

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: June 21, 2011

Consent Regular
 Ordinance Public Hearing

Department: Parks and Recreation
Submitted By: Parks and Recreation Department
Submitted For: Parks and Recreation Department

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to authorize: staff to negotiate a lease of 0.7 acres of County property within Burt Reynolds Park with the Burt Reynolds Institute for Film and Theater (BRIFT) to construct a 5,000 square foot institute and museum facility.

Summary: The Board of Directors of BRIFT, a 501c-3 not-for-profit corporation, is requesting that the County enter into a no-cost long term lease agreement for 0.7 acres on the east side of Burt Reynolds Park. BRIFT is proposing to build a 5,000 square foot building that would include a 99 seat black box theatre for teaching and museum space to display Mr. Reynolds' memorabilia. BRIFT would bear all costs for construction, operation, and maintenance of the facility with funding from donations, classes, fundraisers, and a gift shop. Once staff has negotiated lease arrangements with BRIFT, an agreement will be brought back to the BCC for consideration. District 1 (GB)

Background and Policy Issues: BRIFT is seeking a site to replace the Institute's museum facility currently located in the former First Union Bank building at the northwest corner of U.S. Highway One and Indiantown Road in Jupiter. The current facility is owned by the Town of Jupiter and is in the process of being sold to a developer and demolished to make room for Harbourside, a waterfront project of shops, restaurants, and office space. BRIFT has operated at this location since February of 2003.

BRIFT offers classes in acting and filmmaking, lectures, and displays memorabilia from the Emmy award winning actor's career spanning more than 90 motion pictures including *Deliverance*, *The Longest Yard*, and *Smokey and the Bandit*. According to BRIFT, the potential economic impact of a new Museum and Institute is limitless, from students, tourists, local residents, and national and international fan clubs. The park location is in close proximity to the proposed Harbourside, Riverwalk, and Inlet Village developments creating an attractive destination. The new facility will enhance BRIFT's ability to reach a larger acting and film student base, as well as enable BRIFT and Mr. Reynolds to produce showcases and other works for the public. A new facility will also ensure that Burt Reynolds' memorabilia will forever have a home in Palm Beach County.

Mr. Reynolds' first choice for the permanent relocation of his museum and institute is at the east side of Burt Reynolds Park, which was dedicated in his honor in 1985. Both the Palm Beach County Film and Television Commission and the Jupiter Town Council support the relocation of the museum and institute to Burt Reynolds Park. The proposed location within Burt Reynolds Park is compatible with the existing and proposed uses, and should have little to no impact on the County's ability to operate the park.

Attachments:

1. Letter of request from the Burt Reynolds Institute for Film and Theatre
2. Letter of support from PBC Film and Television Commission
3. Letter of Support from the Jupiter Town Council
4. Conceptual Site Plan
5. Location Map

Recommended by: 
Department Director

6-8-11
Date

Approved by: 
Assistant County Administrator

6-17-11
Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2011	2012	2013	2014	2015
Capital Expenditures	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
Operating Costs	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
External Revenues	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
Program Income (County)	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
In-Kind Match (County)	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
NET FISCAL IMPACT	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
# ADDITIONAL FTE POSITIONS (Cumulative)	<u>0</u>				

Is Item Included in Current Budget? Yes ___ No ___
 Budget Account No.: Fund ___ Department ___ Unit ___
 Object ___ Program N/A

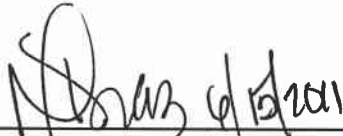
B. Recommended Sources of Funds/Summary of Fiscal Impact:

There is no fiscal impact associated with this agenda item.

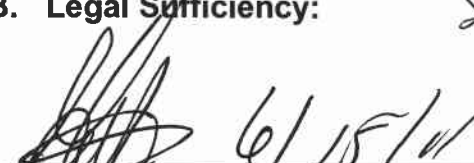
C. Departmental Fiscal Review: 

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Development and Control Comments:


 OFMB
 SN 6/10/11
 6/13/11 oc 6/10/11


 Contract Development and Control

B. Legal Sufficiency:

 Assistant County Attorney

C. Other Department Review:

 Department Director

REVISED 10/95
 ADM FORM 01



April 8, 2011

Mr. Eric Call
Director of Parks and Recreation
2700 6th Avenue South
Lake Worth, FL 33461

