it quantifies the economic impact of each of those rounds of spending. Project economists customized an input-output model for each of the 341 participating study regions based on the local dollar flow among 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), state and local tax data (e.g., sales taxes, lodging tax, property taxes, income tax, and miscellaneous local option taxes), and the survey data collected from the responding arts and cultural organizations and their audiences.

¹ For the purpose of this study, residents are attendees who live within Broward County; nonresidents live elsewhere.



ARTS &

ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



in Broward County, FL

Arts and Economic Prosperity® 5 was conducted by Americans for the Arts, the nation's nonprofit organization for advancing the arts in America. Established in 1960, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

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"Understanding and acknowledging the incredible economic impact of the nonprofit arts and culture, we must always remember their fundamental value. They foster beauty, creativity, originality, and vitality. The arts inspire us, sooth us, provoke us, involve us, and connect us. But they also create jobs and contribute to the economy."

— Robert L. Lynch
President and CEO
Americans for the Arts

The Arts Mean Business

By Robert L. Lynch, President and CEO, Americans for the Arts

In my travels, I meet business and government leaders who speak passionately about the value the arts bring to their communities—fueling creativity, beautifying downtowns, and providing joy. Many also share with me the challenge of balancing arts funding with the demands to support jobs and grow their economy. To these community leaders, **Arts & Economic Prosperity 5** offers a clear and welcome message: the arts are an investment that delivers both community well-being and economic vitality.

Arts & Economic Prosperity 5 (AEP5) is Americans for the Arts' fifth economic impact study of the nation's nonprofit arts and cultural organizations and their audiences. By every measure, the results are impressive. Nationally, the nonprofit arts industry generated \$166.3 billion of economic activity in 2015—\$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences. This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments (a yield well beyond their collective \$5 billion in arts allocations). AEP5 is the most comprehensive study of its kind ever conducted. It provides detailed economic impact findings on 341 study regions representing all 50 states and the District of Columbia. Data was gathered from 14,439 organizations and 212,691 arts event attendees, and our project economists customized input-output models for each and every study region to ensure reliable and actionable localized results.

When Americans for the Arts published its first economic impact study in 1994, it worked with 33 local communities. As evidence of the value of these studies, AEP5 has grown this local participation ten-fold. We also have witnessed a corresponding growth in the understanding of the economic value of the arts. The U.S. Bureau of Economic Analysis, for example, now publishes an annual *Arts & Cultural Production Satellite Account*, which extends beyond the nonprofit sector to include the full breadth of commercial and for-profit arts, education, and individual artists, and lists the sector as a \$730 billion industry (4.2 percent of the nation's GDP—a larger share of the economy than

transportation, tourism, agriculture, and construction). As another example, many state and local governments have established agencies to track and grow their creative economy.

What continues to set AEP5 apart from other studies is exactly why it is so useful: it uses localized research that not only focuses on arts organizations—but also incorporates the event-related spending by their audiences. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, enjoy dessert after the show, and return home to pay the babysitter. The study found that the typical attendee spends \$31.47 per person, per event beyond the cost of admission. AEP5 also shows that one-third of attendees (34 percent) traveled from outside the county in which the arts event took place. Their event-related spending was more than twice that of their local counterparts (\$47.57 vs. \$23.44). What brought those visitors to town? Two-thirds (69 percent) indicated that the primary purpose for their visit was to attend that arts event. The message is clear: a vibrant arts community not only keeps residents and their discretionary spending close to home, it also attracts visitors who spend money and help local businesses thrive.

AEP5 demonstrates that the arts provide both cultural and economic benefits. No longer do community leaders need to feel that a choice must be made between arts funding and economic development. **Arts & Economic Prosperity 5** proves that they can choose both. Nationally as well as locally, the arts mean business.

“Even in a strong economy, some may perceive the arts as an unaffordable luxury. Fortunately, this rigorous report offers evidence that the nonprofit arts industry provides not just cultural benefits to our communities, but also makes significant positive economic contributions to the nation’s financial well-being regardless of the overall state of the economy. The arts as a driver of employment, vibrancy, tourism, and building a creative workforce is certainly something to applaud.”

— Jonathan Spector
President & CEO
The Conference Board

The Economic Impact of the Nonprofit Arts and Culture Industry in Broward County

Arts & Economic Prosperity 5 provides evidence that the nonprofit arts and culture sector is a significant industry in Broward County—one that generates \$414.2 million in total economic activity. This spending—\$148.5 million by nonprofit arts and cultural organizations and an additional \$265.7 million in event-related spending by their audiences—supports 11,078 full-time equivalent jobs, generates \$268.9 million in household income to local residents, and delivers \$40.1 million in local and state government revenue. This economic impact study sends a strong signal that when we support the arts, we not only enhance our quality of life, but we also invest in Broward County’s economic well-being.

This Arts & Economic Prosperity 5 study documents the economic impact of the nonprofit arts and culture sector in 341 study regions—113 cities, 115 counties, 81 multicounty or multicity regions, 20 states, and 12 arts districts—representing all 50 U.S. states and the District of Columbia. The diverse study regions range in population (1,500 to four million) and type (rural to large urban). Economists customized input-output models to calculate specific and reliable findings for each study region. This study focuses solely on the economic impact of nonprofit arts and cultural organizations and event-related spending by their audiences. Spending by individual artists and the for-profit arts and culture sector (e.g., Broadway or the motion picture industry) are excluded from this study.

The geographic area analyzed in this unique report is defined as **Broward County, Florida**.

Defining Economic Impact

This proprietary study methodology uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and local and state government revenues.

Full-Time Equivalent (FTE) Jobs describes the total amount of labor employed. An FTE job can be one full-time employee, two half-time employees, etc. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.

Resident Household Income (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for food, shelter, utilities, and other living expenses.

Revenue to Local and State Government includes revenue from local and state taxes (e.g., income, sales, lodging, real estate, personal property, and other local option taxes) as well as funds from license fees, utility fees, filing fees, and other similar sources. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.

Economic Impact of Spending by the Nonprofit Arts and Culture Industry (Combined Spending by Both Organizations and Their Audiences) in Broward County

In communities coast-to-coast, from our smallest towns to our largest cities, America's 100,000 nonprofit arts and cultural organizations make their communities more desirable places to live and work every day of the year.

The arts and culture provide inspiration and joy to residents, beautify public spaces, and strengthen the social fabric of our communities. Nonprofit arts and cultural organizations are also businesses. They employ people locally, purchase goods and services from other local businesses, and attract tourists. Event-related spending by arts audiences generates valuable revenue for local merchants such as restaurants, retail stores, parking garages, and hotels.

