



# ENRICHING THE ARTS

OPPORTUNITIES IN  
BROWARD COUNTY'S  
ARTS COMMUNITY

Produced by



With support from Community Foundation of Broward

Randy Cohen  
Vice President of Research  
Americans for the Arts



“Investment in the nonprofit arts and culture industry builds the communities where people want to live and work. It is where entrepreneurs and creative economy businesses are launched and where nighttime economies flourish. When we prioritize diverse cultural expressions and traditions, it nurtures social connections, promotes community pride and identity, and boosts tourism by providing authentic experiences that draw visitors to the community. If visitors have a positive experience, it may become a place to work – and, ultimately, one in which to live. Creating livable communities is economic development.”





# TABLE OF CONTENTS

Executive Summary	Page 4
The State of the Arts in Broward County	Page 5
How Does Broward Compare	Page 6
All About FAB	Page 7
New Initiatives Task Force	Page 8
Interview Participants	Page 9
Survey Participants	Page 10
Survey Findings	Page 12
Major Focus Areas	Page 14
Lessons Learned from Other Communities	Page 19
The Road Ahead for Funding Arts Broward	Page 21
Call for Community Collaboration	Page 22
FAB Board Members and Committees	Page 23







# Executive Summary

**This is a report of a study undertaken by Funding Arts Broward (FAB) from May 2023 to April 2024 on the challenges experienced by arts and cultural organizations serving Broward County Florida.**

Funding Arts Broward (FAB), founded in 2003 by Francie Bishop Good, is a volunteer-driven, membership organization that provides grants to visual and performing arts programs and art education. FAB has granted \$5 million to 77 arts organizations over the past 21 years.

In October 2022, FAB launched a campaign to raise \$3 million to ensure sustainability, increase grant funding, and improve the operational infrastructure of its own organization. One of the goals of the campaign was to fund new initiatives beyond what FAB has historically done.



In May of 2023, the FAB Board appointed a 10-person *New Initiatives Task Force* to take a more in-depth look at the challenges facing arts organizations and ways to support the arts for greater impact and success. Interviews and surveys were conducted with leaders in the arts organizations serving Broward County, public and private sector funders, and donors and arts leaders across Florida as well as nationally.

Among the key findings are: arts organizations are struggling from lack of flexible funding; there is a need for enhanced marketing services; gaps exist in arts education programs for children in Broward County; the need is great for affordable spaces for arts group to rehearse, perform and exhibit; organizations desire more public art; and the need is critical for more advocacy for the arts collectively, with greater involvement by business leaders, and expanded opportunities for increased collaboration.

The findings reported here are rich with ideas and possibilities. The FAB *New Initiatives Task Force* promised those who participated in the surveys and interviews that it would share the results with the broader community to raise awareness about the issues and spark deeper conversations and support.

This report addresses the challenges and causes, suggests options for improvement and recognizes how arts organizations and supporters are responding to these challenges.

For FAB, this information will be a guide for its own strategic planning and direction. This report is just a starting point.

FAB invites other funders, leaders in both the public and private sectors, educators, arts organizations, and all in our diverse and growing community to engage in building a stronger community through the arts.

**Funding Arts Broward Board of Directors  
New Initiatives Task Force**

# The State of the Arts in Broward County



“Art is the soul of the Community.”

- Steve Geller, Broward County Commissioner, District 5

The arts provide a cultural identity for a community. Arts activities also result in cohesion and solidarity when people come together to share experiences like festivals, performances, and exhibitions. Art has the power to inspire, provoke thought, and arouse emotional expression, thus achieving a social well-being within the community.

As the population of Broward County nearly doubled from 1980 to 2020, it became the most diverse and the second largest county in Florida.