Re: **Burt Reynolds Institute For Film & Theatre (BRIFT)**
Burt Reynolds Park

Dear Mr. Call:

As Chair of the Board of Directors of BRIFT, by this letter I request the County Commissioners to please authorize you to negotiate and enter into a lease agreement with BRIFT for the purpose of building a structure in Burt Reynolds Park. The structure would house the Institute and Museum, and a 99 seat black box theatre, where Mr. Reynolds can teach, and which would ensure that his legacy and memorabilia in the Museum would forever be located and preserved in Palm Beach County. It would also enable us to have even more artistic productions available to the public, along with even more outreach programs to the community.

BRIFT will bear all of the costs of building and maintenance of the structure, which costs will be raised through donations, fundraisers and grants, as it has 501c-3 tax status.

This request has also received enthusiastic support from the Film Commissioner, Chuck Elderd, and the Palm Beach County Film Commission, for the creation of a permanent presence for the legacy of Burt Reynolds in Palm Beach County's Burt Reynolds Park.

Attached is an Executive Summary regarding the Burt Reynolds Institute For Film & Theatre, from its inception through the present, along with information about Mr. Reynolds and his many contributions to the State, County and Town of Jupiter. BRIFT presently has three employees, over time has had approximately one hundred (100) volunteers of all ages, with a Board of Directors that establishes policy. It is funded by contributions and donations from visitors, classes, fund raising activities, and a gift shop. Our annual budget is over one hundred thousand (\$100,000) Dollars.

100 U.S. Highway One, Jupiter, Florida 33477

WK: 561-743-9955 FAX: 561-743-9919 info@brift.org www.brift.org

The Burt Reynolds Institute for Film and Theatre (BRIFT) is a non-profit 501c3 organization that is committed to educating and involving the community and artists in all aspects of film, television, theater, live performances, film festivals and exhibitions, as well as preserving Mr. Reynolds' memorabilia and the history of the film industry.

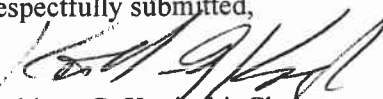
BRIFT's present facility is a 5,000 square foot building owned by the Town of Jupiter that is in the process of being sold to a developer, and then demolished. The sale date was in May, 2011, but has been postponed to September, 2011, at which time the Burt Reynolds Institute For Film & Theatre will have to vacate the building.

Mr. Reynolds' choice for the permanent relocation of his museum and institute is at the east side of Burt Reynolds Park, in the County of Palm Beach, Florida. At a joint workshop with the County, the Jupiter Town Council members unanimously stated their support of the Burt Reynolds Museum relocating permanently to Burt Reynolds Park. A copy of the minutes of that meeting are attached.

The potential economic impact of the Burt Reynolds Museum and Institute For Film & Theatre at Burt Reynolds Park, is limitless, from students, tourists, locals, and national and international fan clubs. All functions produced by BRIFT are and will be positive for our restaurants, hotels and county businesses. The new facility will enhance BRIFT's ability to reach a larger acting and film student base as well as enable BRIFT and Mr. Reynolds to produce Showcases and other works for the public. It will enable us to increase our community outreach programs. The new facility will also ensure that Mr. Reynolds' precious memorabilia has a forever home in Palm Beach County.

Thank you so much for your consideration, and for the consideration of each of the Palm Beach County Commissioners for this request to approve of you negotiating a lease for land on the east side of Burt Reynolds Park in Palm Beach County, Florida with the Burt Reynolds Institute For Film & Theatre.

Respectfully submitted,



Kathleen G. Kozinski, Chair

Burt Reynolds Institute For Film & Theatre

KGK:rkw
cc: Burt Reynolds
Chuck Elder

EXECUTIVE SUMMARY

The Burt Reynolds Institute for Film & Theatre

Our mission is to provide educational opportunities for actors and filmmakers located at the Burt Reynolds and Friends Museum.

Developing a producing theatre company has always been very important to Mr. Reynolds.

A key component of our mission is to create jobs and establish a first-class training facility for aspiring artists in a professional arena.

