



LEON COUNTY
Tourist Development Council

Thursday, June 22, 2017, 9:00 a.m.
Board of County Commissioners Chambers
301 South Monroe Street

SPECIAL MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
 - Welcome & Introduction
- II. Introductory Remarks by Executive Director – **Kerri Post**
- III. Request for Additional Agenda Items – **Bo Schmitz**
- IV. Public Comment
- V. General Business – **Bo Schmitz**
 - Bloxham/Firestone Redevelopment Update
 - Presentation – Update on the CRA Allocation Process for the Remaining Tourist Development Tax Performing Arts Funds – Roxanne Manning, Tallahassee Community Redevelopment Agency (CRA)
 - Presentation – KCCI #iHeartTally Initiative Update – Ryan Sheplak, 2017 KCCI Catalyst
- VI. Executive Director’s Report – **Kerri Post**
 - FY18 BOCC Budget Workshop Update
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next Meeting:

*****Wednesday, July 12, 2017*****
Board of County Commissioners
Commission Chambers



MEMORANDUM

DATE: 06/22/2017

TO: Leon County Tourist Development Council

FROM: Kerri L. Post, Director, Leon County Tourism Development

SUBJECT: Additional Information and Update on the CRA TDT/PAC Funding support for the Firestone/Bloxham Redevelopment, as requested at the TDC Meeting May 4, 2017.

Background:

As discussed at the May 4, 2017 TDC meeting and encompassed in a letter from the TDC Chair (Attachment #1) to both County and City Commissioners, the TDC was supportive of the purchase of the A, B, and C Amphitheater Support Spaces and convening a special meeting specifically to review more information on the recommended ownership, maintenance, projected operational structure and public use for the new Amphitheater Support Space.

On May 25, 2017 the CRA authorized the use of up to \$2.1 million in Tourist Development Tax - Performing Arts Center funds and \$508,425 in Johns/Clemons funds for the purchase of Spaces A, B and C: up to 12,995 +/- square feet of amphitheater operational support space and flexible event space (Attachment #2). Additionally, the CRA authorized staff to continue to work with the City of Tallahassee, Leon County staffs and the developer to refine the design and develop final costs, which will be brought back for final CRA Board, City and County Commission approvals. The CRA also authorized staff to include this space in the CRA-North American Properties development agreement subject to final CRA Board approval. Further, the CRA Board gave direction for staff to provide additional information at their next meeting on the ownership, maintenance, and management of the space, in addition to considering the needs of the cultural community.

Analysis: Bloxham/Firestone Redevelopment/Amphitheater Support Space

Ownership of the new Amphitheater Support Space:

The new Amphitheater Support Space is recommended to be paid for with the use of Leon County Tourist Development Tax and owned/operated by the City of Tallahassee (COT), managed by the Parks, Recreation and Neighborhood Affairs Department (PRNA). This structure will be an extension of the existing Intergovernmental Agency agreement for the Amphitheater at Cascades furthering that model so that it will all be managed under one

umbrella. The Interlocal Agreement also outlines the relationship between Leon County and the City of Tallahassee regarding programming for the 10 ticketed events in the Capital Cascades Stage and Concert Series at the amphitheater, which all utilize the support space.

Programming and Maintenance of the new Amphitheater Support Space:

Staffing, operations and on-going maintenance costs associated with managing the new Amphitheater Support Space would be provided by the City of Tallahassee (COT). The day-to-day operations and management of the new space is envisioned to be an extension and expansion of the existing Interlocal Agreement between Leon County and the City of Tallahassee regarding programming and responsibilities for the Capital Cascades Stage and Concert Series.

As provided by City of Tallahassee PRNA and referenced during discussions in May TDC and CRA meetings, the Amphitheater hosted a total of 39 musical/theatrical performances in 2016, 31 of which utilized the existing Meridian Point Building as support space. The organizations renting the available public space include FSU, FAMU, Opening Nights, Tallahassee Symphony Orchestra, Southern Shakespeare Company, Tallahassee Downtown Improvement Authority, Hola Tallahassee Festival, and numerous schools and churches. It is recognized there will be costs to the City of Tallahassee to operate, maintain, staff, provide programming, and all costs associated with booking and managing the new Amphitheater Support Space. As with all city-owned public facilities available to rent (i.e., Dorothy Owen Park), the City of Tallahassee would retain the revenues from rentals of the Amphitheater Support Space to help offset the cost of annual operation and programming.

At this time, PRNA is developing operational estimates for the new Amphitheater Support Space based on:

- The final configuration of the space
- Projecting usage by day of week and the various different space options
- Projecting room rental rates based on estimated rates at that time

Naming and branding of the new Amphitheater Support Space:

Naming and branding of the space will be determined jointly by the County and City, and will also include collaborative input on the interior design and decoration of the space, including artwork and/or images highlighting the destination, partners involved, etc.

Public Access/Use of Amphitheater Support Space:

Uses will be determined in accordance with City of Tallahassee policies, procedures, allowable uses and rates, subject to the terms and conditions of an updated agreement with Leon County. This language will mirror the existing Interlocal Agreement between Leon County and the City of Tallahassee regarding programming for the Capital Cascades Stage and Concert Series. It is important that the space and programs in the Amphitheater Support Space be managed by one entity. For the new Amphitheater Support Space, it is envisioned the public may rent the large space (Space "C" in the renderings) and/or small

space (Space "B" in the renderings) and/or add-on one or more of the smaller rooms in the small space. Public rentals of the new space are envisioned to include:

- Corporate/Non-Profit/Government Staff Retreats & Meetings (Board Meetings, Large Groups, etc.)
- Corporate Luncheons and/or Receptions
- Government Recognition Programs/Receptions (Neighborhood of the Year, Silver Stars, Volunteer of the Year, for example)
- Non-Profit Fundraising Reception, Awards Banquets, Kick-Off Events, Luncheons
- School Programs such as Athletic Banquets, Fundraising Receptions, Civic Group Receptions
- Private Rentals such as birthday parties, baby showers, family reunions, alumni reunions, wedding receptions
- Park Special Event Uses – VIP Receptions, Indoor exhibits (arts/cultural, book fair, etc.), small indoor performance group, staff & volunteer operations.

Leon County Access for Amphitheater Support Space

It is anticipated that the County will continue to have the rights for use of the Amphitheater Support Space at no cost for up to the 10 concerts as well as the right to use the Amphitheater Support Space for up to 10 additional days per year at no cost for official County events. The County is not seeking additional concerts beyond the 10 ticked events outlined in the Interlocal Agreement, however extending the term of the existing agreement will be needed.

Conclusion:

TDC staff is seeking any additional guidance and recommendations from the TDC on the items above. It is anticipated these items will be presented for further review at the July 11, 2017 BOCC meeting and it is anticipated to be presented at the City of Tallahassee Commission meeting to be held later in July. This timeline would allow CRA staff to finalize the development agreement for approval by the CRA Board and City Commission within the 180-day due diligence period (concluding in September) as specified in the Bloxham/Firestone Annex purchase sales agreement with North American Properties. Updates on the Bloxham/Firestone Redevelopment project will be provided to the TDC as they are available.



Leon County Tourist Development Council

Bo Schmitz, Chairman
Four Points by
Sheraton Downtown

Bryan Desloge
Leon County
Board of County
Commissioners

Scott Maddox
Tallahassee City
Commission

Nancy Miller
Tallahassee City
Commission

John Kelly
DoubleTree by Hilton

Satish Patel
Sleep Inn

Russell Daws
Tallahassee Museum
of History & Natural
Science

Michelle Personette
Challenger Learning
Center

Matt Thompson
Madison Social

Leigh Davis
Leon County Parks &
Recreation

Audra Pittman
Council on Culture &
Arts (COCA)

Kerri L. Post
Executive Director
Visit Tallahassee /
Leon County
Division of Tourism
Development

May 18, 2017

The Honorable Leon County Board of County Commissioners
301 South Monroe Street
Tallahassee, FL 32301

The Honorable Tallahassee City Commissioners
300 South Adams Street
Tallahassee, FL 32301

Purpose of Letter: To inform the presiding members of the Community Redevelopment Agency (CRA) who will consider Tourist Development Tax (TDT) funding support for Amphitheater support facilities in the Firestone/Bloxham Annex Redevelopment Project at the May 25, 2017 CRA meeting.

Dear Commissioners:

As the Chairman of the Leon County Tourist Development Council (TDC), I would like to express our gratitude for the CRA's leadership in working with North American Properties on the redevelopment of the Firestone/Bloxham Annex. The preliminary plans and renderings certainly look like an exciting addition to the destination as a place for both visitors and locals to enjoy. The positive economic benefits of a project this size and scope cannot be overstated.

At the May 4, 2017 meeting of the TDC, the Council received an informational update from Kerri Post, Director of Leon County Tourism Development, on the Firestone/Bloxham Annex redevelopment. Shawn McIntyre, a Partner with North American Properties, provided preliminary project details by explaining the three different space options (A, B, and C) for the Amphitheater support facilities including multipurpose event space at an estimated cost of \$2.5 million and how they will be able to cohesively serve large ticketed concerts, small community performances, festivals, and other place-making events and activities.

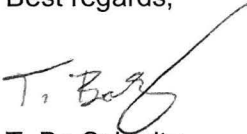
Leon County Tourism Development hosts up to 10 concerts a year at the Amphitheater and currently utilizes the 5300+ square foot Meridian Point Building as dressing rooms/green rooms, for feeding the production crew, and staging operational resources during these events. Including the County's seven concerts in 2016, the Amphitheater hosted a total of 39 musical performances, 31 of which utilized the existing Meridian Point Building as support space. The beneficiaries of this available public space include organizations such as FSU, FAMU, Opening Nights, Tallahassee Symphony

Orchestra, Southern Shakespeare Company, Tallahassee Downtown Improvement Authority, Hola Tallahassee Festival, and numerous schools and churches.

Based on the preliminary rendering (attached) provided at the May 4th TDC meeting illustrating approximately 13,000 square feet, the TDC unanimously recommended including all three space options (A, B, and C) in the redevelopment of the former Firestone building to be supported with TDT funds. This proposed space represents the greatest opportunity to expand musical performances, meet future demands at the Amphitheater, and continue to support the many local cultural and charitable organizations that utilize both the Amphitheater and Cascades Park for various events. In order to facilitate this redevelopment project in a timely manner, the TDC expressed a willingness to convene a special meeting to further review detailed cost estimates, final renderings and layout designs, and the terms for ownership and maintenance responsibilities.

As a growing tourism destination, it is important that we continue to invest into the development of the Amphitheater in order to bring the highest quality musical and theatrical performances to our community. Thank you for your thoughtful consideration of this exciting and impactful project.

