



Legislation Text

File #: 17-0196, **Version:** 2

MOTION TO APPROVE AN AGREEMENT WITH MIAMI CHILDREN'S MUSEUM TO INSTALL THE WIZARD OF OZ EDUCATIONAL EXHIBITION IN THE FRANK C. ORTIS ART GALLERY AND EXHIBITION HALL FROM MAY 2018 THROUGH AUGUST 2018 AT A COST OF \$65,000 FOR THE EXHIBITION AND APPROXIMATELY \$1,750 FOR SHIPPING AND INSTALLATION COSTS.

SUMMARY EXPLANATION AND BACKGROUND:

1. The City of Pembroke Pines would like to bring in a children's exhibit to the Frank C. Ortis Art Gallery and Exhibition Hall for the Summer of 2018. The exhibit will create a level of excitement for children and families to visit, learn about pirates and have fun together.
2. The goal of the exhibit is to create a multi-sensory indoor pirate themed space presenting culture and communication that will encourage play, exploration and discovery.
3. The objectives of the exhibit are as follows:

Marquee Entrance: Welcomes guests and introduces both the characters and the life lessons in the movie The Wizard of Oz.

Gale Farm: Children learn about life on a farm through hands on play and the science behind tornadoes and how they form.

Munchkinland: Visitors explore visual, musical and performing arts through creative expression, imaginative play and literacy-building activities.

Crossroads: Children discover their personal strengths, courage and values while understanding the importance of having compassion for others.

Witch's Castle: Builds courage as children overcome physical challenges and engage in gross motor skill activities.

Emerald City: Visitors explore Emerald City, meet the Wizard of Oz and the concept of being oneself without pretending to be someone else. Families also experiment with science and light and have an opportunity to create special effects.

4. This agreement is being presented as a sole source per the definition of sole source in the City's Procurement Procedures. Per Section 35.18(C)(3), the pirate exhibit is exempt from competitive procurement.

5. The facility is estimating a charge of \$5.00 per person for entry into the exhibit. We are

estimating approximately 12,000 visitors to the exhibit over the three month period; most of which we plan on coming from schools and summer camps. These numbers will generate \$60,000 in revenue. The remaining balance of the cost of the exhibit we hope to offset with sponsorship opportunities.

6. Request the City Commission approve the agreement with Miami Children's Museum to install a Wizard of Oz Educational Exhibition in the Frank C. Ortis Art Gallery and Exhibition Hall from May 2018 through August 2018 at a cost of \$65,000 for the exhibit and \$1,750 for shipping and installation.

FINANCIAL IMPACT DETAIL:

- a) Initial Cost:** \$66,750 (\$65,000 for the exhibit and \$1,750 for shipping and installation)
- b) Amount budgeted for this item in Account No:** None. If approved this item will be included in the 2017-2018 proposed budget.
- c) Source of funding for difference, if not fully budgeted:** Not Applicable
- d) 5 year projection of the operational cost of the project:** Revenues are anticipated as follows: \$60,000 from ticket sales and \$7,000 from sponsorships

	Current FY	Year 2	Year 3	Year 4	Year 5
Revenues	\$67,000				
Expenditures	\$66,750				
Net Cost	\$250				

- e) Detail of additional staff requirements:** None