

RESOLUTION NO. R-CRA-2017-

A RESOLUTION OF THE HOLLYWOOD, FLORIDA, COMMUNITY REDEVELOPMENT AGENCY ("CRA") APPROVING AND AUTHORIZING THE EXECUTION OF THE ATTACHED AGREEMENT BETWEEN THE HOLLYWOOD ART AND CULTURE CENTER, INC. (THE CENTER) AND THE CRA FOR THE PURCHASE OF TICKETS TO BE UTILIZED FOR THE PROMOTION OF THE CENTER TO THE HOLLYWOOD BEACH VISITOR MARKET FOR A TOTAL AMOUNT NOT TO EXCEED \$300,000.00, PAYABLE ON AN ANNUAL BASIS AT AN AMOUNT NOT TO EXCEED \$30,000.00 EACH YEAR; AND APPROVING AND AUTHORIZING THE ESTABLISHMENT OF AN ACCOUNT FOR SAID PURPOSE.

WHEREAS, economic development is a top priority of the CRA; and

WHEREAS, the economic viability of the downtown and beach areas is of vital importance to the CRA; and

WHEREAS, the re-establishment of tourism is a goal of the Beach CRA Redevelopment Plan; and

WHEREAS, quality cultural establishments, such as the Hollywood Art and Culture Center located in a commercial district, act as a catalyst for new businesses and office tenants; and

WHEREAS, the Center's location within the boundaries of the Downtown Community Redevelopment area significantly enhances existing business activities and business recruitment, retention, and expansion efforts in the Downtown District; and

WHEREAS, the Center, if provided with additional marketing support by the CRA, has great potential to be a destination for the visitor market from the Beach District of the CRA; and

WHEREAS, since 1975, the Hollywood Art and Culture Center, Inc. has been successfully operating in Hollywood; and

WHEREAS, in 1992, the Center executed a 49 year lease with the City of Hollywood to occupy and operate the Center at 1650 Harrison Street; and

WHEREAS, The Center is recognized as one of the eight Major Cultural Institutions in Broward County by Broward Cultural Council; and

WHEREAS, the Center operates on a year round basis, providing six-day a week quality cultural programming; and

WHEREAS, the CRA desires to execute the attached agreement with the Hollywood Art & Culture Center, Inc. for a ten (10) year term, whereby the CRA will purchase admission and event tickets in an amount not to exceed \$30,000 each year, which is equal to 3,000 tickets, annually to be distributed to the visitor market through programming established by the Beach District of the CRA; and

WHEREAS, the distribution of tickets to visitors of Hollywood Beach for attendance to events and admission at the Center' location will attract the visitor market and increase consumer traffic from the Beach District of the CRA to the Downtown District of the CRA;

NOW, THEREFORE, BE IT RESOLVED BY THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY:

Section 1: That it hereby approves and authorizes the execution by the appropriate CRA Officials of the attached agreement between the Hollywood Art and Culture Center, Inc., and the CRA, together with such non-material changes as may subsequently be agreed to by the Executive Director of the CRA and approved as to form and legality by the Acting CRA General Counsel.

Section 2: That it hereby approves and authorizes the establishment of an account designated as Art and Culture Center Project and the expenditure of \$30,000.00 each year pursuant to the terms and conditions of the attached Agreement.

Section 3: That this Resolution shall be in full force and in effect immediately upon its passage and adoption.

PASSED AND ADOPTED this ____ day of _____, 2017.

ATTEST:

HOLLYWOOD, FLORIDA
COMMUNITY REDEVELOPMENT
AGENCY

PHYLLIS LEWIS
BOARD SECRETARY

JOSH LEVY, CHAIR

APPROVED AS TO FORM & LEGALITY
For the use and reliance of the Hollywood,
Florida Community Redevelopment Agency
only.

ALAN FALLIK, ACTING GENERAL COUNSEL