During fiscal year 2015, spending by both Broward County's nonprofit arts and cultural organizations and their audiences totaled **\$414.2 million**. The table below demonstrates the total economic impact of these expenditures.

TABLE 1: Total Economic Impact of the Nonprofit Arts and Culture Industry in Broward County (Combined Spending by Nonprofit Arts and Cultural Organizations <u>and</u> Their Audiences)			
	Broward County	Median of Similar Study Regions <i>Pop. = 1,000,000 or More</i>	National Median
Total Industry Expenditures	\$414,232,820	\$412,259,509	\$35,750,645
Full-Time Equivalent Jobs	11,078	12,815	1,131
Resident Household Income	\$268,867,000	\$285,526,000	\$23,154,000
Local Government Revenue	\$20,107,000	\$20,107,000	\$1,407,000
State Government Revenue	\$19,951,000	\$24,950,000	\$1,961,000

The Arts Improve the Economy ... and the Quality of our Personal Lives

- ✓ **82 percent** of Americans believe the arts & culture are important to local businesses and the economy
- ✓ **87 percent** of Americans believe the arts & culture are important to quality of life

Source: Americans for the Arts' 2016 survey of 3,020 adults by Ipsos Public Affairs

“The success of my family’s business depends on finding and cultivating a creative and innovative workforce. I have witnessed firsthand the power of the arts in building these business skills. When we participate personally in the arts, we strengthen our ‘creativity muscles,’ which makes us not just a better ceramicist or chorus member, but a more creative worker—better able to identify challenges and innovative business solutions.”

— Christopher Forbes, Vice Chairman, Forbes, Inc.

Economic Impact: Total, Direct, Indirect, and Induced

How can a dollar be *respent*? Consider the example of a theater company that purchases a five-gallon bucket of paint from its local hardware store for \$100—a very simple transaction at the outset, but one that initiates a complex sequence of income and spending by both individuals and other businesses.

Following the paint purchase, the hardware store may use a portion of the \$100 to pay the sales clerk who sold the bucket of paint. The sales clerk then respends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some of the money for rent; and so on.

The hardware store also uses some of the \$100 to purchase goods and services from other businesses, such as the local utility company, and then to buy a new bucket of paint from the paint factory to restock its shelf. Those businesses, in turn, respend the money they earned from the hardware store to buy goods and services from still other local businesses, and so on.

Eventually, the last of the \$100 is spent outside of the community and no longer has a local economic impact. It is considered to have leaked out of the community.

The **total** economic impact describes this full economic effect, starting with the theater’s initial paint purchase and ending when the last of the \$100 leaks out of the community. It is composed of the **direct** economic impact (the effect of the initial expenditure by the theater), as well as the **indirect** and **induced** economic impacts, which are the effects of the subsequent rounds of spending by businesses and individuals, respectively.

Interestingly, a dollar ripples very differently through each community, which is why an input-output model was customized for the unique economy of Broward County.

Economic Impact of Spending by Nonprofit Arts and Cultural ORGANIZATIONS in Broward County

Nonprofit arts and culture organizations are active contributors to their business community. They are employers, producers, and consumers. They are members of the Chamber of Commerce as well as key partners in the marketing and promotion of their cities, regions, and states. **Spending by nonprofit arts and cultural organizations totaled \$148.5 million in Broward County during fiscal year 2015.** This spending is far-reaching: organizations pay employees, purchase supplies, contract for services, and acquire assets within their community. These actions, in turn, support jobs, generate household income, and generate revenue to local and state governments.

Broward County's nonprofit arts and cultural organizations provide rewarding employment for more than just administrators, artists, curators, choreographers, and musicians. They also employ financial staff, facility managers, and salespeople. In addition, the spending by these organizations directly supports a wide array of other occupations spanning many industries that provide their goods and services (e.g., accounting, construction, event planning, legal, logistics, printing, and technology).

Data were collected from 103 eligible nonprofit arts and cultural organizations that are located in Broward County. Each provided detailed budget information for fiscal year 2015 (e.g., labor, payments to local and nonlocal artists, operations, administration, programming, facilities, and capital expenditures/asset acquisition). The following table demonstrates the total economic impact of their aggregate spending.

TABLE 2: Total Economic Impact of Spending by Nonprofit Arts and Cultural ORGANIZATIONS in Broward County			
	Broward County	Median of Similar Study Regions <i>Pop. = 1,000,000 or More</i>	National Median
Total Organizational Expenditures	\$148,488,007	\$173,409,818	\$15,727,535
Full-Time Equivalent Jobs	3,812	5,841	608
Resident Household Income	\$115,647,000	\$143,374,000	\$11,441,500
Local Government Revenue	\$6,413,000	\$7,330,000	\$592,000
State Government Revenue	\$6,114,000	\$8,709,000	\$840,500

Economic Impact Beyond Dollars: Volunteerism

While arts volunteers may not have an economic impact as defined in this study, they clearly have an enormous impact by helping nonprofit arts and cultural organizations function as a viable industry. Arts & Economic Prosperity 5 reveals a significant contribution to nonprofit arts and cultural organizations as a result of volunteerism. **During 2015, a total of 8,659 volunteers donated a total of 347,011 hours to Broward County's participating nonprofit arts and cultural organizations. This represents a donation of time with an estimated aggregate value of \$8,175,579** (Independent Sector estimates the dollar value of the average 2015 volunteer hour to be \$23.56). Volunteers can include unpaid professional staff (e.g., executive and program staff, board/commission members), artistic volunteers (e.g., artists, choreographers, designers), clerical volunteers, and service volunteers (e.g., ticket takers, docents, ushers, gift shop volunteers).

The 103 participating organizations reported an average of 84.1 volunteers who volunteered an average of 40.1 hours during 2015, for a total of 3,369.0 hours per organization.

The Value of In-Kind Contributions to Arts Organizations

The organizations were asked about the sources and value of their in-kind support. In-kind contributions are non-cash donations such as materials (e.g., office supplies from a local retailer), facilities (e.g., office or performance space), and services (e.g., printing from a local printer). **The 103 participating nonprofit arts and cultural organizations in Broward County reported that they received in-kind contributions with an aggregate value of \$6,033,307 during fiscal year 2015.** These contributions can be received from a variety of sources including corporations, individuals, local and state arts agencies, and government agencies.

"Investments in arts and culture enhance the quality of life, the third-highest measurement businesses use when gauging development trends—behind skilled labor and highway accessibility but ahead of other factors such as corporate tax rates and incentives. These investments are breathing new life into our downtown areas, creating educational opportunities, and attracting businesses and highly skilled workers to Iowa. Today, nearly 6,000 arts organizations employ 23,000 people in Iowa, and that number jumps to 73,000 when all creative fields are counted. In all, that's about four percent of our workforce."