Best regards,

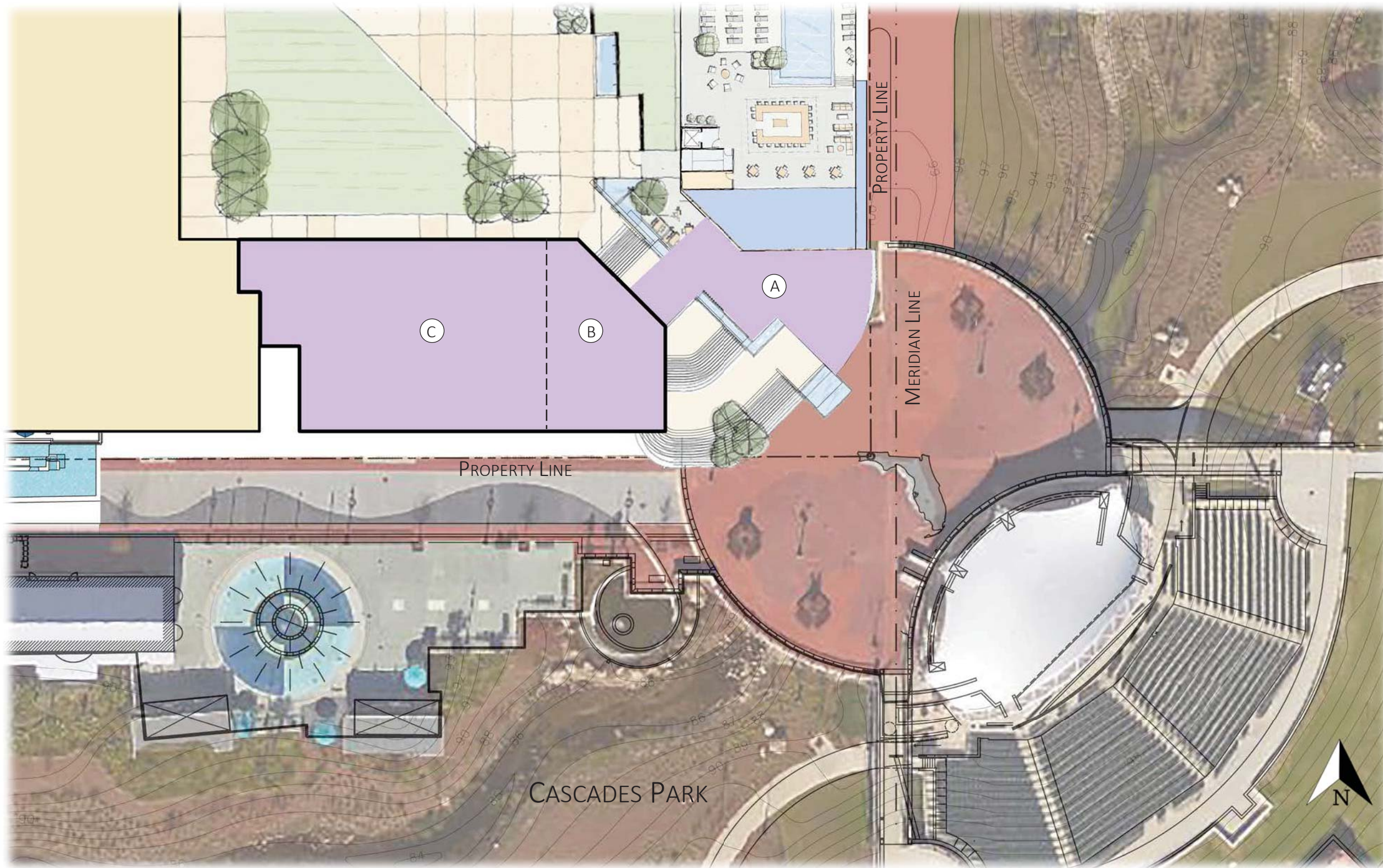


T. Bo Schmitz

Chairman, Leon County Tourist Development Council
General Manager, Four Points by Sheraton Tallahassee Downtown

cc: Leon County Tourist Development Council Members
Vincent S. Long, County Administrator
Ricardo Fernandez, City Manager
Ken Morris, Assistant County Administrator
Wayne Tedder, Assistant City Manager
Roxanne Manning, CRA Director
Shawn McIntyre, North American Properties
Scott Carswell, Scott Carswell Presents

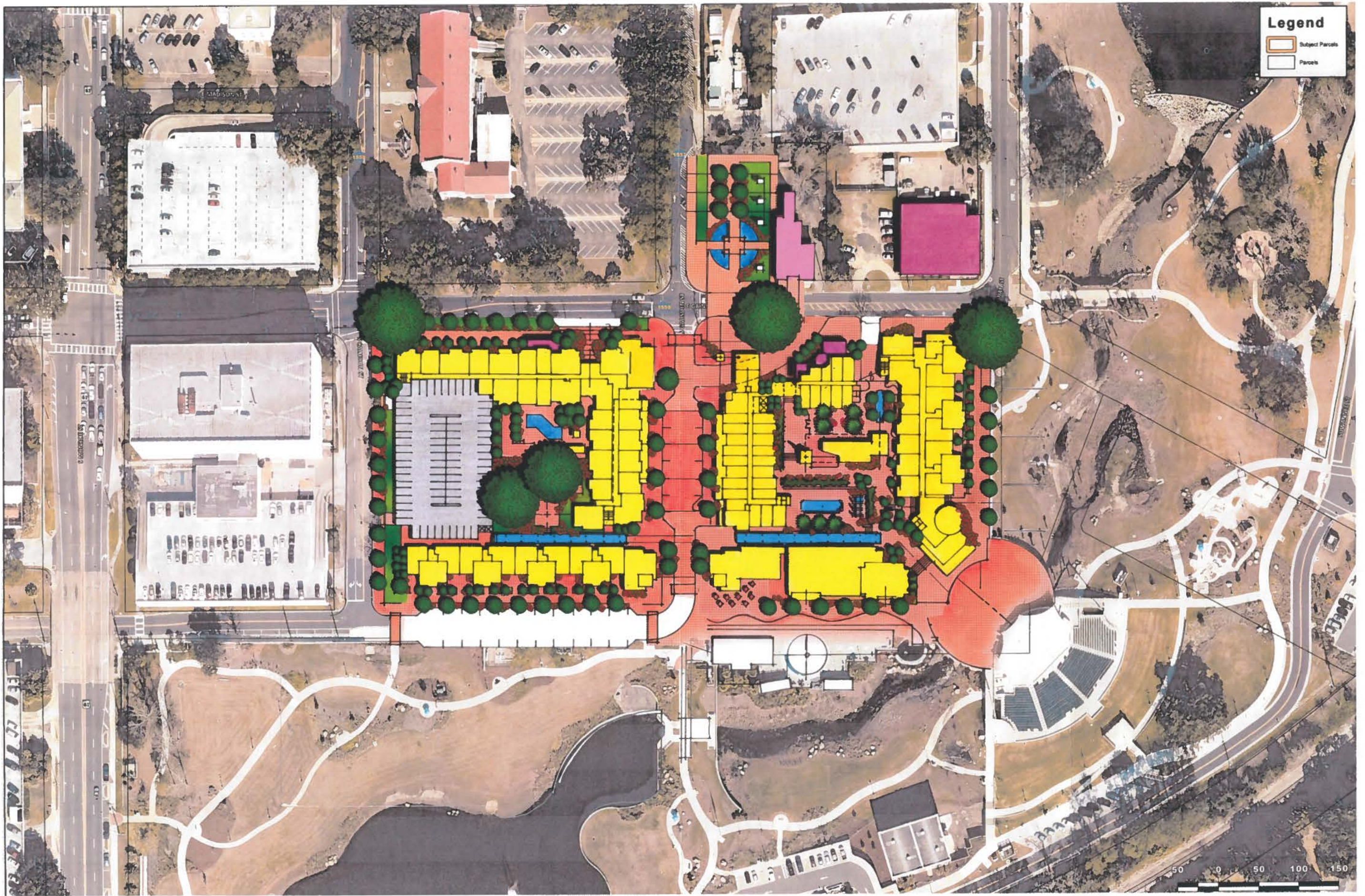
SITE PLAN



KEYNOTE LEGEND

A – AMPHITHEATER OPERATIONS	3,455SF
B – AMPHITHEATER SUPPORT	
BASIC OPTION	2,750SF
C – AMPHITHEATER SUPPORT	
FULL FLOOR OPTION ADDS	6,750SF

B + C = 9,500SF TOTAL





Agenda Item Details

Meeting	May 25, 2017 - CRA Board Meeting
Category	7. Downtown District Policy Formation and Direction
Subject	7.02 Discussion and Direction on Use of CRA-Managed Tourist Development Tax (TDT) Arts Funds in Support of Amphitheater Support Facility and Flexible Event Space in the Firestone-Bloxham Annex Properties Redevelopment -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Type	Action, Discussion
Fiscal Impact	Yes
Dollar Amount	2,100,000.00
Budgeted	Yes
Budget Source	CRA-Managed TDT Arts Funds
Recommended Action	Option 1: Authorize the use of up to \$2.1 million in TDT Arts funds and \$508,425 in Johns/Clemons funds for the purchase of Spaces A, B and C: up to 12,995 +/- square feet of amphitheater operational support space and flexible event space. Authorize CRA staff to continue to work with the City and Leon County staffs and the developer to refine the design and develop final costs, which will be brought back for final CRA Board, City and County Commission approvals. Further authorize CRA staff to include this space in the CRA-NAP development agreement subject to final CRA Board approval.

For more information, please contact: Roxanne Manning at 850-891-8353.

Statement of Issue

At the March 23, 2017 City of Tallahassee Community Redevelopment Agency (CRA) Board meeting, staff requested direction from the Board regarding the use of up to \$2.3 million of the TDT Arts Funds to purchase dedicated amphitheater support space and flexible event space within the proposed North American Properties (NAP) development on the former Firestone-Bloxham Annex properties adjacent to Cascade Park. During the Board discussion several commissioners had questions about committing the funds towards the amphitheater support facilities and flexible event space. The questions focused on two main issues: (1) confirming the need and use of the flexible event space and (2) other potential arts and culture opportunities that could be funded through the TDT Arts Funds. Following the discussion, the Board directed "...staff bring back an agenda item for discussion to establish a process in determining the uses of the \$5 million performing arts funds [TDT Arts Funds] and defer a vote on the amphitheater support facilities and event space to determine design and costs."

This agenda item addresses the second part of the CRA Board's direction to "...defer a vote on the amphitheater and event space to determine design and costs." An earlier agenda item, Item 5.02, presented the Board with the process and proposed timeline to award TDT Arts Funds.

Since the March 23, 2017 CRA Board meeting, staff has continued to work with NAP, Leon County staff, City Parks and Recreation staff and the County's contracted concert promoter Scott Carswell Presents, along with to evaluate the types of events currently planned for the Capital City Amphitheater and Cascades Park, as well as how those events may evolve in the future as downtown redevelopment occurs.

The most recent site plans from NAP for the amphitheater support facilities and the flexible event space has three

different space options that build upon each other. The options (Spaces A, B and C) progress from approximately 3,500 square feet of space that meet only the operational needs of the amphitheater (no performer or public event space) to 12,955 +/- square feet of amphitheater and flexible event space that provides a broad range of fixed and flexible features to support operational needs, event performers and provide space for local access/events. The projected costs range from an estimated \$622,000 for the operational support only amphitheater support space to \$2.6 million for the comprehensive event spaces. A full description of the individual spaces, features and costs is contained in the main body of this agenda.

CRA and City staffs have reviewed the proposed space designs and believe the comprehensive event space from the NAP preliminary design presents the greatest opportunity for growing and meeting future demand at the Capital City Amphitheater and on Cascade Park in general. At the May 4, 2017 meeting of the Tourist Development Council (TDC), the Board unanimously recommended including all three space options for amphitheater support in the redevelopment of the former Firestone building to be supported with TDT Arts funds.

Staff recommends the CRA Board approve the use of up to \$2.1 million in TDT Arts Funds towards the construction and purchase of comprehensive amphitheater support facilities and flexible event space in the redevelopment of the Firestone building. Please note that the \$508,425 of Tourist Development Tax funds originally used for the demolition of the Johns and Clemons buildings will be added to that amount to cover most of the cost of the operational amphitheater support facilities, resulting in a total amount of approximately \$2.6 million, of which approximately \$2.1 million are TDT Arts funds. CRA, City and TDC staffs will continue to work with the developer to refine the design and develop final costs for Board approval which could lower the actual funding need.

Recommended Action

Option 1: Approve the 12,955 +/- square foot amphitheater operational support and flexible event space option (Spaces A + B + C) for inclusion as part of the Firestone site redevelopment. Authorize CRA staff to include this space in the CRA-NAP development agreement subject to final CRA Board approval.

Option 2: Authorize the use of up to \$2.1 million in TDT Arts Funds for the purchase of amphitheater operational support space and flexible event space described in Option 1. Authorize CRA staff to continue to work with the City and TDC staffs and the developer to refine the design and develop final costs, which will be brought back for final Board approval.

Fiscal Impact

If staff's recommendations are approved, the City will fund the first \$508,425 for the cost of the amphitheater operational support space. The remaining funds for the amphitheater support facility and flexible event space, an estimated \$2.1 million, will come from the CRA Managed TDT Arts Funds, which has a balance of approximately \$5.1 million. Committing \$2.1 million of the TDT Arts Funds for the purchase of amphitheater operational support space and flexible event space will leave a balance of approximately \$3.0 million for other arts and culture related projects.

Supplemental Material/Issue Analysis

History/Facts & Issues

In December 2014, the County, the City and the CRA approved the third amendment to the Interlocal Agreement governing the creation and operation of the CRA's Downtown District Community Redevelopment Area. The amendment addressed the use of the \$5,042,522 (now approximately \$5.1 million) in TDT Arts Funds originally collected for the Downtown Performing Arts Center. Among other things the use of the TDT Arts Funds was limited to culture, visual arts, and heritage programs; performing arts as part of the convention center project; or other performing arts projects. The TDT Arts Funds could be used in either redevelopment district but the uses had to be authorized under Section 125.0104, Florida Statutes. Additionally, any expenditure of the TDT Art funds must be approved by the CRA Board and the City and County Commissions.