History

Starting with the purchase of the 160-acre Burt Reynolds Ranch over thirty years ago Mr. Reynolds has given a huge amount of time and energy to develop educational and entertainment venues in our community. To this end he created The Burt Reynolds Institute of Theatre Training where post-graduate courses in theater were taught by Mr. Reynolds, Charles Nelson Reilly and other Hollywood celebrities.

The Burt Reynolds Dinner Theater and The Backstage Restaurant featured international entertainers who, at Mr. Reynolds' invitation, performed for our community. The Burt Reynolds Dinner Theater was one of the most renowned cultural centers in South Florida, and more celebrities performed on its stage than any other art venue in Palm Beach County at that time. The dinner theater was but one of the many contributions Mr. Reynolds made to our Town, County and State. His film, television, education and sport contributions had a profound impact on our history.

The Burt Reynolds Museum Inc., a non-profit corporation, was formed on February 26, 1999 and declared a 501c3 non-profit corporation by the IRS on March 1, 2000. On May 4, 1999 Jupiter's Mayor and members of the Jupiter Town Council passed resolution 57-99 supporting the creation of the museum and on November 6, 2001 the Council voted unanimously to provide the ground floor of the old First Union Bank building on US1 and Indiantown Road as a temporary location for the museum.

After a year of work by volunteers, craftsmen, and \$300,000 in contributions, the museum opened February 9th, 2003 with 2,500 people attending the opening. Burt Reynolds & Friends Museum, which is a not for profit corporation. is the largest celebrity museum in Florida. The museum is filled with items from some of Hollywood's greatest actors as well as a substantial collection of sports and western memorabilia. Its glistening chandeliers, mirrored cases and theatrical lighting create a magical atmosphere and make it a wonderful attraction for the State, County and Town of Jupiter.

Burt Reynolds Institute For Film And Theatre

Mr. Reynolds loves to teach aspiring actors, and he does so with awe inspiring passion. As his classes increased, the Institute For Film & Theatre evolved and combined with the Museum. Our many programs include classes in acting and film-making as well as lectures by celebrities and other experts in the film industry.

Burt Reynolds

Actor, Director, Emcee of the Oscars, Talk Show host and Super Star, Burt Reynolds is one of America's most famous celebrities. Friend to world leaders and Hollywood legends he has been romantically involved with some of the most beautiful and respected women of our time. The first star to be paid one million dollars per movie, he has been recognized for playing both drama and comedy. His lifetime collection of awards and personal gifts from his friends is now on display at the Burt Reynolds and Friends Museum in Jupiter, Florida. The collection includes the #1 Box Office Star Award for five consecutive years (a record unmatched in Hollywood), an Emmy Award, 9 Peoples Choice Awards, (five for favorite motion picture actor, three for all around male entertainer), New York Film Critics Award, John Housman Award, and many others. Some of his philanthropic work has won him the Voice for Children award, the Tuss McLaughry Award, Eastman Kodak Second Century Award, and the Herbert Humphries Award.

Locally, Burt Reynolds has been inducted into the Florida Artist Hall of Fame, and received the Providencia Award, Palm Beach County's top award. He was the Master of Ceremonies for the grand opening of the Kravis Center, and a thirty-acre county park is named in his honor. Other items included at the museum are high school, football, and acting trophies as well as a multitude of National, State and City proclamations, awards, citations and gold keys that fill the walls, attesting to the magnitude of the popularity Mr. Reynolds has held for half a century. He has called Jupiter home for much of his career and his name has become synonymous with the Town. The Town's reputation as a cultural center

can be directly attributed to the contributions he has made through the years. In everything he accomplished he always endeavored to bring Hollywood back home including many of his famous celebrity friends who he encouraged to visit and live in our area. He has brought his films home to Florida creating jobs and opportunities in the film industry for Florida residents. His B.L. Stryker series brought more film dollars (\$48 million) to Palm Beach County than any other film or series shot in the county.

Mr. Reynolds has played an important part in Jupiter's modern history and the impact he has had on our community is a vital part of that history. These historic memories are now preserved and shared with our citizens.



**PALM BEACH COUNTY FLORIDA
FILM & TELEVISION COMMISSION**

Relax . . . Palm Beach County. Florida Has It Covered!