— Governor Kim Reynolds, Iowa

Economic Impact of Spending by Nonprofit Arts and Cultural AUDIENCES in Broward County

The nonprofit arts and culture industry, unlike most industries, leverages a significant amount of event-related spending by its audiences. For example, when patrons attend a cultural event, they may pay to park their car, purchase dinner at a restaurant, shop in nearby stores, eat dessert after the show, and pay a babysitter upon their return home. Attendees from out of town often spend the night in a hotel. This spending generates related commerce for local businesses such as restaurants, parking garages, retail stores, and hotels. Local businesses that cater to arts and culture audiences reap the rewards of this economic activity.

To measure the impact of spending by cultural audiences in Broward County, data were collected from 2,483 event attendees during 2016. Researchers used an audience-intercept methodology, a standard technique in which patrons are asked to complete a short survey about their event-related spending (while they are attending the event). In Broward County, cultural attendees spent an average of \$33.08 per person, per event as a direct result of their attendance at the event.

The 103 participating nonprofit arts and cultural organizations reported that the aggregate attendance to their events was 8 million during 2015. **Event-related spending by these attendees totaled \$265.7 million in Broward County during fiscal year 2015**, excluding the cost of event admission. The following table demonstrates the total economic impact of this spending.

TABLE 3: Total Economic Impact of Spending by Nonprofit Arts and Cultural AUDIENCES in Broward County (excluding the cost of event admission¹)			
	Broward County	Median of Similar Study Regions Pop. 1,000,000 or More	National Median
Total Audience Expenditures	\$265,744,813	\$237,176,500	\$18,871,511
Full-Time Equivalent Jobs	7,266	6,791	430
Resident Household Income	\$153,220,000	\$153,220,000	\$8,402,500
Local Government Revenue	\$13,694,000	\$12,504,000	\$898,000
State Government Revenue	\$13,837,000	\$13,837,000	\$1,007,500

¹ Why exclude the cost of admission? The admissions paid by attendees are excluded from the audience analysis because those dollars are captured in the operating budgets of the participating nonprofit arts and cultural organizations and, in turn, are spent by the organizations. This methodology avoids “double-counting” those dollars in the study analysis.

Cultural Tourists Spend More

The 2,483 audience survey respondents were asked to provide the ZIP code of their primary residence, enabling researchers to determine which attendees were local residents (live within Broward County) and which were nonresidents (live outside Broward County). In Broward County, researchers estimate that 58.2 percent of the 8 million nonprofit arts attendees were residents; 41.8 percent were nonresidents.

Nonresident attendees spent an average of 66 percent more per person than local attendees (\$43.04 vs. \$25.91) as a result of their attendance to cultural events. As would be expected from a traveler, higher spending was typically found in the categories of lodging, meals, and transportation. When a community attracts cultural tourists, it harnesses significant economic rewards.

TABLE 4: Event-Related Spending by Arts and Culture Event Attendees Totaled \$265.7 million in Broward County (excluding the cost of event admission)

	Residents	Nonresidents	All Broward County Event Attendees
Total Attendance	4,676,804	3,358,941	8,035,745
Percent of Attendees	58.2%	41.8%	100%
Average Dollars Spent Per Attendee	\$25.91	\$43.04	\$33.08
Total Event-Related Expenditures	\$121,175,992	\$144,568,821	\$265,744,813

TABLE 5: Nonprofit Arts and Culture Event Attendees Spend an Average of \$33.08 Per Person in Broward County (excluding the cost of event admission)

	Residents	Nonresidents	All Broward County Event Attendees
Refreshments/Snacks During Event	\$5.08	\$4.90	\$5.00
Meals Before/After Event	\$11.69	\$14.48	\$12.86
Souvenirs and Gifts	\$2.40	\$2.81	\$2.57
Clothing and Accessories	\$2.63	\$2.51	\$2.58
Ground Transportation	\$2.62	\$6.41	\$4.21
Event-Related Child Care	\$0.61	\$0.39	\$0.52
Overnight Lodging (<i>one night only</i>)	\$0.81	\$11.12	\$5.12
Other	\$0.07	\$0.42	\$0.22
Total Per Person Spending	\$25.91	\$43.04	\$33.08

The Arts Drive Tourism

Each of the nonresident survey respondents (i.e., those who live outside Broward County) were asked about the purpose of their trip: **63.0 percent indicated that the primary purpose of their visit to Broward County was “specifically to attend this arts/cultural event.”** This finding demonstrates the power of the arts to attract visitors to the community.

The audience-intercept survey also asked nonresident attendees if they would have traveled somewhere else (instead of to Broward County) if the event where they were surveyed had not occurred: **58.2 percent of nonresident attendees would have “traveled to a different community to attend a similar cultural event.”**

Of the 41.8 percent of arts attendees who are nonresidents, 13.1 percent reported an overnight lodging expense. Not surprisingly, nonresident attendees with overnight expenses spent considerably more money per person during their visit to Broward County than did nonresident attendees without overnight lodging expenses (\$150.14 and \$26.90, respectively). For this analysis, only one night of lodging expenses is counted toward the audience expenditure, regardless of how many nights these cultural tourists actually stayed in the community. This conservative approach ensures that the audience-spending figures are not inflated by non-arts-related spending.

The Arts Retain Local Dollars

The survey also asked local resident attendees about what they would have done if the arts event that they were attending was not taking place: **56.1 percent of resident attendees said they would have “traveled to a different community to attend a similar cultural event.”**

The cultural tourism findings on this page demonstrate the economic impact of the nonprofit arts and culture industry in its truest sense. If a community fails to provide a variety of artistic and cultural experiences, not only will it fail to attract new dollars from cultural tourists, it will also lose the discretionary spending of its own residents who will travel elsewhere for a similar experience.

"As a banker, I have visited businesses in almost every city and town in my state. There is a visible difference in places with a vibrant arts community. I see people looking for places to park, stores staying open late, and restaurants packed with diners. The business day is extended and the cash registers are ringing!"

— Ken Fergeson, Chairman, NBC Oklahoma
Past President, American Bankers Association

Travel Party and Demographic Characteristics of Arts Attendees

The tables below list the audience-intercept survey findings related to travel party size as well as the age, educational attainment, and household income reported by the survey respondents.