In a separate agreement, the County and City agreed that the \$508,425 of Tourist Development Tax funds originally used for the demolition of the Johns and Clemons buildings would be reimbursed by the City for improvements to the

Capitol City Amphitheater.

In 2015 and 2016, CRA staff met with various representatives of the arts and culture community to determine the preferred uses for the TDT Arts Funds. To prepare for those discussions, staff reviewed the Cultural Plan; Chapter 125.0104, Florida Statutes; studies by Americans for the Arts; and researched art and culture support programs in other cities. To learn more about the specific cultural needs and goals within the Tallahassee/Leon County community, CRA staff held small meetings and large workshops with representatives from the TDC, COCA and others in the art, theater and cultural communities to discuss their needs, ideas and opportunities. From those meetings it was apparent that while it may be possible to support a range of uses with the TDT Arts Funds, members of the arts and culture community placed an emphasis on the need for physical space such as meeting, studio, gallery, rehearsal and performance space.

At the December 2015 CRA Board meeting, the Board approved evaluation criteria for the TDT Arts funds allocation process and directed staff to develop an estimate of the costs related to the provision of event and amphitheater support space in the Firestone-Bloxham Project. In order to develop costs for that space, it was necessary to complete the Firestone-Bloxham Request for Proposal (RFP) and identify the project's developer.

Staff began work on that process in early 2016 and issued two separate RFPs. On August 3rd, 2016, the CRA issued the second and successful RFP for the Sale and Redevelopment of the Firestone and Bloxham Annex properties. At the CRA Board's direction, in recognition of the need for improved cultural support space for the Capital City, the RFP contained a requirement that a redevelopment proposal include "finished space within the redevelopment along or adjacent to the Meridian Point footprint on the Firestone property for support facilities for the Cascade Park Amphitheater. The support facilities will include a green room, a dressing room, a catering kitchen and small event space for public use."

On November 3, 2016, NAP submitted a proposal in response to the RFP that included green rooms, amphitheater support facilities and public event space. On January 26, 2017, the CRA Board approved the sale and redevelopment of the properties to NAP assuming mutually acceptable terms could be negotiated for the Purchase and Sales Agreement (PSA), CRA Development Agreement and PUD/UPUD conditions. This included determining the type and design of amphitheater support facilities required as part of the development, and their cost. At the March 23, 2017 CRA Board meeting, the Board authorized staff to enter into a PSA with NAP for sale and redevelopment of the Firestone and Bloxham Annex properties.

Also at the March 23, 2017 meeting, staff requested direction from the Board to proceed with the conceptual design and evaluation of the amphitheater operational support space and flexible event space with a not to exceed value of up to \$2.3 million of the TDT Arts Funds. Following discussion, the Board directed staff to "...bring back an agenda item for discussion to establish a process in determining the uses of the \$5 million performing arts funds [TDT Arts Funds] and defer a vote on the amphitheater support facilities and event space to determine design and costs."

Since the March 23, 2017 CRA Board meeting, staff has been working with NAP, Leon County Staff and City Parks and Recreation staffs to evaluate the types of events currently planned for the Capital City Amphitheater and Cascades Park, as well as how those events may evolve in the future as downtown redevelopment occurs. In response to the Board's direction, staff specifically looked at: (1) the design and layout of both the amphitheater operational support facility and the flexible event space, focusing on what is needed now and what is needed to grow events in the future and (2) the cost of these spaces based on several different designs supporting different needs.

Described below are three options for the amphitheater operational support and flexible event space at Cascade Park. The options are based on the most recent site plans from NAP for these spaces. The options build upon each other and progress from approximately 3,500 square feet of space that meets the operational needs of the amphitheater to 12,955 +/- square feet of amphitheater and flexible event space that provides a broad range of fixed and flexible features to support operational needs, event performers and provide space for local access/use. The projected costs range from an estimated \$622,000 for the operational support space to \$2.6 million for the comprehensive event spaces. In reviewing the options below, it is important to note that the existing Meridian Point building currently serves as the amphitheater

support facility providing over 5,300 square feet of space that was utilized for approximately 40 large community events (including the LC/VT Capital Cascades Concerts Series) throughout 2016.

Space A: Amphitheater Operations Only (In Attachment 1). This design includes only the space to support amphitheater operations. The design includes space for service bays and a loading dock, several storage areas for amphitheater and event related equipment, a small production office to support events at the amphitheater, a single restroom, and limited office space for general park operations. It is assumed that TDT Art Funds would not be utilized for City park office space. There is no space for more than basic amphitheater operations; there is no space for performers or for public use. The size of the space is approximately 3,455 square feet with most of the space dedicated for storage. This is approximately a 35% reduction from the 4664 +/- square feet of space available in the existing Meridian Point building. The estimated cost of construction is \$622,000. The \$508,425 of Tourist Development Tax funds originally used for the demolition of the Johns and Clemons buildings would fund the majority of this amount.

Spaces A and B: Amphitheater Operations and Performer Space (Spaces A + B in Attachment 1). In addition to the basic service features shown as Space A, above, this design includes amphitheater support features similar to the existing facilities in the Meridian Point building as well as a few improvements. This space will be located above the plaza overlooking the amphitheater. Included as part of Space B are two dressing rooms, two single use bathrooms with showers, a small green room for performers between acts, a warming kitchen for food service, and an elevator to the plaza level for easy access to the amphitheater. The size of the combined space is 6,205 +/- square feet, a 24% increase in the existing Meridian Point space. The additional estimated cost of construction to include Space B is \$618,750 for a total estimated cost of \$1,240,750. Approximately \$732,325 of this amount would be from the TDT Art Funds, while \$508,425 would be drawn from the Johns/Clemons TDT funds.

Spaces A, B and C: Amphitheater Operations, Performer Space and Amphitheater Full Support/Flexible Event Space (Spaces A + B + C in Attachment 1). In addition to the basic and enhanced service features outlined in the options described above, this design includes amphitheater support features, as requested by the CRA Board in the RFP, in the form of flexible event space that will be able to support the full range of programmed entertainment events at the Capital City Amphitheater as well as the many smaller events anticipated at Cascade Park following the redevelopment of the Firestone-Bloxham Annex properties. The design expands on the spaces offered in Space B, increasing the number of dressing rooms to 4, increasing the number of private restrooms with showers to 3, adding two public restrooms, enhancing the warming kitchen, offering a VIP lounge and reception space, a covered patio that overlooks the Capital City Amphitheater and Cascades Park, and nearly 2,700 square feet of event space to support amphitheater performances or the other 40 events at Cascades Park. The event space is designed to support various large and small gatherings, such as performances, readings, rehearsals, weddings, business and social gatherings, and small concerts. Space A in Attachment 2 details two different layouts for possible events. The size of the combined space is 12,955 +/- square feet. The additional estimated cost of construction to include Space C is up to \$1,900,000, for a total estimated cost of up to \$2,600,000 for all three options.

CRA and City staff has reviewed the proposed spaces and believe Spaces A, B and C from the NAP preliminary design present the greatest opportunity for growing and meeting future demand at the Capital City Amphitheater and on Cascade Park in general. At the May 4th meeting of the Tourist Development Council (TDC), the TDC Board received an update on the Firestone Bloxham redevelopment and discussion ensued. Based on the preliminary rendering, approximate square footage and estimated construction costs shared at the meeting, the TDC unanimously recommended including all three space options for amphitheater support in the redevelopment of the former Firestone building to be supported with TDT funds. The TDC also inquired about the ownership and maintenance responsibilities of the spaces and requested a more detailed cost estimate and project details be presented at a future TDC meeting, allowing for a special meeting to be called if needed.

Funding Options and Staff Recommendation:

Separate from the decision on the size and layout of the amphitheater support and event space is the cost of the space and how it will be paid for. The estimated cost of the comprehensive space (see Attachment 1) is \$2,522,000. The City will provide \$508,425 towards the construction of the basic amphitheater support option (Space A), which is estimated at \$622,000, leaving an unfunded balance of \$113,575 (\$622,000 - \$508,425). The estimated cost to construct the comprehensive amphitheater and event space (Spaces A + B + C), less the initial City payment, is \$2,013,575 (\$2,522,000 - \$508,425).

The redevelopment of the Firestone-Bloxham Annex properties presents a unique opportunity to incorporate enhanced support spaces for the Capital City Amphitheater and Cascades Park, spaces and uses that will further City and County efforts to promote an 18-hour downtown and increase tourism. As such, the amphitheater and event space improvements qualify to use tourist development tax funds. Chapter 125.0104, FS, allows use of tourist development tax funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote uses which attract tourists.

The redevelopment of the Firestone-Bloxham Annex properties presents a unique opportunity to incorporate enhanced support spaces for the Capital City Amphitheater and Cascades Park, spaces and uses that will further City and County efforts to promote an 18-hour downtown and increase tourism. As such, the amphitheater and event space improvements qualify to use tourist development tax funds. Chapter 125.0104, FS, allows use of tourist development tax funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote uses which attract tourists.

Staff recommends committing up to \$2.1 million of the TDT Arts Funds for the balance of the construction costs. NAP has agreed to cap the construction expenses at \$2,608,425, which will limit the expenditure of TDT Arts Funds to \$2.1 million even if final construction costs exceed this amount. However, CRA, City and Leon County staff, working with NAP, will continue to refine the amphitheater support space needs with a goal to reducing the costs to less than \$2.6 million.

Chapter 125.0104, FS, also requires improvements funded with tourist development tax funds to be publicly owned and operated, or owned and operated by not-for-profit organizations, and open to the public. NAP will develop the space as a condominium within the development, which will be owned or leased by either the City or the County.

Staff recommends the property be owned by the City as the City will be charged with daily programming of the space in conjunction with all other park activities.

CRA, City and Leon County staff have worked closely with NAP to develop a layout and cost estimates for the amphitheater support and event spaces that are designed to accommodate the anticipated needs of Capital City Amphitheater and the growing demand for public uses on Cascades Park. Staff recommends the CRA Board accept and incorporate the comprehensive amphitheater and event space outlined in the attachments as part of the Firestone site redevelopment. Staff further recommends the CRA Board authorize the use of up to \$2.1 million in TDT Arts Funds to purchase the spaces in the redeveloped Firestone site.

Options

1. Authorize the use of up to \$2.1 million in TDT Arts funds and \$508,425 in Johns/Clemons funds for the purchase of Spaces A, B and C: up to 12,995 +/- square feet of amphitheater operational support space and flexible event space. Authorize CRA staff to continue to work with the City and Leon County staffs and the developer to refine the design and develop final costs, which will be brought back for final CRA Board, City and County Commission approvals. Further authorize CRA staff to include this space in the CRA-NAP development agreement subject to final CRA Board approval.

2. Authorize the use of up to \$732,325 in TDT Arts funds and \$508,425 in Johns/Clemons funds for the purchase of

Spaces A and B: up to 6,205 +/- square feet of amphitheater operational support space and performer support space. Authorize CRA staff to continue to work with the City and Leon County staffs and the developer to refine the design and develop final costs, which will be brought back for final CRA Board, City and County Commission approvals. Further authorize CRA staff to include this space in the CRA-NAP development agreement subject to final CRA Board approval.

3. Authorize the use of up to \$113,575 in TDT Arts funds and \$508,425 in Johns/Clemons funds for the purchase of Space A: up to 3455 +/- square feet of amphitheater operational support and storage space. Authorize CRA staff to continue to work with the City and Leon County staffs and the developer to refine the design and develop final costs, which will be brought back for final CRA Board, City and County Commission approvals. Further authorize CRA staff to include this space in the CRA-NAP development agreement subject to final CRA Board approval.

4. Do not authorize the use of any TDT Arts Funds for the purchase of amphitheater support space and flexible event space; provide staff with other direction.