## Broward County Cultural Division:\*

**\$6.5 million** in grants to arts and culture organizations, artists

**Four** public art installations

**18** active public art projects

\*2022 Cultural Division Impact Report



**5.8 million people** attended arts events in Broward County\*

**1.3 million** (25.9%) were visitors

\*Americans for the Arts, 2023 Arts & Economic Prosperity 6 report for Broward County



# How Does Broward Compare?



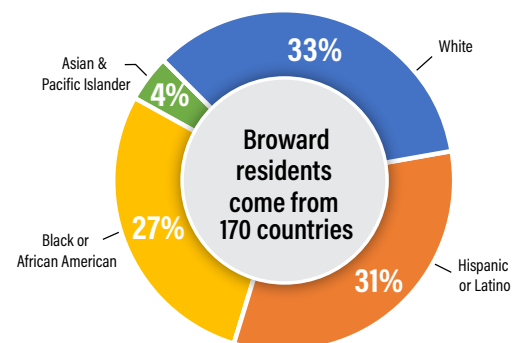
While there is much to celebrate about Broward's arts community, there is much disparity when compared to neighboring areas. For example, comparison of the creative economies in South Florida shows that Miami-Dade County's population is 40% larger, but their investment in the arts is 530% larger than Broward County's.

## SOUTH FLORIDA'S CREATIVE ECONOMIES

	Palm Beach	Broward	Miami-Dade
Population in 2020, US Census	1.49 M	1.94 M	2.72 M
Total Contributed to the County	\$335 M	\$386 M	\$2.06 B
Spending by Arts and Culture Organizations	\$189 M	\$138 M	\$1.2 B
Event-related expenditures by audiences	\$146 M	\$248 M	\$856 M
Supported Jobs	4,360	6,718	31,515
Personal Income to Residents	\$198 M	\$267 M	\$1.48 B
Local, State, and Federal Tax Revenue	\$57 M	\$80 M	\$443 M

Source: Americans for the Arts, 2023 Arts and Economic Prosperity 6 Reports for Broward, Miami-Dade, and Palm Beach Counties

## BROWARD IS FLORIDA'S MOST DIVERSE COUNTY:\*



\*Source: US Census/Wikipedia



# All About FAB

## \$5M Distributed Since 2003

Founded in 2003 by artist and philanthropist Francie Bishop Good, FAB is a volunteer-driven membership organization with the goal of filling in some of the gaps in arts funding and support through member contributions. In its first year, FAB awarded \$75,000 in grants. Over the next 20 years, that annual amount has continued to increase substantially. Grants for 2024 were \$385,450, and grants for 2025 total \$400,000. FAB has continued to grow, expanding membership to nearly 200 and attracting other annual support from individuals, foundations, and businesses. FAB is governed by a volunteer board of 19 community supporters and has two full-time staff members.

In 2020, FAB added an arts education grant opportunity in addition to its program of visual and performing arts grants. Over the past four years, interest in the arts education grants has grown significantly -- up 65% in 2024.

While FAB's grant capacity has increased, it does not begin to meet the total grants requested. In 2024, 52 organizations requested a total of \$625,000. For 2025, 73 groups requested a total of \$808,600.

## Launching the SPARK! Campaign

The SPARK Campaign is centered on the goal to increase membership in arts organizations, help these groups plan for long-term resiliency and sustainability, and amplify FAB's impact on Broward's arts community.

In honor of FAB's 20th anniversary, a fund-raising campaign -- "**Be the Spark!**" -- was launched with the goal to raise \$3 million in five years. More than \$2 million was raised during the first year alone. Co-chairs of the campaign are long-time board members and active FAB supporters Cindy Eden and Nancy Bryant.

## Vision:

Through a diverse, dynamic, and engaged membership, Funding Arts Broward will be known as the leading arts ambassador - nurturing, supporting and promoting the arts in our community.

## Mission:

Funding Arts Broward exists to support, sustain, and encourage the arts in our community.



