



ART AND CULTURE CENTER OF HOLLYWOOD

# FAB!

## Creatively Inspiring Creativity in Broward County

In nearly 10 years **Funding Arts Broward (FAB!)** has awarded more than \$1.6 million to more than 32 organizations and arts programs throughout Broward County. FAB!'s quest speaks of esoteric value in a time of economic downturn, which may seem an unlikely time to invest into light, beauty and creativity. Arts however, are necessary for a successful economy and for **nourishment** of the spirit. According to the most recent Arts and Economic Prosperity Study, conducted by Americans for the Arts, Broward County's arts and cultural industry generated \$230 million in economic activity, generating jobs and contributing \$22 million in local and state government revenue.

How this **Fab!ulous** idea went from simple brainstorming and excitement and evolved into action, how it "sprouted," is where a good question lies. Who were the originating "knights"

'THROUGH FAB!'S GRANT SUPPORT, WE HAVE BEEN ABLE TO CONTINUE PRESENTING STELLAR JAZZ ARTISTS,' SAYS GOLD COAST JAZZ'S EXECUTIVE DIRECTOR PAMELA DEARDEN



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sitting at the initiatory FAB! roundtable when the first pieces were placed into an enterprise that has become a pivotal arm in fundraising for the developing arts scene in Broward County? And how they did they grow into 125 strong over the course of 10 years? From nothing to something ... it's creation!

"When we started, I remember saying, 'wow, are we really all going to be collaborating?'" says FAB! Founding Chair **Francie Bishop Good**, speaking about her memory of the attendees at the first "ideas" meeting which included Broward County Commissioner **Sue Gunzburger**, **Bonnie Barnett** and **Erica Hartman**. "My goal was to get arts groups to support each other, because initially ... people didn't think it was possible. It just wasn't done."

Responding to a need created by spending cuts in the public sector, today, FAB! funds exhibitions such as those at the **Museum of Art | Fort Lauderdale** and performances at **Broward Center for the Performing Arts**, and many smaller, yet critical cultural organizations in Broward County. Well-known trademarks in arts programming such as **Art and Culture Center of Hollywood**, **Seraphic Fire**, **Master Chorale of South Florida**, **Coral Springs Museum of Art**, **Symphony of the Americas** and **Broward County Film Society** have the dollar marks of FAB! "Through FAB!'s grant





ABOVE FLORIDA  
YOUTH  
ORCHESTRA

TOP RIGHT  
SERAPHIC FIRE

support, we have been able to continue presenting stellar jazz artists," says Gold Coast Jazz's Executive Director **Pamela Dearden**. "Our main stage jazz concert series and free jazz performances are available in the western areas of our community in spaces such as at the Coral Springs Museum of Art and the Northwest Regional Library."

FAB! members are invited to participate regularly in several **artistic events**, such as backstage tours at **performing arts venues** and tours of **private collections** in homes throughout South Florida, and often receptions sponsored by corporate members. With each individual member contributing \$1,000 annually and corporate members contributing \$3,500, FAB! finds that many of their donors give **ONLY** this one charitable gift annually, and are very satisfied to know that it goes in its entirety to arts programming.

The FAB! **grant process** involves two types of awards: a general grant for which eligible 501c (3) arts organizations can apply, as long as their mission is primarily artistic. And recently they have extended the portfolio to include a **Knight Foundation** grant, which funds a very specific area — **new and innovative** works of arts programming.

"With our funding numbers climbing through the years and hitting their biggest year in 2011 at \$255,000 awarded, FAB!'s corporate members continue to be exceedingly generous," says FAB! President **Drazia Rubenstein**. "In spring 2010, **BankAtlantic Foundation** contributed \$20,000 to fund a **children's cultural arts** discipline that went to five organizations for youth-centric programs. We feel very supported by some of the large businesses in Broward County." Other corporate sponsors include **Nova Southeastern University** and **Northern Trust**.

Applications are solicited in early October and due in January for the following year of funding. In January through March possible grantees are screened and assessed by **discipline**, the quality of the program, the history of the organization, and the budget. A final vote is taken in April, followed by an awards luncheon in May.



Grants have been awarded to organizations and programming throughout Broward County, not just in the Downtown core. **Coral Springs Museum of Art at Miramar Cultural Center**, and **Young At Art Museum** in Davie, have been awarded funds as well. FAB! grants awards up to a maximum of \$12,000 to each organization. Knight-funded grants, however, follow different **criteria** and screening; and only organizations or programs that are present or former general grantees are eligible to apply for up to \$50,000 for innovative projects that have never been done in Broward County.

This year **Broward Performing Arts Foundation**, through FAB!'s Knight "New Work" Award, have invited the **Trey McIntyre Project** to kick off FAB!'s 10-year anniversary. Trey McIntyre believes in the power of **art and dance** to transform, heal and enlighten through groundbreaking and award-winning methods. The company engages with communities and audiences across the globe every year, continuing the commitment to art, innovation, **breaking boundaries** and striving for excellence. It is the perfect, innovative project, the likes of which FAB! seeks to encourage within Broward and wishes to continue to support.

McIntyre's group is creating a new **choreography** for FAB! to be performed on April 26 and 27 at Broward Center for the Performing Arts. Earlier that week, the celebrations begin with a FAB! Fun event at the **Museum of Art | Fort Lauderdale**, where McIntyre will bring a few dancers on stage to create a piece while the audience watches. From nothing to something, it's creation.

From initiating "knights" to a **10-year anniversary**, innovative choreography and personal pocketbooks in support of arts programming, this story definitely has the scent of mystery and heroes. It lives and thrives in Broward County and the FAB!ulous knights ride on, creating art and generating business.

For more information on how to become a FAB! member, visit the website at <http://fundingartsbroward.org/>. 