



BROWARD
CENTER
— *for the* —
PERFORMING ARTS

July 13, 2019

Chris Lagerbloom
City Manager
City of Fort Lauderdale, Florida
100 North Andrews Avenue
Fort Lauderdale, Florida 33301

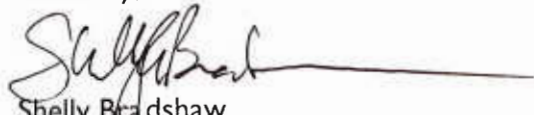
To Chris Lagerbloom:

The Performing Arts Center Authority dba Broward Center for the Performing Arts is requesting a three-year continuation of the lease of the two city parcels at SW 6th Avenue and Broward Boulevard (behind Burger King for Broward Center staff parking. The city leased this parcel of land to the Broward Center beginning in November of 2018 and the lease ran through the end of June 2019.

Over the course of the last year, with the use of this land and other parking strategies, the Broward Center was able to relocate Broward Center staff which resulted in over 17,000 more parking opportunities in the a&e garage. The benefit for this to the Broward Center was less patron dissatisfaction as they were no longer arriving to find a full garage and were therefore forced to seek alternative parking farther from the immediate area of the Broward Center. Our data shows that we were able to reduce the number of cars turned away from the garage on a busy night from an average of 200 cars a night to less than 20. This resulted in not only greater satisfaction for Broward Center patrons but also had a positive impact for the Museum of Discovery and Science attendees as well.

Thank you for your consideration.

Sincerely,


Shelly Bradshaw
Vice President of Operations
Broward Center for the Performing Arts

cc Kelley Shanley, Tim Weeks