“ FAB continues to expand its impact in Broward. The future for arts and culture will burn even brighter in our vibrant, diverse and inclusive community. ”

- Francie Bishop Good

## THE FOUR PILLARS OF SPARK FUNDING ARE:

### 1 EXPAND

the existing grants programs for performance and arts education

### 2 BUILD

upon the impact FAB has on the arts community to address the gaps and challenges the community faces through new initiatives and funding partnerships

### 3 INVEST

in FAB's infrastructure and build capacity to support grantees

### 4 ENDOW

a fund for sustainability at the Community Foundation of Broward

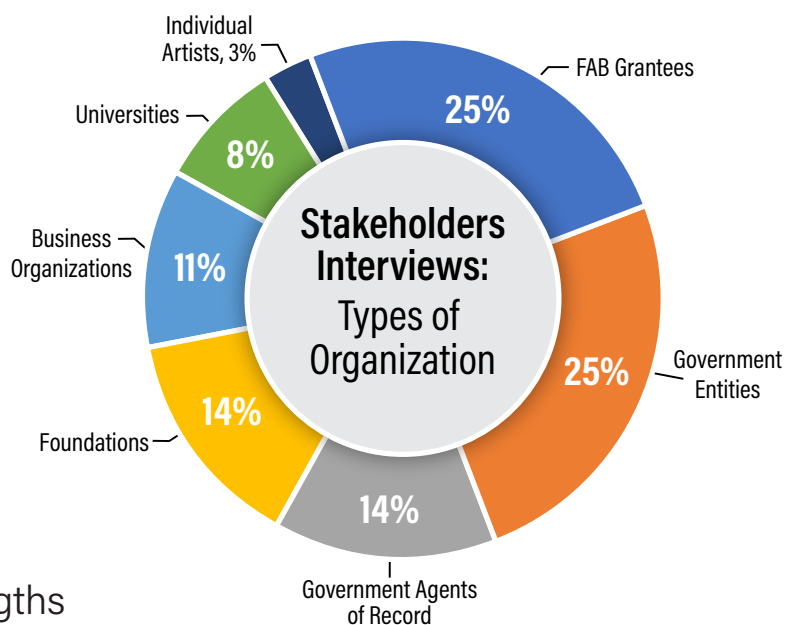
# New Initiatives Task Force

## STAKEHOLDERS INTERVIEWS

Interviewees included 49 representatives of 35 organizations supporting or working in the arts field, performing and visual art organizations serving Broward County, as well as FAB Board Members. The purpose of the interviews was to gain an understanding of the critical needs and the strengths within the arts community and to learn what others in the arts industry in Broward, across Florida, and nationally are doing to help the arts community thrive. All interview participants were asked the following questions:

1. What do you see as strengths and weaknesses within the arts community?
2. What art initiatives have you seen that are successful?
3. What initiative would you recommend FAB undertake?

In addition to the interviews, a survey was sent to 102 arts and culture organizations serving Broward County. A total of 40 organizations responded, including 33 arts-focused organizations already known to FAB, and seven organizations new to FAB.



## New Initiatives Task Force Members:

**Ed Hashek**  
Funding Arts Broward, Chair

**Nancy Bryant**  
Funding Arts Broward

**Phillip Dunlap**  
Director, Broward Cultural Division

**Cindy Eden**  
Funding Arts Broward

**Sheri Brown Grosvenor**  
Vice President, Community Impact,  
Community Foundation of Broward

**Carolyn Lee**  
Funding Arts Broward

**Mary Riedel**  
Funding Arts Broward

**Joy Satterlee**  
Executive Director, Art and Culture  
Center/Hollywood (retired Dec. 2023)

**Steve Schermer, Esq.**  
Funding Arts Broward

**Drazia Simon**  
Funding Arts Broward

### STAFF SUPPORT:

**Kat Brigian-Sierra**  
Director of Operations  
Funding Arts Broward



# Interview Participants

**African-American Research Library and Cultural Center (AARLCC)** (*Tameka Bradley Hobbs, Library Regional Manager*)

**Americans for the Arts** (*Daniel Fitzmaurice*)

**Art and Culture Center/Hollywood** (*Jeff Rusnak, Development Director, and Joy Satterlee, Executive Director (retired in Dec. 2023)*)

