



# *Public-Private Partnership*



# Overview

- History and Background
- Palm Coast Arts Foundation
  - About
  - Master Site Plan
  - Phasing
  - Public Benefits
- Lease Agreement: Key Terms
- Discussion

# History

- Town Center transferred 2 parcels (Lots 19 & 20) to City
- Original Concept to Accommodate Performing Arts Center & Community Center
- Palm Coast Arts Foundation (PCAF) requested, and was granted a lease, for Lot 20
  - Amended prior to construction activities

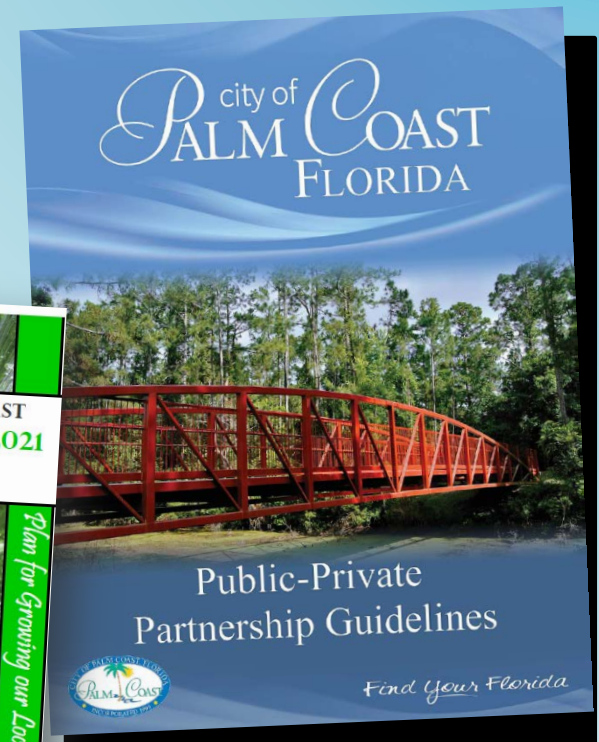




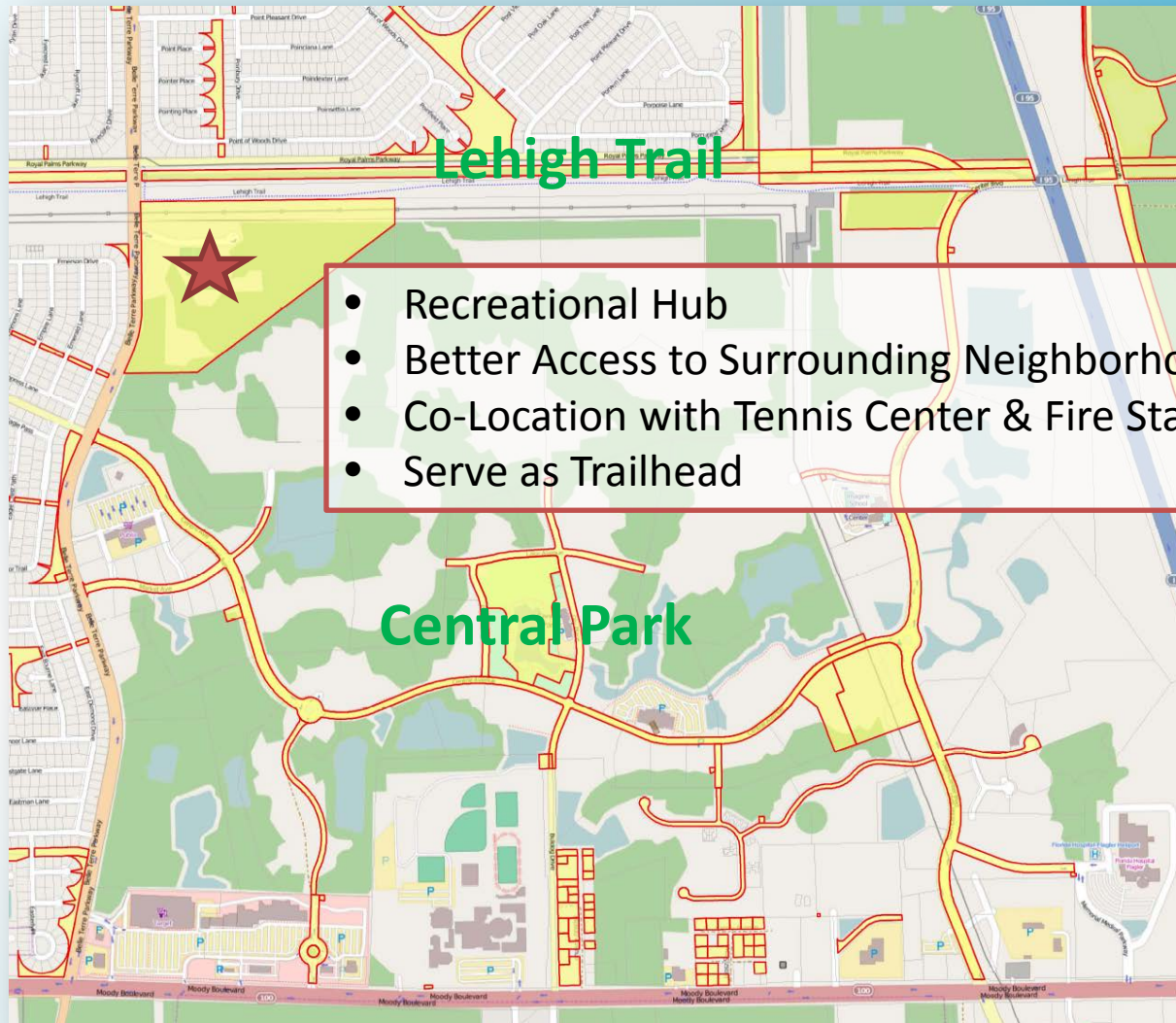
# Background

- PCAF received a grant from the State of Florida for \$150,000
- PCAF requested lease amendment
  - Both Lots 19 & 20
  - Construct Outdoor Event Space and “The Venue”
  - Accommodate master plan
- Public-Private (non-profit) Partnership

Downtown District	
Ongoing	<ul style="list-style-type: none"><li>• Continue to Use as Venue for Public and Special Events</li><li>• Bulldog Drive Improvements</li><li>• Additional Central Park Improvements</li></ul>
New	<ul style="list-style-type: none"><li>• Identify Alternative Options for Venues as Downtown Develops</li><li>• Future Trolley/Transit Link</li><li>• CRA Funds to Incentivize Job Growth/Entertainments Uses</li></ul>