TABLE 6: Travel Party and Demographic Characteristics of Arts Audiences in Broward County

	Residents	Nonresidents
Travel Party Size		
Average number of adults (18 years or older)	2.4	2.5
Average number of children (younger than 18)	0.3	0.2
Average travel party size	2.7	2.7
Trip Characteristics		
Average number of nights spent away from home as a result of arts event	0.2	1.1
Percentage with any nights spent away from home as a result of arts event	6.1%	34.2%
Percentage attending the arts event or facility (where they were surveyed) for the first time	31.8%	57.5%
Age of Cultural Attendees		
18-34	13.3%	12.3%
35-44	16.6%	13.8%
45-54	19.9%	15.2%
55-64	19.9%	21.1%
65 or Older	30.2%	37.5%
Educational Attainment of Cultural Attendees		
Less than high school	0.5%	0.3%
High school	11.6%	10.2%
2-year college/technical/associates degree	22.1%	19.1%
4-year college/bachelors degree	35.4%	39.0%
Masters degree	22.6%	23.8%
Doctoral degree	7.8%	7.7%
Annual Household Income of Cultural Attendees		
Less than \$40,000	14.6%	9.2%
\$40,000 to \$59,999	20.7%	17.4%
\$60,000 to \$79,999	17.0%	21.8%
\$80,000 to \$99,999	11.9%	13.9%
\$100,000 to \$119,999	11.6%	15.1%
\$120,000 or More	24.1%	22.6%
Civic Engagement of Cultural Attendees		
Percentage that voted in 2016 U.S. presidential election	85.8%	82.1%

“Mayors understand the connection between the arts industry and city revenues. Arts activity creates thousands of direct and indirect jobs and generates billions in government and business revenues. The arts also make our cities destinations for tourists, help attract and retain businesses, and play an important role in the economic revitalization of cities and the vibrancy of our neighborhoods.”

— Oklahoma City Mayor Mick Cornett
President, The United States Conference of Mayors

Conclusion

The nonprofit arts and culture sector is a \$414.2 million industry in Broward County—one that supports 11,078 full-time equivalent jobs and generates \$40.1 million in local and state government revenue.

Nonprofit arts and cultural organizations are businesses in their own right. They spent \$148.5 million during fiscal year 2015 to employ people locally, purchase goods and services from local establishments, and attract tourists. They also leveraged a remarkable \$265.7 million in additional spending by cultural audiences—spending that pumps vital revenue into restaurants, hotels, retail stores, parking garages, and other local businesses.

This study puts to rest a misconception that communities support arts and culture at the expense of local economic development. In fact, communities that support the arts and culture are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. This Arts & Economic Prosperity 5 study shows conclusively that **the arts mean business in Broward County!**

“A vital component to generating economic growth in our communities can be attributed to supporting and funding the arts. It is apparent that decreased support of the arts has negatively impacted some areas of our country. To compete and thrive in today’s workforce environment it is apparent that supporting the arts helps foster a more creative and innovative workforce that strengthens our economy.”

— Nevada Assemblywoman Maggie Carlton
Co-Chair, National Conference of State Legislatures
Labor & Economic Development Committee

The Arts & Economic Prosperity 5 Calculator

To make it easier to compare the economic impacts of different organizations within Broward County (or to calculate updated estimates in the immediate years ahead), the project researchers calculated the economic impact per \$100,000 of direct spending by nonprofit arts and cultural organizations and their audiences.

Economic Impact Per \$100,000 of Direct Spending by ORGANIZATIONS

For every \$100,000 in direct spending by a nonprofit arts and cultural organization in Broward County, there was the following total economic impact.

TABLE 7: Ratios of Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations in Broward County			
	Broward County	Median of Similar Study Regions <i>Pop. = 1,000,000 or More</i>	National Median
Full-Time Equivalent Jobs	2.57	3.11	3.52
Resident Household Income	\$77,883	\$80,592	\$74,554
Local Government Revenue	\$4,319	\$4,157	\$3,563
State Government Revenue	\$4,118	\$4,918	\$4,891

An Example of How to Use the Organizational Spending Calculator Table (above):

An administrator from a nonprofit arts and cultural organization that has total expenditures of \$250,000 wants to determine the organization's total economic impact on full-time equivalent (FTE) employment in Broward County. The administrator would:

1. Determine the amount spent by the nonprofit arts and cultural organization;
2. Divide the total expenditure by 100,000; and
3. Multiply that figure by the FTE employment ratio per \$100,000 for Broward County.

Thus, \$250,000 divided by 100,000 equals 2.5; 2.5 times 2.57 (from the top row of data on Table 1 above) equals a total of 6.4 full-time equivalent jobs supported (both directly and indirectly) within Broward County by that nonprofit arts and cultural organization. Using the same procedure, the estimate can be calculated for resident household income as well as for local and state government revenue.

Economic Impact Per \$100,000 of Direct Spending by AUDIENCES

The economic impact of event-related spending by arts audiences can also be derived for an individual organization or groups of organizations in Broward County.

The first step is to determine the total estimated event-related spending by attendees who are residents of Broward County. To derive this figure, first multiply the total attendance by the percentage of attendees that are residents. Then, multiply the result by the average per person event-related expenditure by resident attendees. The result is the total estimated event-related spending by resident attendees.

The second step is to do the same for nonresidents of Broward County. To derive this figure, first multiply the total attendance by the percentage of attendees that are nonresidents. Then, multiply the result by the average per person event-related expenditure by nonresident attendees. The result is the total estimated event-related spending by nonresident attendees.

Then, add the results from the first two steps together to calculate the total estimated event-related audience spending. Finally, the ratios of economic impact per \$100,000 in direct spending can then be used to determine the total economic impact of the total estimated audience spending.

TABLE 8: Audience Spending Ratios for the Arts & Economic Prosperity 5 Calculator in Broward County (excluding the cost of event admission)

	Residents	Nonresidents
Percent of Attendees	58.2%	41.8%
Average Per Person Event-Related Expenditures	\$25.91	\$43.04

TABLE 9: Ratios of Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Audiences in Broward County

	Broward County	Median of Similar Study Regions Pop. = 1,000,000 or More	National Median
Full-Time Equivalent Jobs	2.73	2.59	2.46
Resident Household Income	\$57,657	\$57,657	\$52,101
Local Government Revenue	\$5,153	\$5,125	\$4,449
State Government Revenue	\$5,207	\$6,329	\$5,692

An Example of How to Use the Audience Spending Calculator Tables (on the preceding page):

An administrator wants to determine the total economic impact of the 25,000 total attendees to his/her organization's nonprofit arts and cultural events on full-time equivalent (FTE) employment in Broward County. The administrator would:

1. Multiply the total attendance by the percentage of attendees that are residents;
2. Multiply the result of step 1 by the average per person event-related expenditure for residents;
3. Multiply the total attendance by the percentage of attendees that are nonresidents;
4. Multiply the result of step 3 by the average per person event-related expenditure for nonresidents;
5. Sum the results of steps 2 and 4 to calculate the total estimated event-related audience spending;
6. Divide the resulting total estimated audience spending by 100,000; and
7. Multiply that figure by the FTE employment ratio per \$100,000 for Broward County.