April 7, 2011

PBC Parks & Recreation Department
2700 Sixth Avenue South
Lake Worth, FL 33461

Dear PBC Parks & Recreation Department:

The Palm Beach County Film & Television Commission (FTC) is pleased to give the highest recommendation to The Burt Reynolds Institute for Film and Theatre to establish a new facility within the Palm Beach County Parks and Recreation Department. The Burt Reynolds Institute for Film and Theatre is dedicated to providing educational opportunities for actors and filmmakers located at the Burt Reynolds and Friends Museum.

Burt Reynolds is a cinema legend that calls Palm Beach County home and many have had the opportunity to see his accomplishments at the current museum facility located at 100 North U.S. Highway 1 in Jupiter, Florida. Burt Reynolds is one of America's most recognizable film and television personalities with more than 90 feature film and 300 television episode credits. Reynolds credits his start in the entertainment business with an acting class at Palm Beach Community College, when Watson B. Duncan, III encouraged him to act in his first play and continued that encouragement and ensuing friendship.

Mr. Reynolds has given a large amount of time and energy to develop educational and entertainment venues in our community. Burt Reynolds' commitment to his profession and devotion to education can perhaps be best exemplified by the program he created to give college students scholastic credit and wages for their work while obtaining an education at the Burt Reynolds Institute for Theatre Training (BRITT) located within the BRIFT museum.

Burt Reynolds & Friends Museum is the largest celebrity museum in Florida with its glistening chandeliers, mirrored cases and theatrical lighting creating a magical atmosphere. This letter would not be complete without expressing how exceptionally talented and accommodating the BRIFT staff and numerous volunteers are. The FTC strongly supports the continuation of the BRIFT museum and educational courses throughout Palm Beach County.

Sincerely,



Chuck Elderd
PBC Film & Television Commissioner



TOWN OF JUPITER

May 17, 2011

Ms. Kathleen Kozinski
Chair
Burt Reynolds & Friends Museum
100 N. U.S. Hwy 1
Jupiter, FL 33477

Re: Relocation of the Museum to Burt Reynolds Park

Dear Ms. Kozinski:

On behalf of the Town Council, please accept this correspondence as an expression of the Town Council's support for the relocation of the Burt Reynolds & Friends Museum to Burt Reynolds Park.

As you know, the property owned by the Town of Jupiter and known as the "First Union Bank Building" has been leased to the Museum by the Town since 2004. Because of the impact that Mr. Reynolds has had upon the community, Town officials were pleased to be able to provide the Museum with space to display Mr. Reynolds' collection of memorabilia from his days as a local football hero and his historic career in the entertainment industry.