# Community Center Preferred Site





# Palm Coast Center for the Arts Execution Strategy A Phased Approach

# VISION FOR THE PCAF'S COMPLEX

- ▶ Build a Arts and Culture Pavilion Center, an Event Center and Center for the Arts that meets the art and culture needs of the City of Palm Coast and the Region – both near term and long term
- ▶ Expand the partnership with the Jacksonville Symphony Orchestra (JSO) to make the Center for the Arts their second home and preferred venue
- ▶ Make the Complex available to the other local art & cultural organizations as well as to Palm Coast and Flagler County residents, businesses and organizations





# PCAF HISTORY

- ▶ Originally established 2004
- ▶ Formed Board of Trustees; attained 501©(3) status
- ▶ Conducted feasibility studies
- ▶ Visited existing sites; developed comprehensive site plans
- ▶ Researched partners with required expertise for multi-purpose Center for the Arts
- ▶ Over the years, have sponsored/presented numerous events
- ▶ Partnered with other local organizations – formed Arts Alliance
- ▶ Established signature Event– Picnic and Pops





# PCAF SPONSORED EVENTS

- ▶ Annual Picnic and Pops
- ▶ Annual Holiday Pops trip – JSO
- ▶ Youth Orchestra
- ▶ Jazz Nights
- ▶ Dramatic Readings (Suddenly Last Summer)
- ▶ Art Exhibitions
- ▶ Arts & Education Week– Poetry Slam & Australian Show
- ▶ Ernie Refolo Scholarship
- ▶ Upcoming International Fest/Chair Affair