Attachments/References

1. NAP Cost Estimates - Cascades Mixed-Use Project Amphitheater Support, May 2017
2. NAP Concept – Cascades Mixed-Use Project Amphitheater Support, May 2017

[Attachment 1.pdf \(65 KB\)](#)

[Attachment 2.pdf \(824 KB\)](#)

Cascades Developer Development Amphitheater Support Space

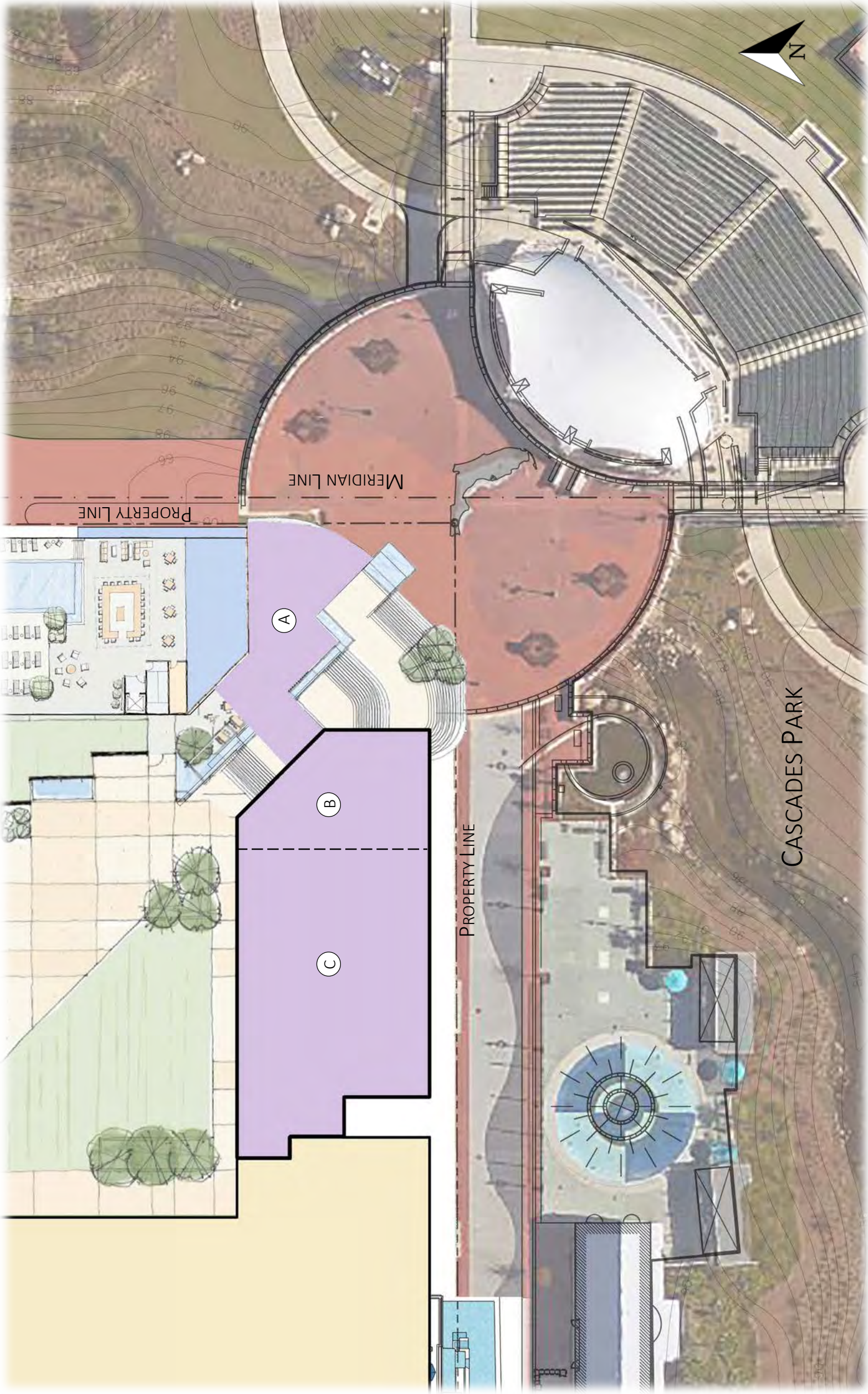
Cost Estimate	SF	\$ / SF	Total	Description
Space				
Space A	3,455	\$180	\$621,900	Access to Service Bays and Loading Dock, Storage, Production, IT Closet, Restrooms & Office
Space B	2,750	\$225	\$618,750	2 dressing rooms, 2 single use bathrooms with shower, small green room, warming kitchen & private elevator to Space A
Space B + C	9,500	\$200	\$1,900,000	4 dressing rooms, 4 single use restrooms and public restrooms, large catering kitchen, Press / VIP room, storage, sponsor event space, performer green room, covered patio & private elevator to Space A
Options	SF		Total	
A Only	3,455		\$ 621,900	
A + B	6,205		\$ 1,240,650	
A + B + C	12,955		\$ 2,521,900	

CASCADES
MIXED-USE PROJECT
AMPHITHEATER SUPPORT

Tallahassee, Florida



SITE PLAN



KEYNOTE LEGEND

A – AMPHITHEATER OPERATIONS	3,455SF
B – AMPHITHEATER SUPPORT BASIC OPTION	2,750SF
C – AMPHITHEATER SUPPORT FULL FLOOR OPTION ADDS	6,750SF
B + C = 9,500SF TOTAL	

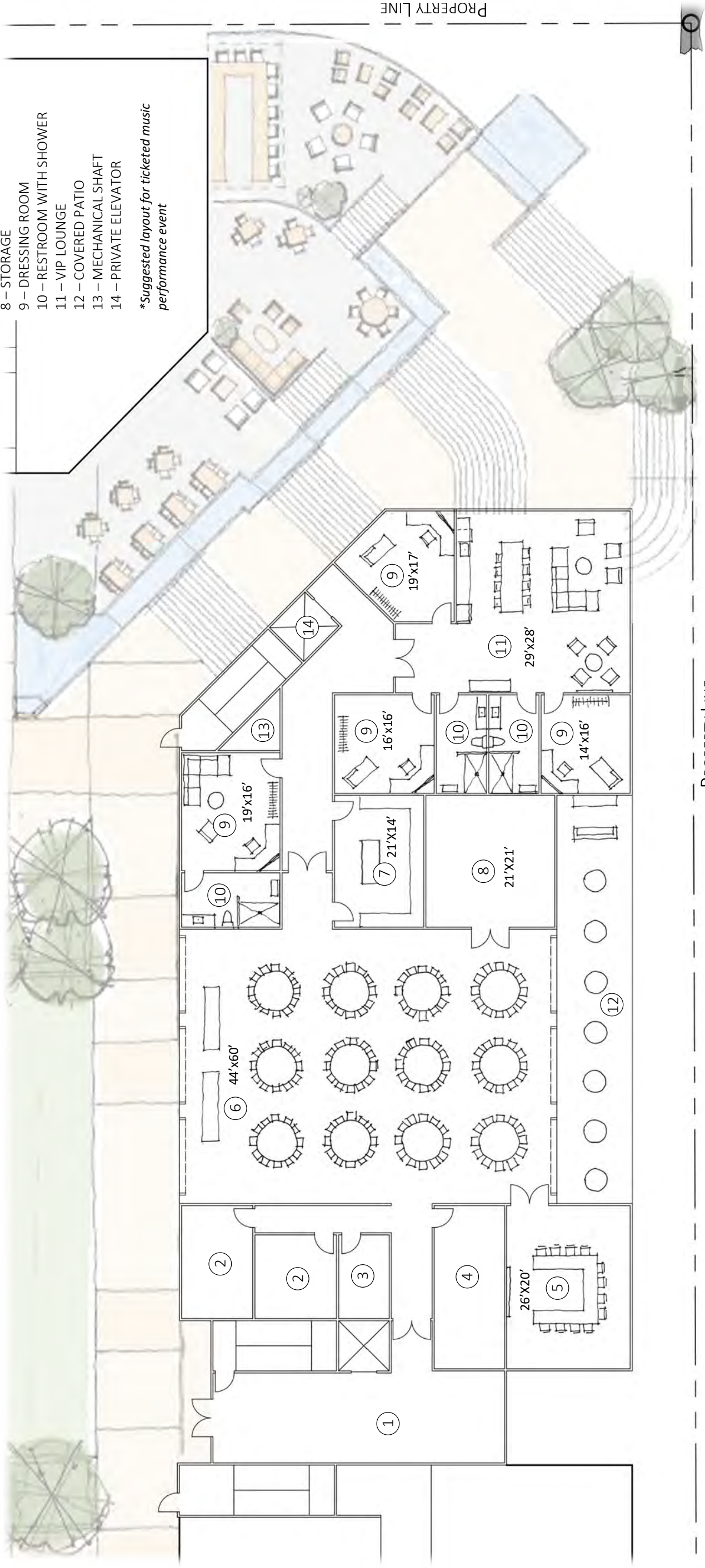
AMPHITHEATER SUPPORT- OPTION "A"

PLAZA LEVEL

9,500 SF

- KEYNOTE LEGEND**
- 1 - PUBLIC LOBBY
 - 2 - RESTROOM
 - 3 - ELECTRICAL/JANITOR
 - 4 - MECHANICAL
 - 5 - PRESS ROOM or VIP RECEPTION
 - 6 - SPONSOR EVENT SPACE
 - 7 - KITCHEN
 - 8 - STORAGE
 - 9 - DRESSING ROOM
 - 10 - RESTROOM WITH SHOWER
 - 11 - VIP LOUNGE
 - 12 - COVERED PATIO
 - 13 - MECHANICAL SHAFT
 - 14 - PRIVATE ELEVATOR

**Suggested layout for ticketed music performance event*



PROPERTY LINE

PROPERTY LINE

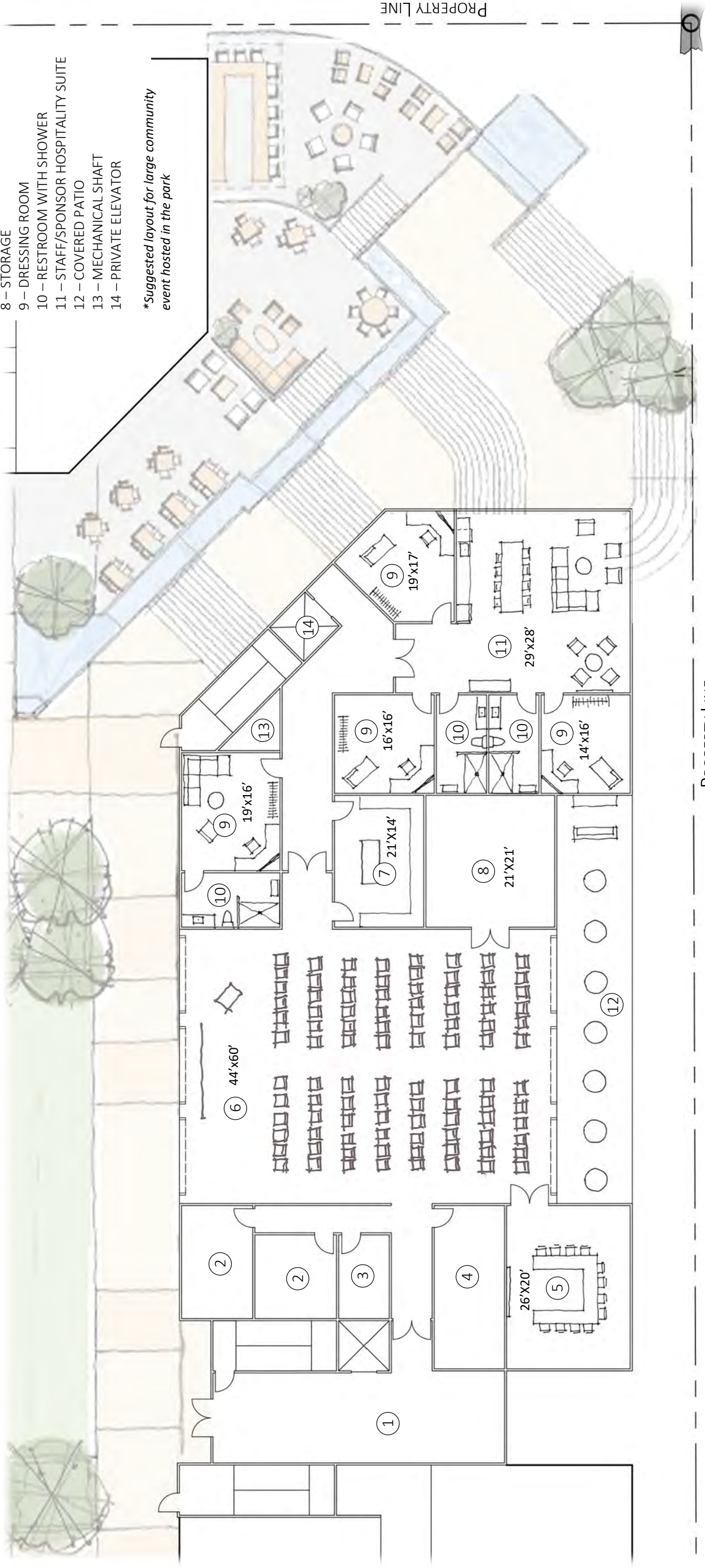
AMPHITHEATER SUPPORT- OPTION "A"

