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Arts center naming rights for sale

By Georgia East
Posted June 10 2007

Want naming rights to the Miramar's \$18 million Cultural Arts Center, which is expected to be built by June 2008?

Under a city proposal, they can be yours for \$2.5 million. You can get your name on the center's botanical garden for \$1 million, or the naming rights to the center's 800 seats for \$80,000. With \$5,000, you can get your name put on 100 bricks.

City leaders are exploring ways to market and raise funds for the Cultural Arts Center, a key component of Miramar's Town Center. The complex at Red and Hiatus roads will include a theater, City Hall, library, retail shops, townhouses and condominiums.

To get the word out about fundraising and generate more buzz on the Cultural Arts Center, plans call for YouTube-style video commercials, newsletters and a grassroots campaign.

In addition to its programs, the Arts Center would conduct Singles for the Arts mixers, wine tastings, culinary classes, book signings and backstage tours.

In February, Miramar forged a partnership with the Broward Performing Arts Center Authority for help with programming, marketing and staffing at the Arts Center. Last month, the city established the nonprofit Miramar Cultural Trust board to help raise at least \$5 million for programming.

Mayor Lori Moseley, who sits on the Trust Board, said she has no doubts it can raise the money.

"It's all about a can-do attitude," she said.

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