Thus, 25,000 times 58.2% (from Table 8 on the preceding page) equals 14,550; 14,550 times \$25.91 (from Table 8) equals \$376,991; 25,000 times 41.8% (from Table 8) equals 10,450; 10,450 times \$43.04 equals \$449,768; \$376,991 plus \$449,768 equals \$826,759, \$826,759 divided by 100,000 equals 8.27; 8.27 times 2.73 (from the top row of data on Table 9 on the preceding page) equals a total of 22.6 full-time equivalent jobs supported (both directly and indirectly) within Broward County by that nonprofit arts and cultural organization. Using the same procedure, the estimate can be calculated for resident household income as well as for local and state government revenue.

Making Comparisons with Similar Study Regions

For the purpose of this analysis and unique report, **the geographic region being studied is defined as Broward County, Florida.** According to the most recent data available from the U.S. Census Bureau, the population of Broward County was estimated to be 1,869,235 during 2015. For comparison purposes, 458 pages of detailed data tables containing the study results for all 341 participating study regions are located in Appendix B of the National Statistical Report. The data tables are stratified by population, making it easy to compare the findings for Broward County to the findings for similarly populated study regions (as well as any other participating study regions that are considered valid comparison cohorts).

The National Summary Report and National Brochure are available both by download (free) and hardcopy (for purchase). The National Statistical Report (more than 500 pages in length) is available by download only. All documents and resources can be found at www.AmericansForTheArts.org/EconomicImpact.

“In Rhode Island, we know cultural excellence is crucial to economic development and the success of businesses large and small. Arts-related industries create jobs, attract investments, and enhance tourism—the economic impact of arts organizations is significant. The arts also play a role in promoting the health and welfare of our military members which makes our communities and our state stronger.”

— Rhode Island Lieutenant Governor Dan McKee
Chair, National Lt. Governors Association

About This Study

This Arts & Economic Prosperity 5 study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 341 communities and regions (113 cities, 115 counties, 81 multi-city or multi-county regions, 20 states, and 12 individual arts districts)—representing all 50 U.S. states and the District of Columbia.

The diverse local communities range in population (1,500 to four million) and type (rural to urban). The study focuses solely on nonprofit arts and cultural organizations and their audiences. The study excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry). Detailed expenditure data were collected from 14,439 arts and culture organizations and 212,691 of their attendees. The project economists, from the Georgia Institute of Technology, customized input-output economic models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry: full-time equivalent jobs, household income, and local and state government revenue.

The 250 Local, Regional, and Statewide Study Partners

Americans for the Arts published a Call for Participants in 2015 seeking communities interested in participating in the Arts & Economic Prosperity 5 study. Of the more than 300 potential partners that expressed interest, 250 local, regional, and statewide organizations agreed to participate and complete four participation criteria: identify and code the universe of nonprofit arts and cultural organizations in their study region; assist researchers with the collection of detailed financial and attendance data from those organizations; conduct audience-intercept surveys at cultural events; and pay a modest cost-sharing fee (no community was refused participation for an

inability to pay). Thirty of the 250 partners included multiple study regions as part of their AEP5 participation (e.g., a county as well as a specific city located within the county). As a result, the 250 local, regional, and statewide organizations represent a total of 341 participating study regions.

The Broward County Cultural Division responded to the 2015 Call for Participants, and agreed to complete the required participation criteria.

Surveys of Nonprofit Arts and Cultural ORGANIZATIONS

Each of the 250 study partners identified the universe of nonprofit arts and cultural organizations that are located in their region(s) using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system as a guideline. The NTEE system—developed by the National Center for Charitable Statistics at the Urban Institute—is a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. This system divides the entire universe of nonprofit organizations into 10 Major categories, including “Arts, Culture, and Humanities.” The Urban Institute reports that approximately 100,000 nonprofit arts and cultural organizations were registered with the IRS in 2015.

The following NTEE “Arts, Culture, and Humanities” subcategories were included in this study:

- A01 – Alliances and Advocacy
- A02 – Management and Technical Assistance
- A03 – Professional Societies and Associations
- A05 – Research Institutes and Public Policy Analysis
- A11 – Single Organization Support
- A12 – Fund Raising and Fund Distribution
- A19 – Support (not elsewhere classified)
- A20 – Arts and Culture (general)
- A23 – Cultural and Ethnic Awareness
- A24 – Folk Arts
- A25 – Arts Education
- A26 – Arts and Humanities Councils and Agencies
- A27 – Community Celebrations
- A30 – Media and Communications (general)
- A31 – Film and Video
- A32 – Television
- A33 – Printing and Publishing
- A34 – Radio
- A40 – Visual Arts (general)
- A50 – Museums (general)
- A51 – Art Museums
- A52 – Children’s Museums
- A53 – Folk Arts Museums
- A54 – History Museums
- A56 – Natural History and Natural Science Museums
- A57 – Science and Technology Museums
- A60 – Performing Arts (general)
- A61 – Performing Arts Centers
- A62 – Dance
- A63 – Ballet
- A65 – Theatre
- A68 – Music
- A69 – Symphony Orchestras
- A6A – Opera
- A6B – Singing and Choral Groups
- A6C – Bands and Ensembles
- A6E – Performing Arts Schools
- A70 – Humanities (general)
- A80 – Historical Organizations (general)
- A82 – Historical Societies and Historic Preservation
- A84 – Commemorative Events
- A90 – Arts Services (general)
- A99 – Arts, Culture, and Humanities (miscellaneous)

In addition to the organization types listed above, the study partners were encouraged to include other types of eligible organizations if they play a

substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, literary arts, and/or media arts. These include government-owned and government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters and cultural facilities, and arts programs that are embedded under the umbrella of a nonarts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and cultural organization, it is included. With rare exception, *for-profit businesses and individual artists are excluded from this study.*

To collect the required financial and attendance information from eligible organizations, researchers implemented a multipronged data collection process. Americans for the Arts partnered with DataArts to collect detailed budget and attendance information about each organization’s fiscal year that ended in 2015. DataArts’ Cultural Data Profile (CDP) is a unique system that enables arts and cultural organizations to enter financial, programmatic, and operational data into a standardized online form. To reduce the survey response burden on participating organizations, and because the CDP collects the detailed information required for this economic impact analysis, researchers used confidential CDP data as the primary organizational data collection mechanism for the Arts & Economic Prosperity 5 study. This primary data collection effort was supplemented with an abbreviated one-page paper version of the survey that was administered to organizations that did not respond to the CDP survey.