**Art Prevails Project** (*Darius Daughtry, Founder and Executive Artistic Director*)

**ArtServe** (*Jason Hughes, Chief Executive Officer*)

**Broward Center for the Performing Arts** (*Kelley Shanley, President and CEO (retired in Feb. 2024)*)

**Broward County Commission** (*Steve Geller, District 5*)

**Broward County Cultural Division** (*Phillip Dunlap, Director*)

**Broward County School District** (*Donna Haynes-DeGraaf, Art Curriculum Supervisor, K-12 and Joseph Luechauer, Curriculum Supervisor, Music and Performing Arts K-12*)

**Business for the Arts of Broward** (*Jarett Levan, Chair and CEO of BBX Capital*)

**Choose954 and Art Fort Lauderdale and Lauderdale Art Week** (*Andrew Martineau and Evan Snow, Co-Founders*)

**City of Boynton Beach** (*Glenn Weiss, Former Manager, Public Art Program*)

**City of Fort Lauderdale** (*Joshua Carden, Cultural Affairs Officer*)

**City of Pompano Beach** (*Ty Tabing, Cultural Affairs Director*)

**Community Foundation of Broward** (*Sheri Brown Grosvenor, Vice President, Community Impact*)

**Cultural Council for Palm Beach County** (*Dave Lawrence, President and CEO*)

**Florida Atlantic University, Dorothy F. Schmidt College of Arts and Letters** (*Michael Horswell, PhD., Dean*)

**Florida Atlantic University, School of Architecture** (*Anthony Abbate, NCARB, AIA, Professor; Director, Metro Lab Community Design Collaborative*)

**Florida Children's Theatre** (*Janet Erlick, Executive Artistic Founder*)

**Florida Philanthropic Network** (*Ashley Heath Dietz, President and CEO*)

**Florida Youth Orchestra** (*Myra Weaver, President*)

**Fort Lauderdale City Commission** (*Dean Trantalis, Mayor, Steve Glassman, Vice Mayor*)

**Funding Arts Network** (*Deborah Hoffman, Founding President*)

**Greater Fort Lauderdale Alliance** (*Bob Swindell, President/CEO*)

**Gulf Coast Community Foundation** (*Kelly Borgia, Strategic Engagement Officer*)

**Local Artist** (*George Gadson*)

**Miami City Ballet** (*Juan José Escalante, Executive Director, and Michele Scanlan, Director of Foundation and Government Relations*)

**Miami-Dade County Department of Cultural Affairs** (*Michael Spring, Director Emeritus; Marialaura Leslie, Director; and Adriana Perez, Cultural Projects Administrator*)

**NSU Art Museum, Fort Lauderdale** (*Bonnie Clearwater, Director and Chief Curator*)

**NSU Florida Halmos College of Arts and Science** (*Holly Lynn Baumgartner, Dean, and Professor and Shasta Bruer*)

**Our Fund Foundation** (*David Jobin, President/CEO*)

**Slow Burn Theatre** (*Matthew Korinko, Co-Founder and Executive Director, and Julie Valent, Managing Director*)

**South Florida Symphony Orchestra** (*Jacqueline Lorber, Greg Frank, and Caroline Murray*)

**The Miami Foundation** (*Lindsey Linzer, Vice President of Community Investments; Courtney Bagans, formerly Collective Impact Associate, and Nikisha Williams, Managing Director of Collective Impact*)

**United Arts of Central Florida** (*Elyse Jardine, Senior Director of Community Outreach, and Cindy LaFronz, Editor-In-Chief, Artistry*)



# Survey Participants

All Florida Youth Orchestra, dba as Florida Youth Orchestra

Art and Culture Center/Hollywood

Art Prevails Project

ArtServe

Arts Ballet Theatre of Florida

Arts United

Ashanti Cultural Arts

Association of Performing Arts of India

Brazilian Voices

Broward County Film Society (FLIFF)

Broward Performing Arts Foundation

Chopin Foundation of the United States

Coral Springs Festival of the Arts

Dance NOW! Miami

Fantasy Theatre Factory

Flamingo Gardens

Florida Children's Theatre (aka The Fort Lauderdale Children's Theatre)