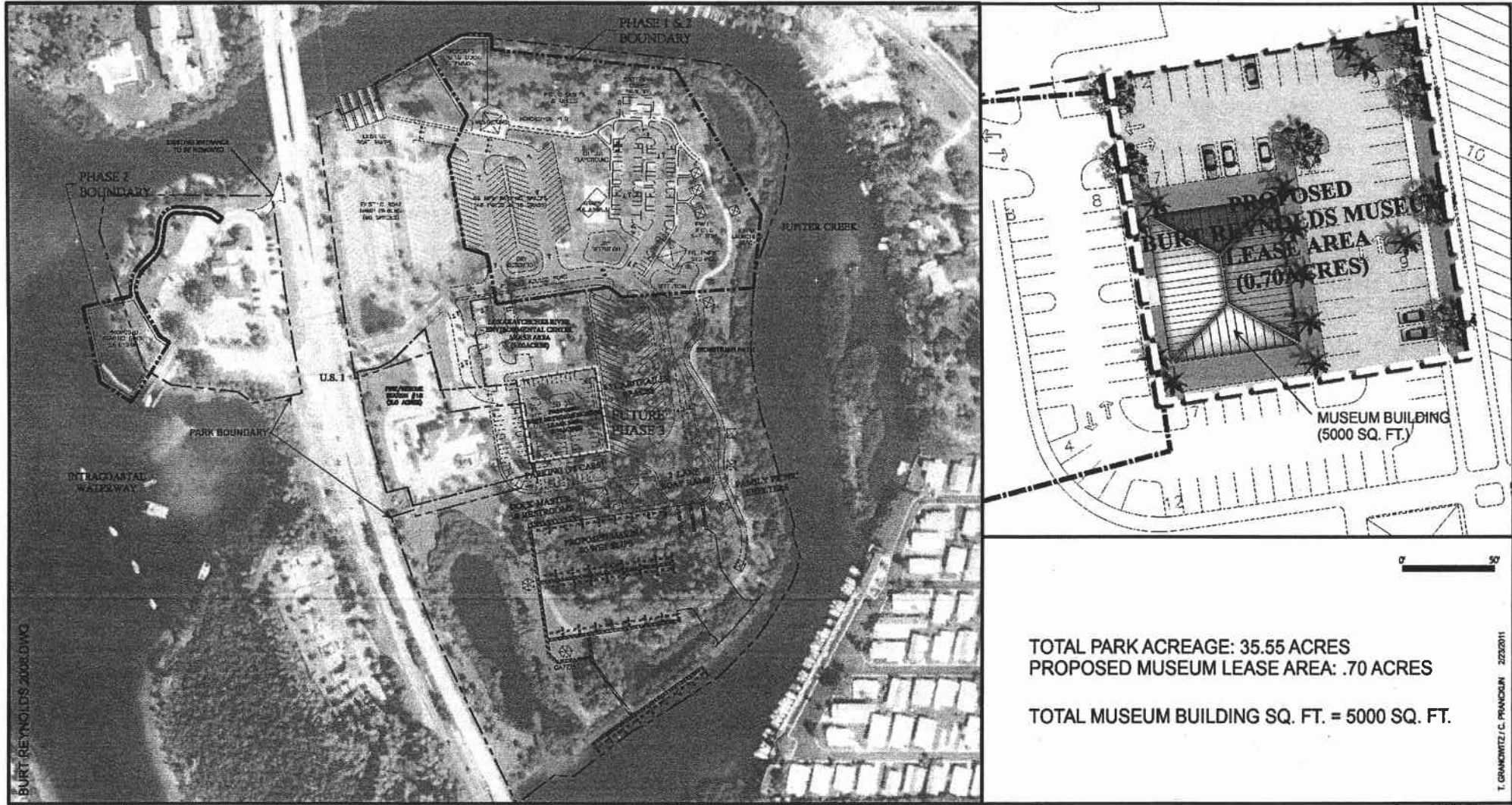
However, the area surrounding the First Union Bank Building is a prime location for redevelopment and, to facilitate the construction of a multi-use, entertainment district along the Intracoastal Waterway, the building will be sold and ultimately demolished. With the loss of this space being imminent, the Museum has evaluated the possible relocation to a number of different locations. We understand that the Museum, in cooperation with Palm Beach County, have identified a location for the Museum at Burt Reynolds Park.

We believe that this is the perfect location for the Museum. The fact that it will be located in a park named after Mr. Reynolds speaks for itself. Additionally, the fact that visitors to the proposed Harbourside development, the Riverwalk and Inlet Village will have immediate access to the Museum will make the location an interesting destination for anyone visiting the area. Because of this, the Town Council would like you to know that we fully support the Museum's relocation to Burt Reynolds Park.

Best of luck with the project and we wish you and the Museum continued success.

Sincerely,

Karen Golonka
Mayor



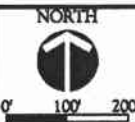
BURT REYNOLDS 2003.DWG

T. GRONWITZ/C. FRANCKEN 2/25/2011



**PALM BEACH COUNTY
PARKS & RECREATION DEPARTMENT
PLANNING & DEVELOPMENT DIVISION**

**BURT REYNOLDS PARK
PROPOSED MUSEUM LEASE AREA**



TOTAL PARK ACREAGE: 35.55 ACRES
 PROPOSED MUSEUM LEASE AREA: .70 ACRES
 TOTAL MUSEUM BUILDING SQ. FT. = 5000 SQ. FT.

NAME: BURT REYNOLDS PARK
ENTRANCE: 805 N. U.S. Highway 1, Jupiter, Florida 33477
CLASS: District
ACREAGE: 35.55 acres
HOURS: Sunrise - sunset; boat ramps open 24 hours
COMMISSION DISTRICT: 1