Nationally, information was collected from 14,439 eligible organizations about their fiscal year 2015 expenditures, event attendance, in-kind contributions, and volunteerism. Responding organizations had

budgets ranging from \$0 to \$785 million (Smithsonian Institution). Response rates for the 341 communities ranged from 9.5 percent to 100 percent and averaged 54.0 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for nonparticipating eligible organizations. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In Broward County, 103 of the 351 eligible nonprofit arts and cultural organizations identified by the Broward County Cultural Division participated in this study—a participation rate of 29.3 percent

Surveys of Nonprofit Arts and Cultural AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 341 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Patrons were asked to complete a short survey while attending an event. Nationally, a total of 212,691 attendees completed a valid survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, retail shopping (e.g., gifts and souvenirs), local transportation, and lodging. Data were collected throughout 2016 (to account for seasonality) as well as at a broad range of both paid and free events (a night at the opera will typically yield more audience spending than a weekend children's theater production or a free community music festival, for example). The survey respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.56 people, these data actually represent the spending patterns of more than 544,489 cultural attendees.

In Broward County, a total of 2,483 valid audience-intercept surveys were collected from attendees to arts and cultural performances, events, and exhibits during 2016.

Economic Analysis

A common theory of community growth is that an area must export goods and services if it is to prosper economically. This theory is called economic-base theory, and it depends on dividing the economy into two sectors: the export sector and the local sector. Exporters, such as automobile manufacturers, hotels, and department stores, obtain income from customers outside of the community. This "export income" then enters the local economy in the form of salaries, purchases of materials, dividends, and so forth, and becomes income to residents. Much of it is respent locally; some, however, is spent for goods imported from outside of the community. The dollars respent locally have an economic impact as they continue to circulate through the local economy. This theory applies to arts organizations as well as to other producers.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and cultural organizations and their audiences. This is a highly-regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each study region.

To complete the analysis for Broward County, project economists customized an input-output

model based on the local dollar flow among 533 finely detailed industries within the unique economy of Broward County. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and cultural organizations and their audiences.

The Input-Output Process

The input-output model is based on a table of 533 finely detailed industries showing local sales and purchases. The local and state economy of each community is researched so the table can be customized for each community. The basic purchase patterns for local industries are derived from a similar table for the U.S. economy for 2012 (the latest detailed data available from the U.S. Department of Commerce). The table is first reduced to reflect the unique size and industry mix of the local economy, based on data from County Business Patterns and the Regional Economic Information System of the U.S. Department of Commerce. It is then adjusted so that only transactions with local businesses are recorded in the inter-industry part of the table. This technique compares supply and demand and estimates the additional imports or exports required to make total supply equal total demand. The resulting table shows the detailed sales and purchase patterns of the local industries. The 533-industry table is then aggregated to reflect the general activities of 32 industries plus local households, creating a total of 33 industries. To trace changes in the economy, each column is converted to show the direct requirements per dollar of gross output for each sector. This direct-requirements table represents the “recipe” for producing the output of each industry.

The economic impact figures for Arts & Economic Prosperity 5 were computed using what is called an “iterative” procedure. This process uses the sum of a power series to approximate the solution to the economic model. This is what the process looks like in matrix algebra:

$$T = IX + AX + A^2X + A^3X + \dots + A^nX.$$

T is the solution, a column vector of changes in each industry’s outputs caused by the changes represented in the column vector X. A is the 33 by 33 direct-requirements matrix. This equation is used to trace the direct expenditures attributable to nonprofit arts organizations and their audiences. A multiplier effect table is produced that displays the results of this equation. The total column is T. The initial expenditure to be traced is IX (I is the identity matrix, which is operationally equivalent to the number 1 in ordinary algebra). Round 1 is AX, the result of multiplying the matrix A by the vector X (the outputs required of each supplier to produce the goods and services purchased in the initial change under study). Round 2 is A²X, which is the result of multiplying the matrix A by Round 1 (it answers the same question applied to Round 1: “What are the outputs required of each supplier to produce the goods and services purchased in Round 1 of this chain of events?”). Each of columns 1 through 12 in the multiplier effects table represents one of the elements in the continuing but diminishing chain of expenditures on the right side of the equation. Their sum, T, represents the total production required in the local economy in response to arts activities.

Calculation of the total impact of the nonprofit arts on the outputs of other industries (T) can now be converted to impacts on the final incomes to residents by multiplying the outputs produced by the ratios of household income to output and employment to output. Thus, the employment impact of changes in outputs due to arts expenditures is calculated by multiplying elements in the column of total outputs

by the ratio of employment to output for the 32 industries in the region. Changes in household incomes, local government revenues, and state government revenues due to nonprofit arts expenditures are similarly transformed. The same process is also used to show the direct impact on incomes and revenues associated with the column of direct local expenditures.

A comprehensive description of the methodology used to complete the national study is available at www.AmericansForTheArts.org/EconomicImpact.

"Americans for the Arts' Arts and Economic Prosperity 5 study is an invaluable tool for Guilford County and counties across the nation. The data it has collected and analyzed provide an unparalleled understanding of the influence of the arts on the economy, locally and nationally. It is vital that we continue to measure the impact of the arts on our economy to show our constituents and the nation its value. We are grateful for the work Americans for the Arts does to help us show what an important asset the arts are in the areas of education and health, both physical and mental, and as an economic driver."

— Kay Cashion, Commissioner, Guilford County, N.C.
Chair, National Association of Counties Arts & Culture Commission

Frequently Used Terms

Cultural Tourism

Travel directed toward experiencing the arts, heritage, and special character of a place.

Direct Economic Impact

A measure of the economic effect of the initial expenditure within a community. For example, when the symphony pays its players, each musician's salary, the associated government taxes, and full-time equivalent employment status represent the direct economic impact.

Direct Expenditures

The first round of expenditures in the economic cycle. A paycheck from the symphony to the violin player and a ballet company's purchase of dance shoes are examples of direct expenditures.

Econometrics

The process of using statistical methods and economic theory to develop a system of mathematical equations that measures the flow of dollars between local industries. The input-output model developed for this study is an example of an econometric model.

Econometrician

An economist who designs, builds, and maintains econometric models.

Full-Time Equivalent (FTE) Jobs

A term that describes the total amount of labor employed. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. It is a manager's discretion to hire one full-time employee, two half-time employees, four quarter-time employees, etc. Almost always, more people are affected than are reflected in the number of FTE jobs reported due to the abundance of part-time employment, especially in the nonprofit arts and culture industry.