Florida Grand Opera

Fort Lauderdale Children's Ballet Theatre

Fort Lauderdale Historical Society

Gay Men's Chorus of South Florida

Generation Venetian Arts Society

Gold Coast Jazz Society

Grace Arts

Inside Out Theatre Company

Island City Stage

Japan Arts, dba Fushu Daiko

Jayadevi Arts

Master Chorale of South Florida

National Art Exhibitions of the Mentally Ill

New City Players

NSU Art Museum Fort Lauderdale

Old Davie School Historical Museum

Outshine Film Festival

South Florida Chamber Ensemble

South Florida Pride Bands

The Girl Choir of South Florida

Wilton Art

Young at Art Museum

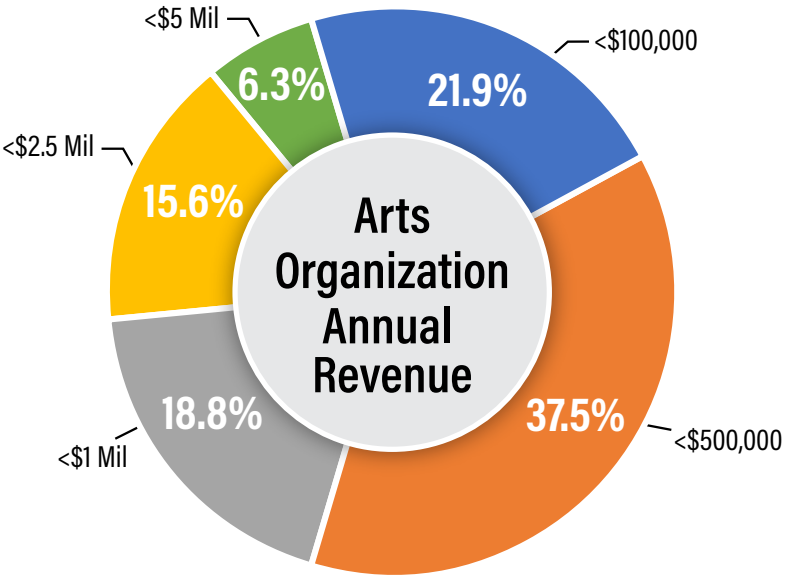
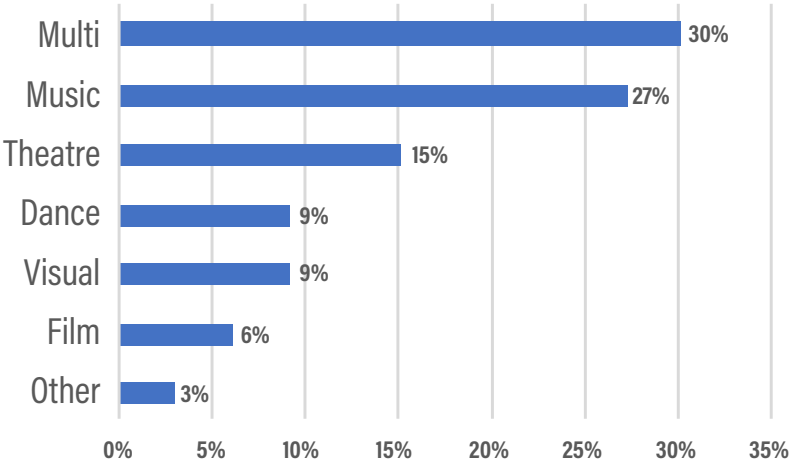




