



BROWARD
CENTER
— for the —
PERFORMING ARTS
2010 - 2011
ANNIVERSARY SEASON

TWENTY YEARS OF APPLAUSE

May 9, 2011

Mayor John P. Seiler
Vice Mayor Bobby B. DuBose, District 3
Commissioner Bruce G. Roberts, District 1
Commissioner Charlotte E. Rodstrom, District 2
Commissioner Romney Rogers, District 4
Fort Lauderdale City Commission
City Hall
100 North Andrews Avenue
Fort Lauderdale, FL 33301

Dear Mayor Seiler and Commissioners:

The Broward Center has been a driving force in the economic and cultural vitality of the City of Fort Lauderdale since the Center's grand opening in 1991. As we celebrate our 20th anniversary season, the Broward Center is now ranked among the **top ten** busiest theaters **in the nation**, and our award-winning **education programs serve more students than any other performing arts center in the United States**. Over the past twenty years, the Broward Center has been a proven catalyst in the dynamic growth of City's Riverwalk Arts & Entertainment District, and the City of Fort Lauderdale has been a vital partner in our success from the start.

Building on a strong foundation, we now have a comprehensive plan to reinvest in the facility to help ensure that the Broward Center will continue to serve the economic, cultural, and educational needs of the City of Fort Lauderdale and Broward County for years to come. The plan includes four primary elements:

- 1. Restore theaters to "State-of-the-Art" status with new technology and infrastructure;**
- 2. Create new facilities to enhance our capacity to deliver award-winning education programs;**
- 3. Enhance the experience of attendees to remain competitive and maintain earned income;**
- 4. Restore the physical plant and increase energy efficiency.**

The total cost for this project is estimated at \$43 million. We will raise the necessary funds using the original funding model for the Broward Center for the Performing Arts which is recognized as one of the region's most successful public/private partnerships. Broward County, the City of Fort Lauderdale, the Downtown Development Authority, Broward County Public Schools and the Broward Performing Arts Foundation each played a key role in ensuring that the initial vision came to fruition.

In keeping with the original funding model, we are requesting \$300,000 annually for a period of 15 years from the City of Fort Lauderdale. This investment by the City in the Broward Center for the Performing Arts reflects the same proportion that was contributed for the initial construction.

Capital Replacement and Renewal Plan

The Broward Center staff has provided years of expert care and preventative maintenance that have extended the useful life of building systems and maintained the facility in a condition befitting the City's cultural showpiece. Our comprehensive reinvestment plan includes four primary elements:

Return to "State-of-the-Art"

- The latest theater technology will replace existing lighting and sound equipment, designed in the '80s. This will ensure that we will continue to attract the world's best artists to our stages.
- Specific enhancements include complete restoration of the performance spaces, audience chamber and back of house including updating stage technology with advanced sound and lighting systems; installing more energy-efficient lighting systems; adding new stage lift systems; and replacing production equipment to be consistent with today's standards.

Increase capacity for education

- New technologies will connect the activity of the Center to classrooms in our community in real time. Broadcast and web-based distance learning will allow a wide range of learning opportunities to be offered on a much larger platform. Schools in our community will experience cross-cultural exchange with classrooms and artists around the world.
- Provide additional flexible spaces for growing educational programs.
- New spaces include a dedicated Arts Education Center as a cornerstone of the capital plan with a Rehearsal/Recital Hall and classroom spaces equipped for music, dance, and theater arts as well as participatory workshops.

Enhance the experience of attendees and maintain earned income

- Create a more compelling destination in order to maintain our position as a leading cultural/entertainment venue in an increasingly competitive environment.
- New spaces for intimate performances, business, social and educational activities will be added including a stand-alone Pavilion overlooking the New River that will house an elegant multi-use function hall with full service kitchen, mezzanine-level Premier Lounge, a private hospitality area offering a "luxury suite" experience, Hillside Terraces & Bar featuring light fare, a full bar and ample outdoor seating.
- Significant upgrades to existing facilities will include a cabaret-style theater in the Abdo New River Room, the Peck Courtyard & Café featuring a bistro-style restaurant and covered patio, the Lobby expansion and re-styling including upgrades to bar and concession offerings, and expansion of the Intermezzo Lounge for corporate hospitality.
- Introduction of new technologies to enhance audience engagement.

Restore the physical plant, including green technologies

- Improve operating efficiency and extend the life of the asset.
- Comprehensive installation of new HVAC and mechanical systems, identifying all opportunities for energy-efficiencies; seek LEED certification for new Pavilion.
- Replace all seating and carpeting in audience chambers and common areas. Update décor throughout facility.

We have already begun work on replacing essential mechanical and electrical systems. Our current timeline anticipates design to be complete and work to begin in all other areas in early 2012. With an excellent team in place, all additions and improvements are scheduled for completion by late 2013.

The Broward Center for the Performing Arts is a proven model and a true success story for the City of Fort Lauderdale. We appreciate your partnership in the Performing Arts Center Authority and your commitment to helping write the next chapter in the Broward Center's history.

Sincerely,



Kelley Shanley
President/CEO

cc: Allyson C. Love, Acting City Manager, City of Fort Lauderdale
Stephen Scott , Director of Economic Development, City of Fort Lauderdale
John Milledge, Chair, Performing Arts Center Authority
George Platt, Vice-Chair, Performing Arts Center Authority
Dr. Abraham Fischler, Secretary, Performing Arts Center Authority
Charles L. Palmer, Treasurer, Performing Arts Center Authority
John E. Abdo, Performing Arts Center Authority
Joseph C. Amaturro, Performing Arts Center Authority
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Marti Huizenga, Performing Arts Center Authority
Barbara Jones, Performing Arts Center Authority
Bernard J. Peck, Performing Arts Center Authority
Christine Reynolds, Performing Arts Center Authority
Ramón Rodriguez, Performing Arts Center Authority
Anne Scherer, Performing Arts Center Authority