Indirect and Induced Economic Impact

This study measures the economic impact of the arts using a methodology that enables economists to track how many times a dollar is respent within the local economy, and thus to measure the economic impact generated by each round of spending. When a theater company purchases paint from the local hardware store, there is a measurable economic effect of that initial expenditure within a community. However, the economic benefits typically do not end there, because the hardware store uses some of its income to pay the clerk that sold the paint, as well as to pay its electric bill and to re-stock the shelves. The indirect and induced economic impacts are the effects of the subsequent rounds of spending by businesses and individuals, respectively. (See the example on Page 5 of this report.)

Input-Output Analysis

A system of mathematical equations that combines statistical methods and economic theory in an area of economic study called econometrics. Economists use this model (occasionally called an inter-industry model) to measure how many times a dollar is respent in, or “ripples” through, a community before it “leaks out” of the local economy by being spent non-locally (see Leakage below). The model is based on a matrix that tracks the dollar flow among 533 finely detailed industries in each community. It allows researchers to determine the economic impact of local spending by nonprofit arts and cultural organizations on jobs, household income, and government revenue.

Leakage

The money that community members spend outside of the local economy. This non-local spending has no economic impact within the community. A ballet company purchasing shoes from a non-local manufacturer is an example of leakage. If the shoe company were local, the expenditure would remain within the community and create another round of spending by the shoe company.

Multiplier (often called Economic Activity Multiplier)

An estimate of the number of times that a dollar changes hands within the community before it leaks out of the community (for example, the theater pays the actor, the actor spends money at the grocery store, the grocery store pays its cashier, and so on). This estimate is quantified as one number by which all expenditures are multiplied. For example, if the arts are a \$10 million industry and a multiplier of three is used, then it is estimated that these arts organizations have a total economic impact of \$30 million. The convenience of a multiplier is that it is one simple number; its shortcoming, however, is its reliability. Users rarely note that the multiplier is developed by making gross estimates of the industries within the local economy with no allowance for differences in the characteristics of those industries, usually resulting in an overestimation of the economic impact. In contrast, the input-output model employed in Arts & Economic Prosperity 5 is a type of economic analysis tailored specifically to each community and, as such, provides more reliable and specific economic impact results.

Resident Household Income (often called Personal Income)

The salaries, wages, and entrepreneurial income residents earn and use to pay for food, mortgages, and other living expenses. It is important to note that resident household income is not just salary. When a business receives money, for example, the owner usually takes a percentage of the profit, resulting in income for the owner.

Revenue to Local and State Government

Local and state government revenue is not derived exclusively from income, property, sales, and other taxes. It also includes license fees, utility fees, user fees, and filing fees. Local government revenue includes funds to city and county government, schools, and special districts.

Frequently Asked Questions

How were the 341 participating communities and regions selected?

In 2015, Americans for the Arts published a Call for Participants for communities interested in participating in the Arts & Economic Prosperity 5 study. Of the more than 300 participants that expressed interest, 250 agreed to participate and complete four participation criteria: (1) identify and code the universe of nonprofit arts and cultural organizations in their study region; (2) assist researchers with the collection of detailed financial and attendance data from those organizations; (3) conduct audience-intercept surveys at cultural events; and (4) pay a modest cost-sharing fee (no community was refused participation for an inability to pay). Thirty of the 250 partners included multiple regions as part of their participation (e.g., a county as well as a city located within the county); as a result, the 250 local, regional, and statewide partners represent a total of 341 participating study regions.

How were the eligible nonprofit arts organizations in each community selected?

Local partners attempted to identify their universe of nonprofit arts and cultural organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) codes as a guideline. Eligible organizations included those whose primary purpose is to promote appreciation for and understanding of the visual, performing, folk, and media arts. Government-owned and government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters and cultural facilities, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a hospital or church) also were included if they play a substantial role in the cultural life of the community. For-profit businesses and individual artists are excluded from this study.

What type of economic analysis was done to determine the study results?

An input-output economic analysis was customized for each of the participating study regions to determine the economic impact its nonprofit arts and cultural organizations and arts audiences. Americans for the Arts, which conducted the research, worked with highly regarded economists to design the input-output models.

What other information was collected in addition to the arts surveys?

In addition to detailed expenditure data provided by the surveyed organizations and cultural attendees, researchers and economists collected extensive wage, labor, tax, and commerce data provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), as well as local and state tax data for use in the input-output analyses.

Why doesn't this study use a multiplier?

When many people hear about an economic impact study, they expect the result to be quantified in what is often called a multiplier or an economic activity multiplier. The economic activity multiplier is an estimate of the number of times a dollar changes hands within the community (e.g., a theater pays its actor, the actor spends money at the grocery store, the grocery store pays the cashier, and so on). It is quantified as one number by which expenditures are multiplied. The convenience of the multiplier is that it is one simple number. Users rarely note, however, that the multiplier is developed by making gross estimates of the industries within the local economy

and does not allow for differences in the characteristics of those industries. Using an economic activity multiplier usually results in an overestimation of the economic impact and therefore lacks reliability.

Why are the admissions expenses excluded from the analysis of audience spending?

Researchers assume that any admissions dollars paid by event attendees are typically collected as revenue for the organization that is presenting the event. The organization then spends those dollars. The admissions paid by audiences are excluded because those dollars are captured in the operating budgets of the participating nonprofit arts and cultural organizations. This methodology avoids “double-counting” those dollars in the analysis.

How is the economic impact of arts and culture organizations different from other industries?

Any time money changes hands there is a measurable economic impact. Social service organizations, libraries, and all entities that spend money have an economic impact. What makes the economic impact of arts and culture organizations unique is that, unlike most other industries, they induce large amounts of related spending by their audiences. For example, when patrons attend a performing arts event, they may purchase dinner at a restaurant, eat dessert after the show, and return home and pay the baby-sitter. These expenditures have a positive and measurable impact on the economy.

Will my local legislators believe these results?

Yes, this study makes a strong argument to legislators, but you may need to provide them with some extra help. It will be up to the user of this report to educate the public about economic impact studies in general and the results of this study in particular. The user may need to explain (1) the study methodology used; (2) that economists created an input-output model for each community and region in the study; and (3) the difference between input-output analysis and a multiplier. The good news is that as the number of economic impact studies completed by arts organizations and other special interest areas increases, so does the sophistication of community leaders whose influence these studies are meant to affect. Today, most decision makers want to know what methodology is being used and how and where the data were gathered.

You can be confident that the input-output analysis used in this study is a highly-regarded model in the field of economics (the basis of two Nobel Prizes in economics). However, as in any professional field, there is disagreement about procedures, jargon, and the best way to determine results. Ask 12 artists to define art and you may get 12 answers; expect the same of economists. You may meet an economist who believes that these studies should be done differently (for example, a cost-benefit analysis of the arts).