FACILITIES

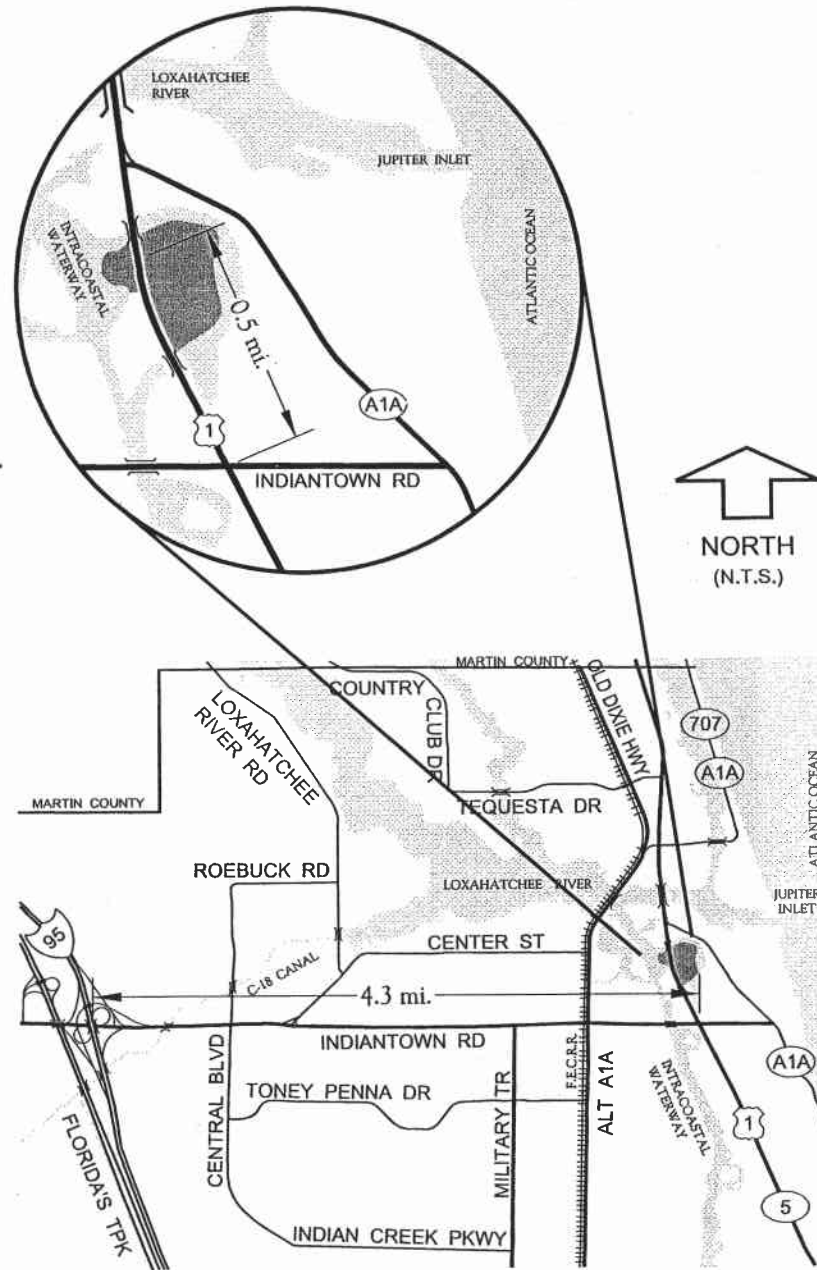
- ▶ boat launching ramps 6
- ▶ boat slips, day use only 13
- ▶ fishing (saltwater)
- ▶ horseshoe pits 3
- ▶ intracoastal waterway frontage (2,000 feet)
- ▶ non-motorized vessel launching beach
- ▶ parking
 - ▶ boat/trailer parking spaces (2 accessible spaces) 223
 - ▶ regular parking spaces (7 accessible spaces) 119
- ▶ picnic areas with grills, single table
- ▶ picnic pavilion (Waterway), reserved group 1
- ▶ picnic shelters, family 9
- ▶ playground, including play structure for ages 5-12 years
- ▶ restroom facilities
- ▶ volleyball, sand court 1
- ▶ water skiing access

LOCATION OF

- Northern Palm Beach County Chamber of Commerce (not operated by Parks and Recreation) 800 N. U.S. Highway 1 Jupiter, Florida 33477 (561) 746-7111
- The River Center (not operated by Parks and Recreation) (561) 743-7123 805 N. U.S. Highway 1 Jupiter, Florida 33477

INFORMATION

- boat trailer parking permits (561) 966-6620
- general park information (561) 966-6600
- picnic pavilion rental (561) 966-6611



BURT REYNOLDS PARK