PLAZA LEVEL

9,500 SF

- KEYNOTE LEGEND**
- 1 - PUBLIC LOBBY
 - 2 - RESTROOM
 - 3 - ELECTRICAL/JANITOR
 - 4 - MECHANICAL
 - 5 - PRESS ROOM or VIP RECEPTION
 - 6 - LECTURE/INDOOR EVENT VENUE
 - 7 - KITCHEN
 - 8 - STORAGE
 - 9 - DRESSING ROOM
 - 10 - RESTROOM WITH SHOWER
 - 11 - STAFF/SPONSOR HOSPITALITY SUITE
 - 12 - COVERED PATIO
 - 13 - MECHANICAL SHAFT
 - 14 - PRIVATE ELEVATOR

**Suggested layout for large community event hosted in the park*



PROPERTY LINE

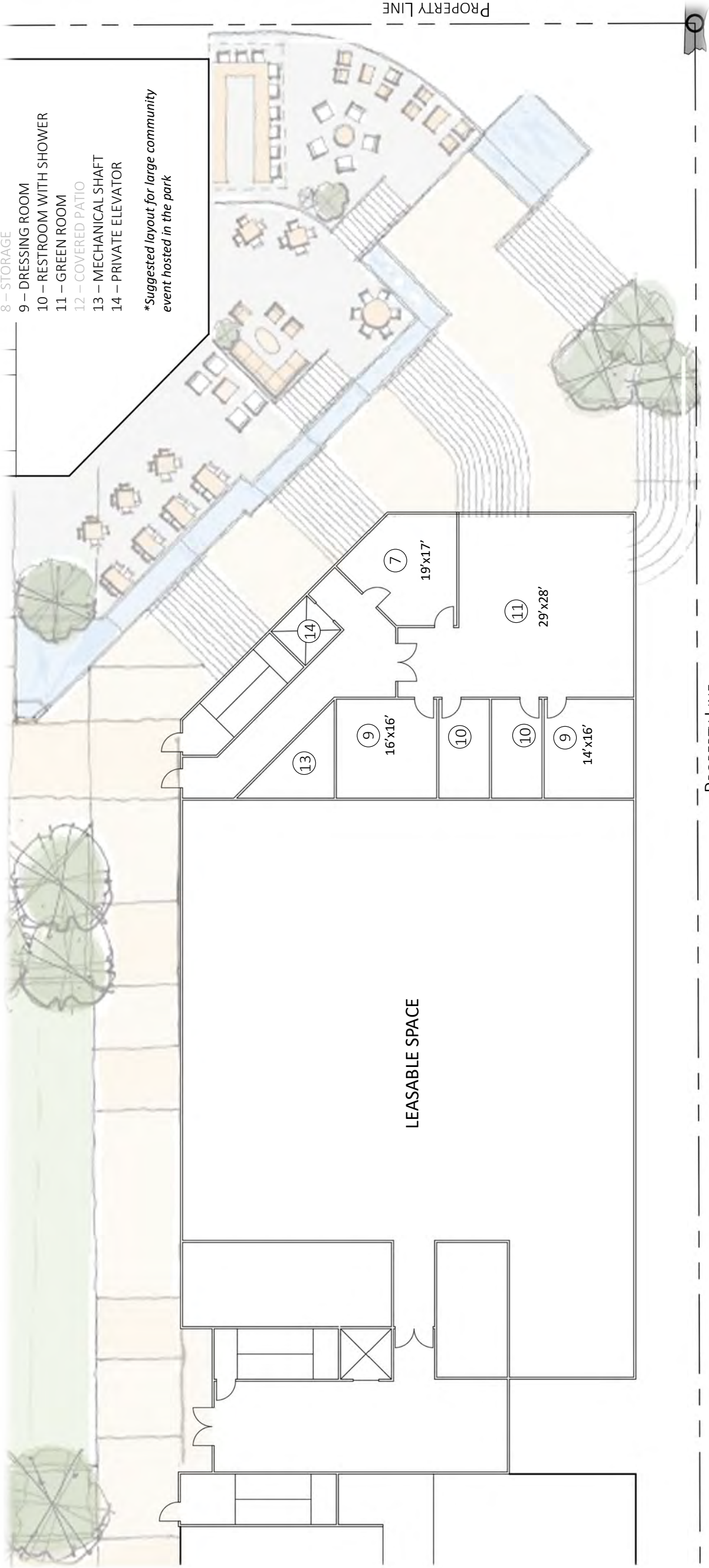
PROPERTY LINE

AMPHITHEATER SUPPORT— OPTION “B”

PLAZA LEVEL

2,750 SF

- KEYNOTE LEGEND**
- 1 – PUBLIC LOBBY
 - 2 – RESTROOM
 - 3 – ELECTRICAL/JANITOR
 - 4 – MECHANICAL
 - 5 – PRESS ROOM or VIP RECEPTION
 - 6 – LECTURE/INDOOR EVENT VENUE
 - 7 – KITCHEN
 - 8 – STORAGE
 - 9 – DRESSING ROOM
 - 10 – RESTROOM WITH SHOWER
 - 11 – GREEN ROOM
 - 12 – COVERED PATIO
 - 13 – MECHANICAL SHAFT
 - 14 – PRIVATE ELEVATOR



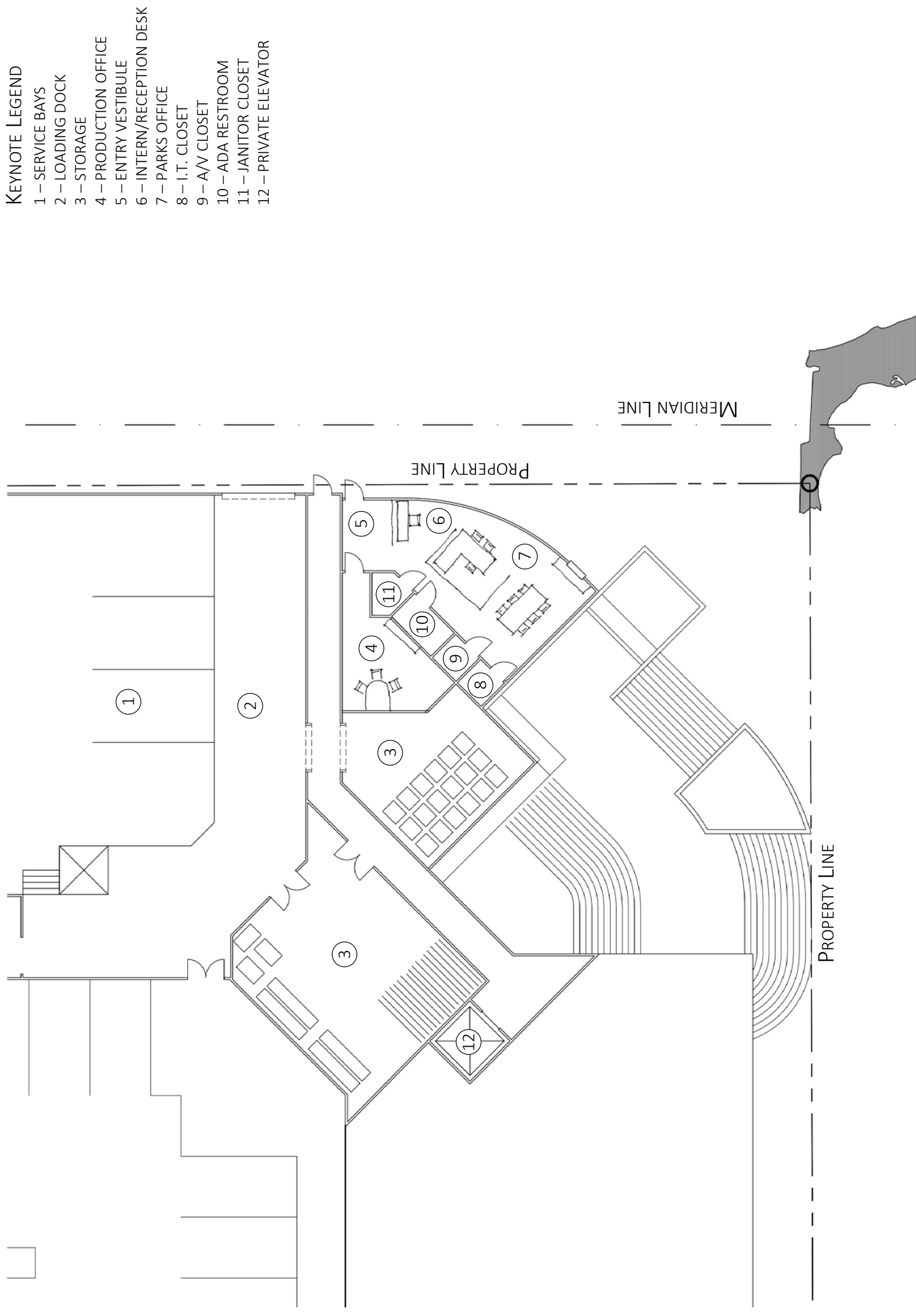
**Suggested layout for large community event hosted in the park*

PROPERTY LINE

PROPERTY LINE

AMPHITHEATER OPERATIONS
PARK LEVEL

3,455 SF



- KEYNOTE LEGEND**
- 1 – SERVICE BAYS
 - 2 – LOADING DOCK
 - 3 – STORAGE
 - 4 – PRODUCTION OFFICE
 - 5 – ENTRY VESTIBULE
 - 6 – INTERN/RECEPTION DESK
 - 7 – PARKS OFFICE
 - 8 – I.T. CLOSET
 - 9 – A/V CLOSET
 - 10 – ADA RESTROOM
 - 11 – JANITOR CLOSET
 - 12 – PRIVATE ELEVATOR



MEMORANDUM

DATE: 06/22/2017

TO: Leon County Tourist Development Council

FROM: Kerri L. Post, Director, Leon County Tourism Development

SUBJECT: Update on the CRA Allocation Process for the Remaining Tourist Development Tax (TDT) Performing Arts Funds – Request for TDC to appoint a representative to serve on the Art and Culture Review Committee (ACRC)

Background:

At the May 25, 2017 CRA meeting, the Board authorized CRA staff to move forward with implementing a TDT Performing Arts Funding Process (Attachment #1), which includes establishing an Art and Culture Review Committee (ACRC), with a representative of the Tourist Development Council identified as one of the six members. Approximately \$3 million is anticipated to be available to fund projects/programs related to culture, visual arts, and heritage programs, performing arts space as part of the convention center project, or other performing arts projects. These funds are the remainder of the \$5.1 in Tourist Development Tax funds (“TDT Arts Funds”) originally collected for the Downtown Performing Arts Center after the CRA approved \$2.1 million for the Amphitheater Support Space.

The funds can be allocated for projects in either the Greater Frenchtown/Southside District or the Downtown District provided the uses are authorized under Section 125.0104, Florida Statutes (FS). While timeliness in executing the process is important, it should be noted the process of the \$3 million TDT allocation for projects/programs is not an urgent, time-sensitive matter in the way the Bloxham/Firestone Redevelopment is due to the necessary requirements of the redevelopment schedule.

Analysis:

CRA staff is prepared to move forward with the necessary steps for accepting and evaluating proposals for use of the TDT Arts Funds. The first step will be to reach out to the public to seek detailed proposals and use the following phasing process and criteria outlined below for allocation of the TDT funds.

Phase One screens proposals for compliance with Chapter 125, FS and the City/County/CRA Interlocal Agreement, as amended. Proposed programs and/or

projects that do not meet these threshold standards will not progress in the review process.