# Facts About the Survey Respondents



Discipline Practiced by Arts Organizations



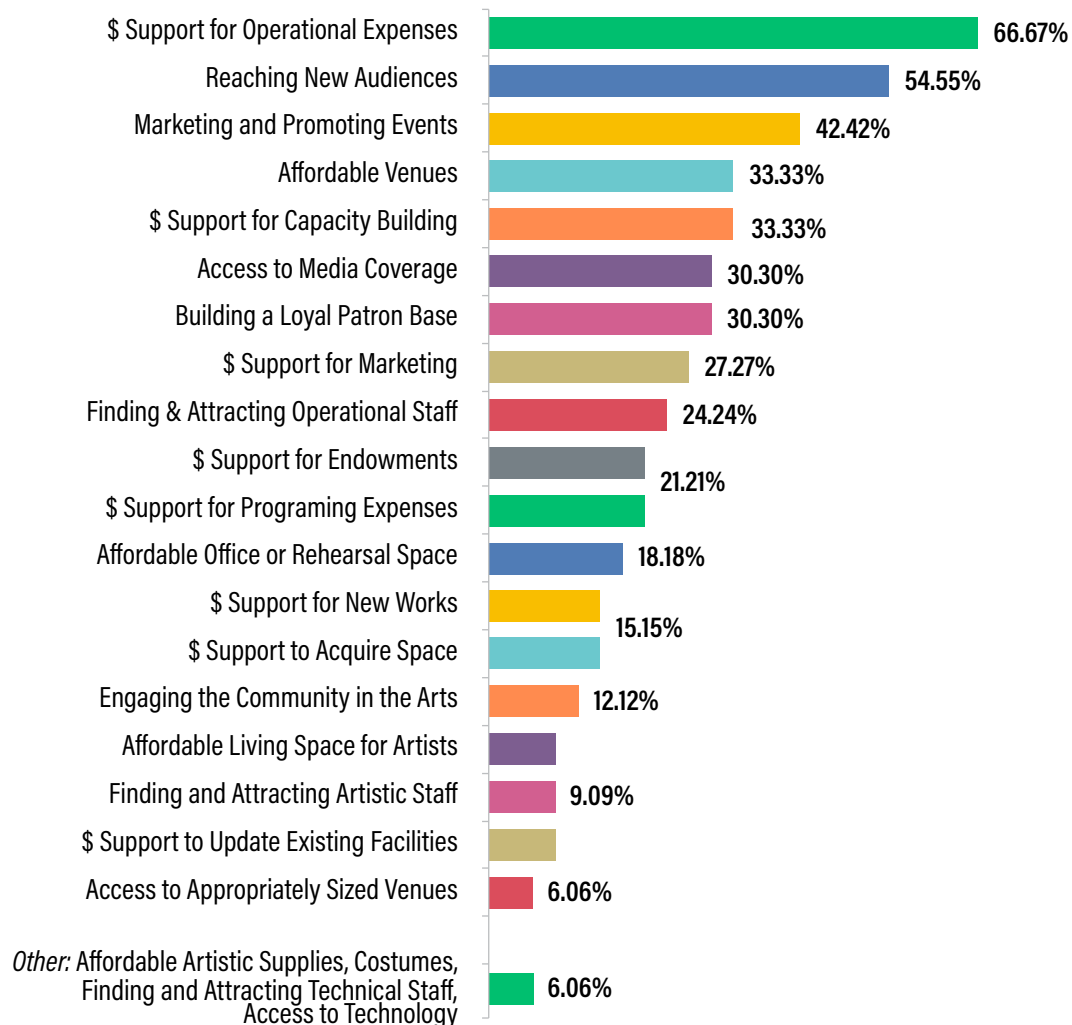


# Survey Findings



“We need champions in the community who can express the value of the arts. It is necessary to make the case that art is not a nice to have; it is a must-have.”  
- Bob Swindell, President and CEO, Greater Fort Lauderdale Alliance

Survey respondents were asked to rank the top five largest challenges their organizations face in achieving their goals. Collectively, they ranked more than 20 areas of importance, with 10 areas identified by more than 20% of those interviewed as critical challenges. A summary of those responses are illustrated below:



# Stakeholder Interviews Matched With Survey Findings

## 1. ADVOCACY/COLLABORATION

City and county commissions, developers, tourism dollars, remove roadblocks, systemic issues, need for more business engagement, missing large corporate leadership