# PCAF EVENTS



Jazz Night

The Palm Coast Arts Foundation presents a  
1930s themed Special Summer Event -  
staged reading of Tennessee Williams'  
provocative, edgy play

## SUDDENLY LAST SUMMER

Starring **Annie Gaybis** as  
Catherine Holly  
Directed by **John Sbordone**,  
City Repertory Theatre

Saturday, August 16, 5:30-9:30 -  
Lohman Theatre, Whitney Lab  
(across from Marineland)



Bring out your inner Gatsby and Daisy Buchanan and come  
dressed in 1930s period attire! Prize for best dressed!

Music; wine/beer/signature 1930s cocktail; heavy hors d'oeuvres  
provided by Ocean Shore Custom Catering

\$75 per person - Reserve your tickets now  
386-263-2991 or email [pcaf@cfl.rr.com](mailto:pcaf@cfl.rr.com)

Image by Eli Haber



Dramatic Presentation

# PCAF EVENTS



Arts and Education Week  
Aussie music at European  
Village



Poetry Slam  
The Winery at Flagler Beach



# PCAF EVENTS



International Fest / Chair Affair  
We'll see you there!





# PHASE I

# APRIL 2015

## Arts & Culture Pavilion and The Venue

- ▶ Outdoor events space (32,000 sq/ft)
  - Initial landscaping, fill, grading, sod and band shell stage foundation.
- ▶ Capacity for 2,000 banquet and 4,500 casual assembly.
- ▶ Also Includes “The Venue”, a multifunctional space for meetings and small events.



**FUNDING: SECURED THROUGH  
STATE GRANT (\$150,000)**



# Who does Phase I Benefit?

- ▶ City of Palm Coast Parks and Recreation
- ▶ Local Businesses and Business Associations
- ▶ Arts Community
- ▶ Non-Profits and Government Entities
  - (School District, Rotary, Cultural Clubs, etc)

# PHASE II

# APRIL 2016

## Pavilion Enhancements

- ▶ Addition of band shell roof, common back wall to be shared with Events Center; sound system, landscaping and & fountains.

**FUNDING: APPLIED FOR STATE GRANT (\$100,000)**



# PHASE III

# APRIL 2020

## Events Center

- ▶ Indoor events space (19,000 sq/ft) includes performing stage and sound system
- ▶ Catering kitchen
- ▶ Capacity for 1,200 banquet and 2,500 assembly
- ▶ The Venue will be replaced by the Events Center

**FUNDING: TO BE RAISED, SUPPLEMENTED BY GRANTS AND SELF-FUNDING**



# Events Center



# PHASE IV

# APRIL 2025

## Center for the Arts

- ▶ Performing Arts theatre with 3 auditoria, 2,200 total seating capacity.
- ▶ Orchestra, dressing rooms, practice stages
- ▶ Art galleries, studios, classrooms, offices
- ▶ VIP Lounges, terrace lounges

**FUNDING: TO BE RAISED, SUPPLEMENTED BY GRANTS AND SELF-FUNDING**

# Center for the Arts







# SUMMARY

- ▶ Phased approach – “pay as you go”
- ▶ No risk to the City since City owns the land
- ▶ No local tax dollars
- ▶ Outdoor space is easily organized
  - Easy to bring in tents, tables, chairs, etc.
  - Plenty of parking
  - Plenty of uses!

# Lease Agreement: Key Terms

- Lease Lots 19 & 20
- 10 Year Term with Extensions
- Terminate upon filing of a Building Permit for Events Center or Performing Arts Center
  - At that time, Long Term Lease Negotiated
- Property shall be used to cultural arts or community uses consistent with Master Plan
- City will be allowed to use property for City special events
- City Council option to terminate lease

# Recommendation

- City staff recommend approval of the lease agreement to expand the Public-Private Partnership with the Palm Coast Arts Foundation