Phase Two utilizes a review committee to review and rank the proposals using the previously approved criteria to evaluate the benefits offered by each one. The criteria are as follows:

1. Compliance with the Cultural Plan goal for Economic Development;
2. Compliance with the Cultural Plan goal for Education;
3. Compliance with the Cultural Plan goal for Funding and Facilities;
4. Potential for revenue generation to pay ongoing operations and maintenance;
5. Number of arts/cultural/heritage entities supported by use;
6. Potential number of citizens/visitors served by use;
7. Identifiable need, as demonstrated by unfilled demand;
8. Impact of location on adjacent uses, both positive and negative;
9. Cost to build; applicant must ensure that use is buildable before commitment;
10. Staffing needs for both staff and proposed facility (if any).

Review Committee

The CRA Board established an Art and Culture Review Committee (ACRC) to review the proposals submitted. An overview of the process with timelines noted has been provided by CRA staff (Attachment #2). The Committee will be comprised of representatives from the TDC, COCA, Tallahassee Downtown Improvement Authority (DIA) Boards, the Knight Creative Communities Initiative (KCCI) and one representative from both the Greater Frenchtown/Southside Citizens' Advisory Committee and the Downtown Redevelopment Commission. Each entity will be responsible for appointing one representative for a total of six representatives.

Conclusion:

At this time the CRA is requesting the TDC appoint a representative to serve on CRA's Art and Culture Review Committee (ACRC). The recommendations of the ACRC will be presented to the CRA at a future meeting and will ultimately be presented to the County and City Commission for final approval.



Agenda Item Details

Meeting	May 25, 2017 - CRA Board Meeting
Category	5. Both Districts Policy Formation and Direction
Subject	5.02 Proposed Allocation Process for the CRA-Managed Tourist Development Tax Arts Funds - - Roxanne Manning, Tallahassee Community Redevelopment Agency
Type	Action, Discussion
Recommended Action	Option 1: Authorize CRA staff to move forward with the TDT Arts Funds allocation process as generally described in this agenda item.

For more information, please contact: Rick McCraw at 850-891-8352.

Statement of Issue

In December 2014, the Leon County Commission (County), the City of Tallahassee Commission (City) and the City of Tallahassee Community Redevelopment Agency (CRA) Board approved the third amendment to the Interlocal Agreement (the Interlocal Agreement) governing the creation and operation of the CRA's Downtown District Community Redevelopment Area. The amendment addressed the use of the \$5,042,522 in tourist development tax funds ("TDT Arts Funds") originally collected for the Downtown Performing Arts Center. Per the amendment to the Interlocal Agreement, the TDT Arts Funds could be used for projects and programs related to culture, visual arts, and heritage programs; performing arts space as part of the convention center project; or other performing arts projects. The funds can be used in either the Greater Frenchtown/Southside District or the Downtown District provided the uses were authorized under Section 125.0104, Florida Statutes (FS).

Based on City, County and CRA Board direction, CRA staff has sought to include both amphitheater support facilities and flexible event space within the redevelopment of the Firestone and Bloxham Annex properties by North American Properties (NAP). At the March 23, 2017 CRA Board meeting, staff requested direction from the Board regarding the use of some of the TDT Arts Funds to purchase space in the NAP development adjacent to Cascade Park and the Capital Amphitheater to support these uses.

During the discussion on the use of the TDT Arts Funds several commissioners expressed concerns over committing the funds towards the amphitheater support facilities and flexible event space. Following the discussion, the Board requested "staff bring back an agenda item for discussion to establish a process in determining the uses of the \$5 million performing arts funds [TDT Arts Funds] and defer a vote on the amphitheater support facilities and event space to determine design and costs [until that discussion occurred]."

This agenda item briefly reviews the previously proposed process regarding the review and award of proposals from the TDT Arts Funds that have been presented to the CRA Board. The agenda item contains procedures and an updated timeline for implementing the two-phase process criteria for allocating the TDT Arts Funds that was initially approved by the CRA Board in December 2015.

Staff requests the CRA Board authorize staff to move forward with the TDT Arts Funds allocation process as described in this agenda item.

A separate agenda item, Agenda Item 7.02, addresses the use of some of the TDT Arts Funds in support of the amphitheater support facilities and flexible event space at Cascade Park. The link between the amphitheater support facilities and flexible event space is discussed briefly in the agenda item below.

Recommended Action

Option 1: Authorize CRA staff to move forward with the TDT Arts Funds allocation process as generally described in this agenda item.

Fiscal Impact

There is no fiscal impact associated with this agenda item at this time. The TDT Arts Funds has a balance of approximately \$5.1 million. The funds will be awarded based on the process described in this agenda item; no funds will be awarded from this agenda item.

Supplemental Material/Issue Analysis***History/Facts & Issues***

On February 26, 2015, CRA staff presented a preliminary process for the expenditure of the TDT Arts Funds to the CRA Board. The Board authorized staff to meet with the different stakeholders and bring back an agenda item containing multiple proposals for projects and programs in Cascades Park, the Downtown District and the Greater Frenchtown/Southside District using the goals of the City's Cultural Plan as the baseline for accepting and evaluating proposals. A majority of the CRA Board members voiced their support to using the goals of the Cultural Plan as a tool to determine the best use of the TDT Arts Funds to enhance Cascades Park and the two redevelopment districts with art and culture based projects.

Following the February meeting and into the summer of 2015, staff reviewed the Cultural Plan, Chapter 125.0104 FS (Attachment 1), and researched programs in other cities and studies by Americans for the Arts to get a better understanding of how arts and culture benefit a community and to understand how the TDT Arts Funds could be used. To learn more about the specific arts and cultural needs and goals within the Tallahassee/Leon County community, CRA staff held multiple meetings with representatives from the Council on Culture and Arts (COCA) and members of the arts and theater communities to discuss their needs, ideas and opportunities. CRA staff found that most of the discussions centered on the need for studios, galleries, and flexible rehearsal and performance space. Following the meetings and further research it was apparent that while it may be possible to support a range of uses with the TDT Arts funds, members of the arts community placed a clear emphasis on the need for flexible physical space over funding for additional arts and culture programs.

On October 29, 2015, staff brought the results of these meetings and a list of seven example uses of the TDT Arts Funds to the CRA Board. To illustrate the use of the proposed criteria, the examples were screened for adherence to Cultural Plan goals, Chapter 125.0104 FS consistency, potential revenue generation, and each proposed use contained a list of pros and cons. After reviewing this information, the Board directed staff to go back out to the arts community and seek additional ideas.

During November 2015, COCA and the CRA held two additional workshops with the arts community to seek additional ideas on the use of the TDT Arts funds. From those workshops, six additional potential uses of the TDT Arts Funds were identified.

Staff returned to the CRA Board on December 10, 2015 with the results of the November workshops, which increased the number of example uses by six, to thirteen. The projects in the list were presented as examples of the types of projects the Board could consider at the end of the proposed process. The full list of potential uses from the December meeting is in Attachment 2. The first seven uses were originally presented to the Board in October and the other six were from the COCA and CRA workshops in November of 2015. Recently, more art and culture proposals have been received from the public, including a mural program for both redevelopment districts, an art museum for the Vicker's collection and "I Heart Tallahassee" sculptures. This is not a definitive list of potential uses, rather, it is to be considered a list of examples. During the process described below, a comprehensive list of potential uses will be compiled and analyzed.

At the December 2015 meeting, staff also proposed a two-phase evaluation process and project review criteria which are

discussed in detail below. The CRA Board approved the review criteria and further directed staff to prepare estimated costs for the civil rights memorial, multi-use event space and green room for future presentation to the CRA Board, and to continue discussions with art, culture and heritage organizations throughout the community and allow them to submit applications, with projected costs, for review based on the approved two-phase evaluation criteria. Based on this direction, staff needed to complete the related Firestone-Bloxham Annex Request for Proposal (RFP) to obtain cost estimates for the amphitheater support features and events space.

At the March 23, 2017 CRA Board meeting, following successful completion of the Firestone-Bloxham Annex RFP, identification of a developer and determination of initial cost estimates, staff requested direction from the Board regarding the use of up to \$2.3 million of the TDT Arts Funds to purchase dedicated amphitheater support space and flexible event space within the proposed NAP development adjacent to Cascade Park. During the Board discussion several commissioners had questions related to committing the TDT funds towards the amphitheater support facilities and flexible event space. The questions focused on two main issues: (1) confirming the need and use of the flexible event space and (2) other potential arts and culture opportunities that could be funded through the TDT Arts Funds.

Following their discussion the Board directed "...staff bring back an agenda item for discussion to establish a process in determining the uses of the \$5 million performing arts funds [TDT Arts Funds] and defer a vote on the amphitheater support facilities and event space to determine design and costs."

This agenda item addresses the first part of the CRA Board's direction to "...bring back an agenda item for discussion to establish a process in determining the uses of the \$5 million performing arts funds [TDT Arts Funds]." A separate agenda item, Agenda Item 7.02, has been prepared for this board meeting to discuss the need, use and funding of the amphitheater support space and the flexible event space.

The Capitol Area Cultural Plan

The Capitol Area Cultural Plan, as updated in 2014, identifies goals and objectives to be implemented to support the arts in our community. The Plan provides four goals, three of which are relevant to the uses of the TDT funds, as follows:

ECONOMIC DEVELOPMENT & MARKETING: Position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.

EDUCATION: Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

FUNDING & FACILITIES: Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities, but will give priority to existing organizations. The Plan states: *"The need for performance venues is a critical priority for performance arts organizations in our community. The community must go forward with the effort to create one or more new performance venues, but there must be a realistic plan, including the affordability for local groups to utilize the space."*

It must be noted that the Cultural Plan emphasizes the need for a facility seating 1200, which is likely beyond the scope of this initiative, however, providing a smaller facility, or facilities that support multiple uses, is within the scope of funding and also increases accessibility to local groups.

Completing the TDT Art Funds Allocation

As outlined above, staff is now ready to move forward with the necessary steps for accepting and evaluating proposals for use of the TDT Arts Funds. To that end, staff is seeking CRA Board approval to reach out to the public to seek detailed proposals for the use of TDT funds and use the following process and criteria outlined below for allocation of the funds.

Process Phasing and Criteria

Phase One screens proposals for compliance with Chapter 125, FS and the City/County/CRA Interlocal Agreement, as amended. Proposed programs and/or projects that do not meet these threshold standards will not progress in the review process.

Phase Two utilizes a review committee to review and rank the proposals using the previously approved criteria to evaluate the benefits offered by each one. The criteria are as follows:

1. Compliance with the Cultural Plan goal for Economic Development;
2. Compliance with the Cultural Plan goal for Education;
3. Compliance with the Cultural Plan goal for Funding and Facilities;
4. Potential for revenue generation to pay ongoing operations and maintenance;
5. Number of arts/cultural/heritage entities supported by use;
6. Potential number of citizens/visitors served by use;
7. Identifiable need, as demonstrated by unfilled demand;
8. Impact of location on adjacent uses, both positive and negative;
9. Cost to build; applicant must ensure that use is buildable before commitment; and,
10. Staffing needs for both staff and proposed facility (if any).

Review Committee

Staff further recommends that an Art and Culture Review Committee (ACRC) be created to review the The Committee may be comprised of representatives from the TDC, COCA, Tallahassee Downtown Improvement Authority (DIA) Boards, the Knight Creative Communities Initiative (KCCI) and one representative from both the Greater Frenchtown/Southside Citizens' Advisory Committee and the Downtown Redevelopment Commission. Each entity will be responsible for appointing one representative for a total of six representatives.

Proposed Schedule

June 2017

- CRA, Leon County Tourism and COCA staff will again reach out to the arts, culture and general community to get final input on preferred uses and identify additional proposals.
- CRA, Leon County Tourism and COCA staff will develop an application form that can be used by entities who wish to make a formal proposal. The form will describe the process and previously adopted review criteria.
- The form will be made available online; staff will explore options for utilizing City, County, COCA and Leon County Tourism websites to access and submit applications.
- Staff will work with the City's Communications Department and COCA to generate public outreach and publicity regarding the process.
- Staff will explore additional outreach options utilizing City, County, COCA and TDC websites and related services.

September 2017

- Throughout the process, staff will update the CRA Board, TDC and County Commission on the process.
- Assemble review committee.

October through December, 2017

- Allow a three-month period for applicants to develop and submit proposals which will be due on or about Monday, October 30, 2017.