## 2. ART EDUCATION (YOUTH)

Site-based at each school is a barrier, adopt a school for funders, SEAS program for introduction, adequate funding is needed, transportation is an issue for programs outside of the classroom

## 3. BUILDING COMMUNITY WITH ART

Expand diversity of the artists, be mobile and go to communities countywide, host block parties, and have more art in public places

## 4. EXPANDING AUDIENCE DIVERSITY

Programs to support aging population, expand ethnic and generational participation, needs at Boys and Girls clubs, YMCA, and other programs; 55% of FAB grantees listed reaching and attracting new audiences as the largest challenge

## 5. FUNDING/GRANTMAKING

Trust-based, operational, unrestricted, multi-year grants, create endowment, capacity building, upfront payment, time-efficient grant applications; 67% of FAB grantees listed operational funding as the largest challenge, followed by 33% needing capacity building; 59% of organizations surveyed have budgets of less than \$500,000

## 6. LOCAL ARTIST DEVELOPMENT

Master classes, art incubators, artist retreats to cultivate young artists, international exchange or touring program

## 7. MARKETING/SHARED SERVICES

Marketing co-op, operational training; 42% of arts organizations listed marketing and promotional events as the largest challenge; 30% listed access to media coverage; 27% listed financial support for marketing as a challenge

## 8. PERFORMANCE COLLABORATION (with Arts Orgs and Non Arts Orgs)

Promote an artist showcase, encourage collaboration with other arts organizations, schools, and with organizations supporting youth development, partnerships with sports teams

## 9. PUBLIC ART, PLACEMAKING, ANNUAL SIGNATURE EVENT

Make Broward an arts destination, create a signature event, become a hub of art culture, place-based art, connecting to the surrounding community

## 10. PUBLIC EDUCATION ABOUT ART

Lack of awareness in the community, develop a documentary on the arts, community engagement efforts, periodic listening sessions, use "how it's built" to increase donors and attendees

# Major Focus Areas

After combining the in-depth insights gathered from the interviews and comparing it to the quantitative data from the surveys, the Task Force focused on the following key areas for further exploration via follow-up interviews and fact-checking:

## FUNDING/GRANTMAKING

**Unrestricted Grants:** Arts organizations need unrestricted funding that can be used for operational expenses, capacity building, technology, capital expenses to repair/renovate aging buildings, endowments, marketing expenses and adding key staff in order to advance the organization. This area ranked first in the challenges facing arts organizations.

**Application Process:** Granting organizations need to be aware of the amount of time it takes for an organization to apply for a grant. Many grant application processes need to be simplified. A multi-year grant is more efficient for staff and allows an organization to plan better.

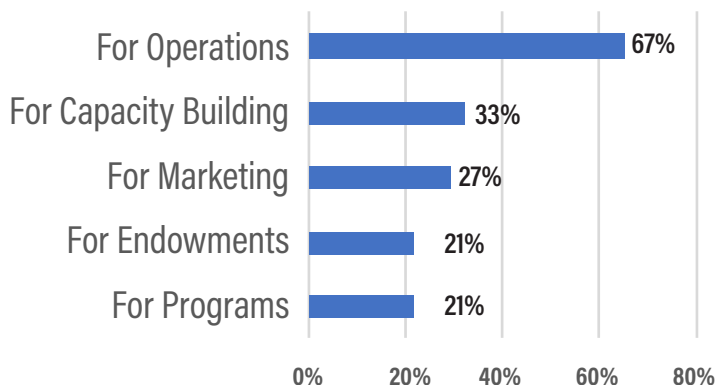
Program grants have traditionally been funded after the program has been completed, requiring the organization to have enough sufficient capital to fund the program upfront. Funders and donors need to understand the impact of supporting the overall health and sustainability of arts organizations as well as their programming.

The Community Foundation of Broward and the Broward County Cultural Division have moved toward more directly addressing the needs of organizations. Both are providing more upfront funding and supporting operational expenses. The Community Foundation of Broward also is funding two- to three-year grants.