How can a community not participating in the Arts and Economic Prosperity 5 study apply these results?

Because of the variety of communities studied and the rigor with which the Arts & Economic Prosperity 5 study was conducted, nonprofit arts and cultural organizations located in communities that were not part of the study can estimate their local economic impact. Estimates can be derived by using the Arts & Economic Prosperity 5 Calculator (found at www.AmericansForTheArts.org/EconomicImpact). Additionally, users will find sample PowerPoint presentations, press releases, Op-Ed, and other strategies for proper application of their estimated economic impact data.

Acknowledgments

Americans for the Arts expresses its gratitude to the many people and organizations who made *Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Broward County* possible and assisted in its development, coordination, and production. A study of this size cannot be completed without the collaboration of many partnering organizations.

Generous funding for this project was provided by the Broward County Cultural Division, which also served as the local project partner and as such was responsible for the local implementation and data collection requirements of this customized analysis for Broward County.

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Finally, each of our 250 local, regional, and statewide research partners contributed time and/or financial support toward the completion of this national study. We thank each and every one of them for committing the time and resources necessary to achieve success. A study of this magnitude is a total organizational effort; appreciation is extended to the entire board and staff of Americans for the Arts. The research department responsible for producing this study includes Randy Cohen, Ben Davidson, Isaac Fitzsimons, and Graciela Kahn.

Broward County's Participating Nonprofit Arts and Cultural Organizations

This study could not have been completed without the cooperation of the 103 nonprofit arts and cultural organizations in Broward County, listed below, that provided detailed financial and event attendance information about their organization.

All Florida Youth Orchestra (Broward County activities); Ars Flores Symphony Orchestra; Art Festival In The Pines; Art Gallery 21; Arts Ballet Theatre of Florida (Broward County activities); Artsserve; Association of Indians in America; Association Of Performing Arts Of India; Bengali Association Of South Florida; Body & Soul Dance Theatre; Bonnet House Museum & Gardens; Brazilian Voices; Broward Art Guild; Broward Center For The Performing Arts; Broward College; Broward County Cultural Division; Broward County Film Society; Broward County Libraries; Broward County Parks and Recreation; Broward Folk Club; Broward Public Schools; Broward Stage Door Theater; Chameleon Musicians; City of Fort Lauderdale (Community Redevelopment Agency NW Progresso Flagler Heights Area Fund); City of Fort Lauderdale (Parks & Recreation Department); City Of Hollywood (Parks, Recreation, and Cultural Arts); City of Lauderdale; City Of Miramar; City Of Oakland Park; City Of Pembroke Pines Recreation & Cultural Arts; City Of Pompano Beach Cultural Arts; City Theatre (Broward activities); Community Foundation of Broward; Coral Springs Center For The Arts; Coral Springs Chinese Cultural Association; Coral Springs Festival Of The Arts; Coral Springs Museum Of Art; Creative City Collaborative Of Pompano Beach; Curtain Call Playhouse; Davie School Foundation; Developing Dreams Foundation; Dinggin; Divali Nagar; Fantasy Theatre Factory (Broward County activities); Fat Village Arts District; Fat Village Center For The Arts; Flamingo Gardens; Florida Day of the Dead; Florida Grand Opera (Broward County activities); Florida Turkish-American Association; Florida Youth Orchestra; Florida's Singing Sons; Fort Lauderdale Children's Theatre; Fort Lauderdale Historical Society; Friends of the Broward County Library; Ft Lauderdale Performing Arts; Gallery At Westfield Broward; Gay Men's Chorus Of South Florida; Girlchoir Of

South Florida; Girls' Club Foundation; Gold Coast Jazz Society; Grace Arts Center; Greater Caribbean American Cultural Coalition; Greater Fort Lauderdale Convention & Visitors Bureau; Historic Stranahan House; Hollywood Art And Culture Center; Inside Out Theatre Company; Jayadevi Arts; JazzSlam Aka Academics Through Jazz; Lovewell Institute for the Creative Arts; Mac Fine Art; Master Chorale of South Florida (Broward County activities); Miami City Ballet (Broward County activities); Miramar Cultural Center, City of Miramar; Museum Of Discovery & Science; National Art Exhibitions of the Mentally Ill (Broward County Activities); New Light Foundation; New River Orchestra; NSU Art Museum Fort Lauderdale; Old Davie Historical; Old Dillard Foundation; Opera Guild of Fort Lauderdale; Pembroke Pines Theater of the Performing Arts; Polynesian Culture Association; Puppet Guild of South Florida; Puppet Network; Riverwalk Fort Lauderdale; Second Avenue Studio (Name changed to MetroLAB); Seraphic Fire (Broward activities); Sistrunk Historical Festival; South Florida Ballet Theater; South Florida Chamber Ensemble; South Florida Jazz; South Florida Jubilee Chorus; South Florida Lindy Collective; South Florida Musical Guild (South Florida Pride Wind Ensemble) ; South Florida Reuse and Recycling Institute; South Florida Symphony Orchestra (Broward County activities); Stonewall Library & Archives; Sunrise Pops; Symphony Of The Americas; Town of Davie Special Projects/Cultural Arts; and Young At Art Of Broward.

Broward County's Participating Cultural Event Attendees

Additionally, this study could not have been completed without the cooperation of the 2,483 arts and cultural audience members who generously took the time to complete the audience-intercept survey while attending a performance, event, or exhibit within Broward County during calendar year 2016.



AMERICANS FOR THE ARTS IS THE NATION'S LEADING NONPROFIT ORGANIZATION FOR ADVANCING THE ARTS IN AMERICA. ESTABLISHED IN 1960, WE ARE DEDICATED TO REPRESENTING AND SERVING LOCAL COMMUNITIES AND CREATING OPPORTUNITIES FOR EVERY AMERICAN TO PARTICIPATE IN AND APPRECIATE ALL FORMS OF THE ARTS.



The following national organizations partner with Americans for the Arts to help public- and private-sector leaders understand the economic and social benefits that the arts bring to their communities, states, and the nation.

Cover: Andrew Shurtleff Photography

(Clockwise from Top) Concert for Miami, Knight Concert Hall, Miami-Dade, FL.; Photos from the Broward 100 'InsideOut' campaign "Creatives Making a Difference in Hollywood". Presented by the Community Redevelopment Agency of Hollywood and supported by the Downtown Hollywood Mural Project and the Art and Cultural Center of Hollywood, FL. Photo by Jill Weisberg.; The Pool, El Paso Museums & Cultural Affairs Department, TX. Photo by Jen Lewin.; Dancer at outdoor performance. Fulton County Arts Council, GA. Photo by CGC Studios.