January, 2018

- Leon County Tourism and CRA will serve as staff to the ACRC during the review of proposals.
 - All proposals will be screened for compliance with Phase One criteria which consists of compliance with TDT statutory and interlocal agreement requirements.

- Proposals which meet Phase One criteria will then be screened against the Phase Two criteria approved by the CRA Board at their December 2015 Board meeting.
- Based on the results of the Phase Two review, the ACRC will provide a list of recommended projects and funding to the CRA Board for further review and action.
- Estimated time – 30 to 60 days.

March 2018

- Provide a staff report to the CRA Board with information regarding the review process results and the rankings from the ACRC. The CRA Board will then use the same criteria to make final recommendations on the allocation of the TDT Arts Funds.
- Following CRA Board review and recommendation, both the City and County Commissions are required to review and approve the proposals before any of the TDC funds can be expended.

Possible Impact of Amphitheater Support Facility and Flexible Event Space

As will be discussed in greater detail in Agenda Item 7.02, the RFP issued for the sale and redevelopment of the Firestone and Bloxham Annex properties included a desire for an amphitheater support facility and possible event space in the new development. The proposal submitted by NAP includes such spaces, and these spaces are included as desired features in the signed purchase and sales agreement between the CRA and NAP. The most recent site plans prepared by NAP identifies approximately 13,000 square feet for the combined facilities, at an estimated cost of \$2.5 million. If the Board were to agree to fund some or all the additional space improvements from the TDT Arts Funds, the remaining balance available for other arts and culture-related projects and programs would be approximately \$3.0 million (per a City-County agreement, the City will contribute approximately \$500,000 towards the cost of the amphitheater support facility).

Other Considerations

Many of the proposals/examples submitted to date (Attachment 1) have what may be substantial construction requirements, implementation requirements and other oversight/management requirements that the CRA, as an agency, is not staffed to handle. Although not seen as a stumbling block to moving forward with the TDT Arts Funds implementation process recommended by staff, it is something that staff will have to monitor and consider as arts and culture projects and programs are selected for funding. Depending on projects selected by the CRA Board, considerations may need to be made to provide proper oversight of projects.

Staff Recommendation

In order to continue to move forward with both the award of TDT Arts Funds and the inclusion of an amphitheater support facility and flexible event space in the Firestone-Bloxham Annex redevelopment, staff requests the CRA Board authorize staff to move forward with the TDT Arts Fund allocation process described in this agenda item. This recommendation is made with the understanding that the actual amount of TDT Arts Funds available will depend on the amount of the funds, if any, the CRA Board commits towards the amphitheater support facility and flexible event space for Cascade Park.

Options

1. Authorize CRA staff to move forward with the TDT Arts Funds allocation process as generally described in this agenda item.
2. Do not authorize CRA staff to move forward with the TDT Arts Funds allocation process; provide staff with alternate direction.

Attachments/References

1. Allowable Uses of TDT Arts Funds per Chapter 125.0104, FS
2. Potential Uses of TDT Arts Funds for Arts, Culture and Heritage Initiatives

[Attachment 1.pdf \(113 KB\)](#)

[Attachment 2.pdf \(262 KB\)](#)

Potential Uses For Arts, Culture and Heritage Initiative Funds					
	Proposed Uses	Estimated Allocation	Opportunities	Areas for Consideration	Contacts:
1	Arts Incubator: with leasable studios, classrooms and sales space. May also include artists housing.	\$1,500,000 - \$2,000,000	<ul style="list-style-type: none"> Promotes all arts uses. One stop information about arts/culture/heritage uses in area. May stand alone or be combined with other uses on this list. Key part of Cultural District. Potential area for art sales space. Multiple entity benefit. 	<ul style="list-style-type: none"> If built as a stand-alone use, will need a way to generate revenue. May be best to combine with other uses such as sales space or gallery. 	<ul style="list-style-type: none"> Amanda Karioth-Thompson/Education and Exhibitions Director at COCA Audra Pittman, Executive Director/Council on Culture & Arts Roxanne Manning – Executive Director, CRA
2	Art Display & Sales Space: artists and galleries coordinate to stock and staff art stores located in one or more places.	\$200,000 - \$250,000	<ul style="list-style-type: none"> Sales for area galleries and artists. Key part of Cultural District. Small space requirement. May be combined with other uses. Potential revenue generation for store, galleries and artists. Multiple entity benefit. 	<ul style="list-style-type: none"> Staffing needs/ potential volunteer management. Potential ongoing lease costs. 	<ul style="list-style-type: none"> Amanda Karioth-Thompson/Education and Exhibitions Director at COCA Audra Pittman, Executive Director/Council on Culture & Arts Roxanne Manning – Executive Director, CRA
3	Events Space: leasable space to host cultural, heritage and educational events.	\$500,000 - \$1,500,000	<ul style="list-style-type: none"> High demand. May be combined with theater, gallery and/or rehearsal space. Good revenue generation potential. May provide shared dressing rooms and other facilities for Cascades Amphitheater. Key part of Cultural District. Multiple entity benefit. 	<ul style="list-style-type: none"> Parking. 	<ul style="list-style-type: none"> Ashley Edwards, Executive Director/COT PRNA Lee Daniel, Executive Director/Visit Tallahassee Roxanne Manning - Executive Director, CRA

<p>Historic Waterworks Cultural Center: A centrally located hub for art, heritage and culture. This adaptive reuse will serve as a gathering space, flexible meeting, and venue to serve Tallahassee and Leon County. This historic venue will anchor the Cultural District and provide a snapshot of the cultural community.</p> <p>The upstairs facility can serve as an "Art-premier in Residence" program that can be facilitated through COCA and FSU's Jim Moran Institute. Preserving the historic qualities of the building would also present an opportunity to showcase some of the history of Tallahassee in anticipation of its 200th anniversary in 2024.</p> <p>This would be a lateral move for COCA since it currently operates a 4,000 leased facility and does much of the space rental and programming already. It's an opportunity to create more visibility for the arts community while encouraging business development in other areas.</p>	<p>Up to \$2 million</p>	<ul style="list-style-type: none"> • Provides venue space for small organizations, start-ups and alternative venue sites for festivals in the park. • Indoor/Outdoor space • Capacity building workshops offered in Marketing, Education, Grant Writing. • Workshop partnerships between FSU OLLI and local artists • One stop information about arts/culture/heritage uses in area. • Anchor to Cultural District. • Arts Incubator that includes a partnership with FSU's Jim Moran Institute and Art-premier programming. • Art-premier in Residence • Comparable to City managed Dorothy B. Owen Park and Meridian Point buildings. • Multiple entity benefit. 	<ul style="list-style-type: none"> • Research findings from the 2015-16 KCCI Catalyst class. 	<ul style="list-style-type: none"> • Audra Pittman, Executive Director/Council on Culture & Arts • Rosanne Wood, Chair of the COCA Board • Betsy Couch, Executive Director/KCCI • Judy Donohoe, Coty of Tallahassee
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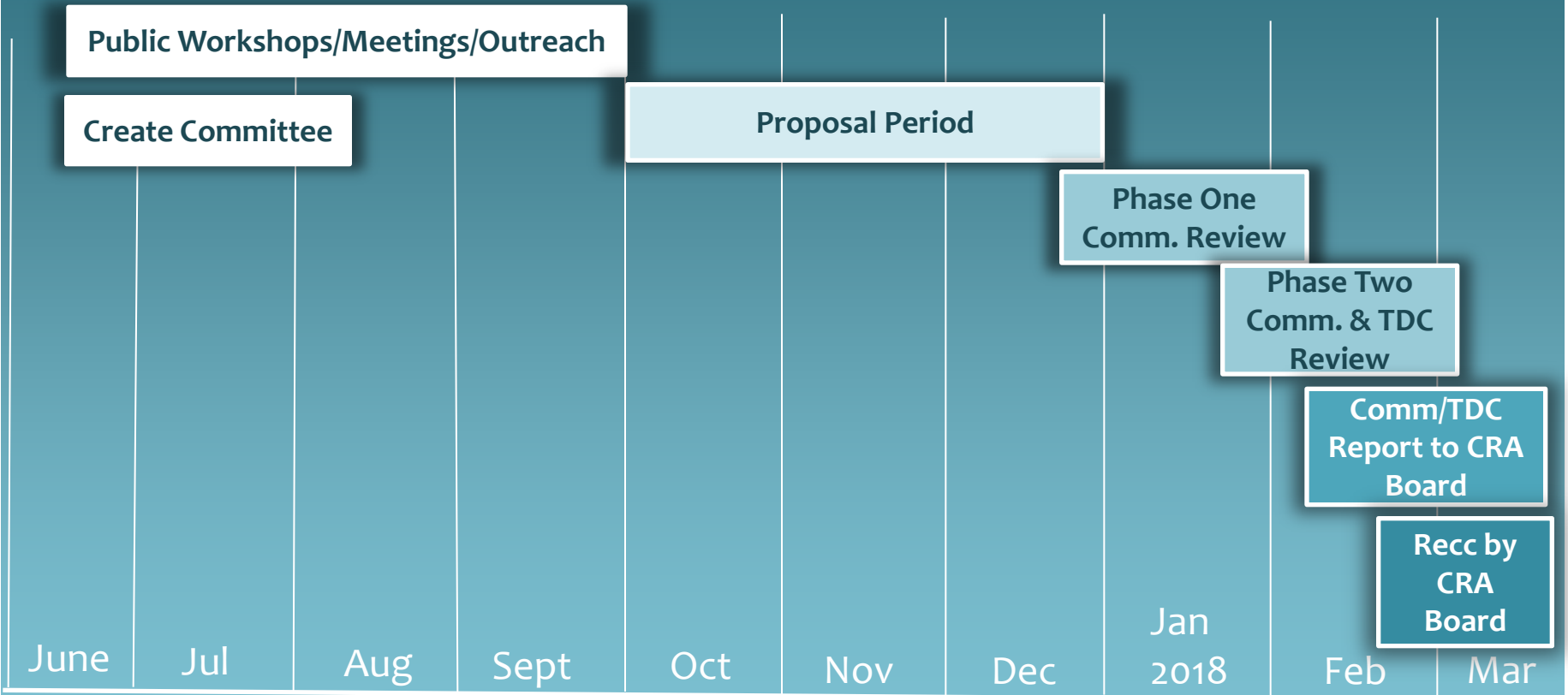
5	<p>Black Box Theater: performance space, rehearsal space and event space, leaseable to local organizations and traveling performers and shows. May share facilities with Amphitheater.</p>	<p>Up to \$3.5 million</p>	<ul style="list-style-type: none"> • Potential revenue generation. • May be combined with event and rehearsal space. • May provide shared dressing rooms and other facilities for Cascades Amphitheater. • Key part of Cultural District • Alternative performance venue for festivals and other events • Funding from City of Tallahassee upgrades to Cascades \$500,000 • Opportunity for private donor naming rights up to \$1 million • Multiple entity benefit. 	<ul style="list-style-type: none"> • Specific Costs related to value of land and space required • Operations (could be modeled after current City run property at Meridian or contracted through existing agency like Theatre Tallahassee). • Depending on location – impact on planned redevelopment 	<ul style="list-style-type: none"> • Ashley Edwards, Executive Director/COT PRNA • Lee Daniel, Executive Director/Visit Tallahassee • Cameron Jackson/Executive Director – MFA Theatre Management at FSU. • Theresa Davis – Theater Tallahassee • Roxanne Manning – Executive Director, CRA
6	<p>LeMoyne Center for The Visual Arts: 15,000 SF new construction on the Meridian Point site, plus 10,000 SF outdoor sculpture garden, 500 SF outdoor kiln space, optional 2,000 SF 100 seat black box theater, dressing rooms, green room.</p>	<p>Up to \$1 million Final building cost TBD</p>	<ul style="list-style-type: none"> • Key part of Cultural District. • Multi-use, school, gallery, sales • Sculpture garden which could outfit entire footprint of the future development within the “Ghiradelli Concept” of the Firestone/Bloxham Annex. 	<ul style="list-style-type: none"> • Cost of land imprint • Operational costs • Construction costs • Depending on location – impact on planned redevelopment • Single entity benefit. 	<ul style="list-style-type: none"> • Ann Kozeliski/Executive Director of LeMoyne Center for the Visual Arts • Kaye Kendrick/Board Chair of LeMoyne Center for the Visual Arts • Mary Jo Spector/Board Member and FAMU Adjunct Architecture Professor • Roxanne Manning – Executive Director, CRA

7	<p>Artist Summer Intensives: a unique program to Tallahassee that encourages visitors and residents to stay for weeklong artist retreats that offer unique programming in the arts. (Glassblowing, blacksmithing, master class lessons, etc.). Revenues are generated by tuition, fees and lease of classrooms and studios. May house an artist in residence each year. Increases visibility of Tallahassee as an arts destination.</p>	<p>Up to \$500,000</p>	<ul style="list-style-type: none"> • Opportunity to capitalize off of existing programs like: Making Awesome: A Technology and Arts Makerspace and Millstone Institute for Preservation: Folk Arts • Opportunity for higher end summer intensives and Master Class weeklong camps • Potential partnerships with nature tours, trails, etc. • Create unique opportunities to invite local and international artists to visit and stay in Tallahassee • Increased visibility for arts scene in Tallahassee • Opportunity to cross-promote other camps in the summer season • Multiple entity benefit. 	<ul style="list-style-type: none"> • Programming will take a number of years to build visibility. 	<ul style="list-style-type: none"> • David Brightbill/Making Awesome (NEED A MILLSTONE CONNECTION)
8	<p>Old Jail Preservation: if the non-historic 1980s additions were removed, and the building was “unwrapped” and restored to show its original 1937 configuration, it may be eligible for listing on the National Register as part of a cultural district.</p>	<p>Up to \$500,000</p>	<ul style="list-style-type: none"> • Key part of Cultural District Historic • May be used for multiple uses. • Opportunity to become a State Civil Rights Museum. 	<ul style="list-style-type: none"> • Operational costs associated with a museum • Accreditation factors associated with becoming a museum • Costs of unwrapping the jail to create an historic property • Cost of land that is not developed 	<ul style="list-style-type: none"> • Althemese Barnes/Former Director Riley Center • Marion McGee/ Executive Director Riley Center • Delaitre Hollinger/Urban League • Curtis Taylor/Urban League • Roxanne Manning – Executive Director, CRA
9	<p>Civil Rights Memorial: This is an option to preserve the significance of the events held at the jail and a way to honor key figures involved. It would serve as a memorial to a place much like Smokey Hollow. Another attraction to a Cultural District.</p>	<p>Up to \$250,000</p>	<ul style="list-style-type: none"> • Lower cost than preserving the jail • Chance to connect to the Footsteps to Freedom Project downtown. • Could work with local artists and design firms to create a memorial similar to Smokey Hollow. 	<ul style="list-style-type: none"> • Concerns with losing an historic site 	

10	<p>Public Art/Community Canvas Initiative: Unique and contemporary digital media art installation that will be permanently located in downtown Tallahassee at Doubletree hotel</p>	<p>\$200,000</p>	<ul style="list-style-type: none"> • Key extension of the Cultural District. • Unique attraction and use that is currently not available in Tallahassee. • Promotes local art/culture. • Low initial cost for large impact. • Attracts millennials and digital artists • Opportunity to promote the arts, heritage and cultural events • Matching funds up to \$200,000 • Feasibility study offered for costs and operations. • Multiple entity benefit. 	<ul style="list-style-type: none"> • Ownership and operations 	<ul style="list-style-type: none"> • Frank Patterson/Dean of FSU College of Motion Picture Arts • MK Haley/ Entrepreneur-in-Residence at FSU • Noble Sissle III/FAMU Arts and Animation Professor • Dr. Andrew Snyder/Asst. Dean of Motion Picture Arts • Kim Rivers/Doubletree Hotel
11	<p>Public Art/ Anton Refregier Mosaics:</p>	<p>\$100,000</p>	<ul style="list-style-type: none"> • Unique mosaics donated to the City of Tallahassee from VP of Development of St. Regis Bal Harbour Hotel. Formerly the Americana Hotel. 	<ul style="list-style-type: none"> • Does not relate to Tallahassee heritage • Could be auctioned off to contribute money back to local public call to artists 	<ul style="list-style-type: none"> • Amanda Karioth-Thompson/Education and Exhibitions Director at COCA • John Powell/Environmental Regulatory Compliance Administrator COT
12	<p>Visitors Center for the Arts: a central location containing extensive information on regional artists and galleries. May also include sales space, leasable event space, classrooms and studios. Deleted by Board in Oct.</p>	<p>\$50,000 -\$200,000</p>	<ul style="list-style-type: none"> • Promotes all arts uses. • One stop information about arts/culture/heritage uses in area. • May stand alone or be combined with other uses on this list. • Key part of Cultural District. • Potential area for art sales space. • Multiple entity benefit. 	<ul style="list-style-type: none"> • Removed by Board at October meeting • If built as a stand-alone use, will need a way to generate revenue. • May be best to combine with other uses. 	<ul style="list-style-type: none"> • Roxanne Manning – Executive Director, CRA • Audra Pittman - COCA

<p>13</p> <p>Art School: studio spaces & classrooms, a wide range of classes, revenue based on the Campbell School model. Revenues are generated by tuition, fees and lease of classrooms and studios. May house an artist in residence each year. Deleted by Board in Oct.</p>	<p>\$1,500,000 – \$4,000,000</p>	<ul style="list-style-type: none"> • Good potential revenue generation. • Promotes all local artists and galleries. • May promote Millstone classes. • To be operated in cooperation with area galleries. • Galleries do not need to build as many individual classrooms or studios. • May be combined with other uses. • Key part of Cultural District. • Multiple entity benefit. 	<ul style="list-style-type: none"> • Removed by Board at October meeting • Greater cost to build. • Larger size needs location outside Cascades Park. • Determine management structure. 	<ul style="list-style-type: none"> • Lee Daniel – TDC • Roxanne Manning – CRA • Audra Pittman - Executive Director/Council on Culture & Arts
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Tourist Development Tax Art Funds Review Process Timeline



TALLAHASSEE
Community
Redevelopment
Agency

Phase One Review Criteria

1. Compliance with Florida Statutes 125,
2. Compliance with City/ County/CR Interlocal agreement

Phase Two Review Criteria

1. Compliance with Cultural Plan goals for Economic Development,
2. Compliance with Cultural Plan goals for Education,
3. Compliance with Cultural Plan goals for Funding and Facilities,
4. Potential for revenue generation to pay operations and maintenance,
5. Number of arts/cultural/heritage entities supported by use,
6. Potential number of citizens/visitors served by use,
7. Identifiable need, as demonstrated by unfilled demand,
8. Impact of location on adjacent uses, both positive and negative,
9. Cost to build,
10. Staffing needs

Two phase process criteria:

- **Phase One** screens proposals for compliance with Florida Statute 125 and the City/County/CRA interlocal agreement. Proposal that do not meet these entry level standards do not progress in the review process.
 - *TDC, COCA and CRA staff will do this review. Applications that do not meet the standards will be removed from the process.*
- **Phase Two** will be completed by the ACRC and utilizes multiple review criteria to identify the different benefits offered by each proposal.

The ACRC will have a workshop to assign weights to the criteria and discuss any proposed changes. Significant changes to the basic criteria may need to go back to the CRA Board for approval. The approved criteria are as follows:

1. Compliance with the Cultural Plan goal for Economic Development; Position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.
2. Compliance with the Cultural Plan goal for Education; Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.
3. Compliance with the Cultural Plan goal for Funding and Facilities; Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities, but will give priority to existing organizations. The Plan states: *"The need for performance venues is a critical priority for performance arts organizations in our community. The community must go forward with the effort to create one or more new performance venues, but there must be a realistic plan, including the affordability for local groups to utilize the space."*
4. Potential for revenue generation to pay ongoing operations and maintenance;
5. Number of arts/cultural/heritage entities supported by use;
6. Potential number of citizens/visitors served by use;
7. Identifiable need, as demonstrated by unfilled demand;
8. Impact of location on adjacent uses, both positive and negative;
9. Cost to build; applicant must ensure that use is buildable before commitment; and,

10. Staffing needs for project, staff and proposed facility (if any).

Questions for ACRC:

1. Should there be a time frame for expenditure of the funds?
2. Should applicants be allowed to revise applications after submittal?

Future Considerations - Managing the approved projects. Who will do this?

Process Steps:

June 2017:

- 1) Assemble Review Committee - Assemble an **Art and Culture Review Committee (ACRC)** composed of one representative from the TDC, COCA, DIA, FTSS CAC, DT CAC and KCCI. Each entity will be responsible for appointing one representative.
- 2) Identify advisory resources: Construction, law, etc.
- 3) Committee Orientation. Have Committee Notebook ready.
- 4) Committee Criteria Workshop.
- 5) Staff will develop an application form that can be used by entities who wish to make a formal proposal. The form will describe the process and previously adopted review criteria. The form will be made available online.
- 6) CRA staff will work with TDC and COCA to reach out to arts community and general community to get final input on preferred uses and identify additional proposers.
- 7) Staff will work with the City Communications Department and COCA to generate public outreach and publicity regarding the process.
- 8) Staff will explore options for utilizing City, County, COCA and TDC websites to accept applications and provide additional outreach.

July 2017:

- 1) Update CRA Board.

August 1 through October 30, 2017:

- 1) Allow a three-month period for applicants to develop and submit proposals which will be due on Monday October 30, 2017.

September 2017:

- Update CRA Board

October 30, 2017

1. TDC and CRA will serve as staff to the ACRC during the review of proposals.
 - a. All proposals will be screened for compliance with Phase One criteria which consists of compliance with Statutory and interlocal agreement requirements.

- b. Proposals which meet Phase One criteria will then be screened against the Phase Two criteria approved by the CRA Board at their December 2015 Board meeting.
- c. Based on the results of the Phase Two review, the ACRC will provide a list of recommended projects and funding to the CRA Board for further review and action.
- d. Estimated time – 30 to 60 days.

November 9th, 2017

1. Update CRA Board at the November 9th, 2017 Board meeting – or-

January 2018

1. Provide a staff report to the CRA Board with information regarding the review process results and the recommendation from the ACRC. CRA Board will use the same criteria to make final decisions on the allocation of the funds.
2. Will this be a special workshop?

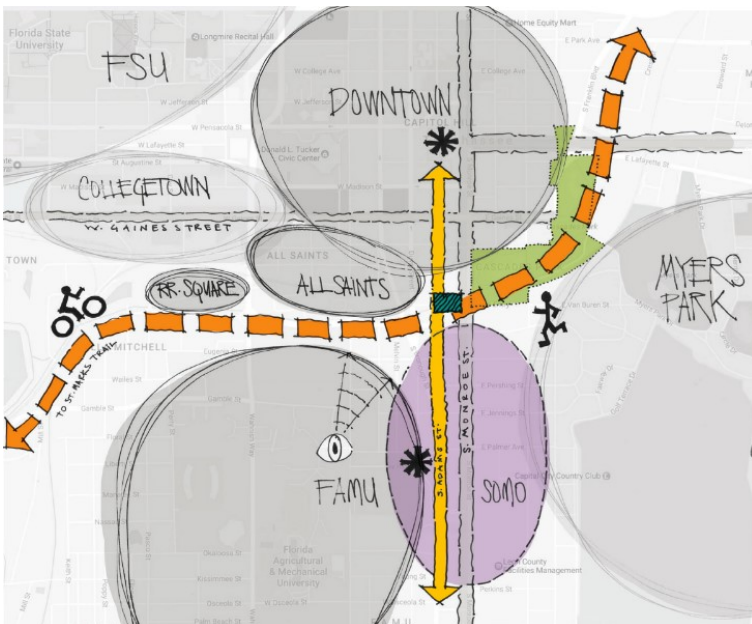
February 2018

1. Final approval by City and County Commissions.

#iHeartTally Project Proposal



The 2017 KCCI Catalyst Class is seeking public and private funds to assist with a public art installation. This sculpture of the hashtag #iHeartTally will catalyze a marketing campaign that will allow people to celebrate their love for Tallahassee across social media, giving the rest of the world a picture of what makes our community special. The sculpture will be located in an underserved area in our community, igniting and activating private and public development.



Budget Overview

Total Budget: \$149,136

Total Ask from TDC: \$35,000

TDC Funding includes purchase and ownership of mobile sculpture, and contributes to permanent structure and marketing.

The overall project budget includes #iHeartTally sculpture creation and installation, urban park revitalization, marketing, community engagement and more.