The Broward County Cultural Division modified its grant funding process to include simplified application and contract processes, converting most grants to unrestricted, providing payments upfront for grants, and adding two-year operational support grants based on a percentage of the last three years of the organization's budget.



### Types of Funding Needed By Art Organizations







## MARKETING

Marketing and communications ranked second among the largest challenges arts organizations face.

Marketing needs include bringing attendance to arts performances and exhibitions back up to pre-COVID levels and reach more diverse and younger audiences and future donors. Another roadblock is the decline in mainstream media outlets, which forces organizations to expand pay-to-play coverage. Twenty years of reduced media coverage of arts and cultural events has decreased the population's awareness and appreciation of the arts.

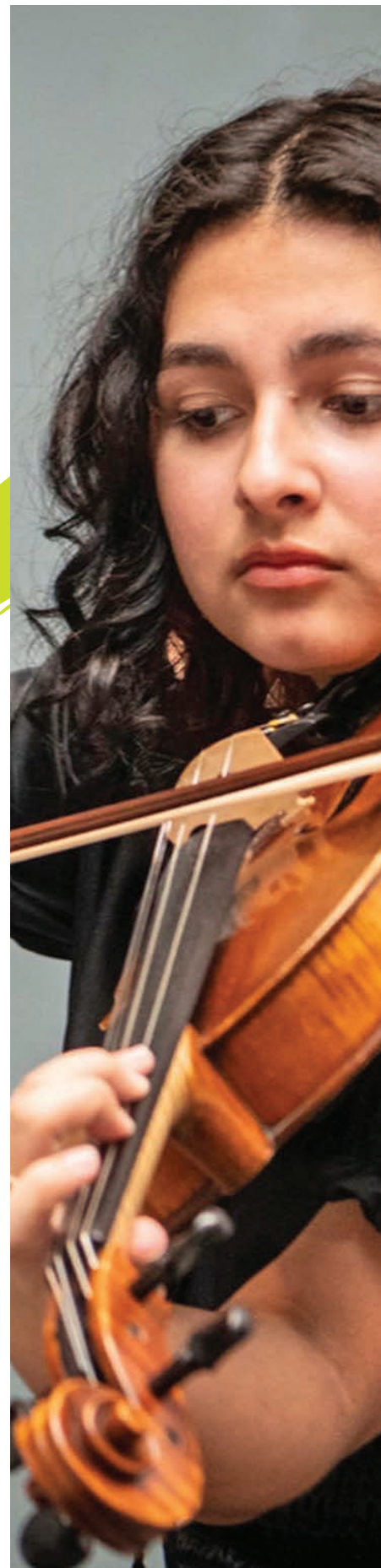
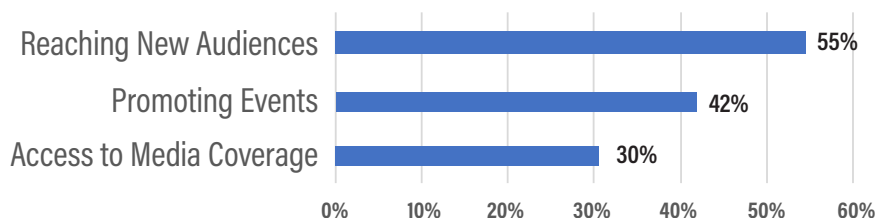
Historically, season ticket holders provided reliable funding for programs and helped organizations plan. A shift to individual, and often last-minute, ticket buyers underscores the need to focus on connecting organizations to new audiences.

“ We have the fire, but not the flame. There is a need for a dispensary entity for marketing support. We lack funding. ”

– Myra Weaver, Florida Youth Orchestra

The arts community is struggling to engage the younger generations to cultivate new supporters and audiences. The comments from respondents made it clear that new generations need to be cultivated to ensure long-term sustainability. Most of Broward's art organizations, however, indicated that they lack funding, technical infrastructure, and staff talent to use new social media outlets to reach the next generations of supporters.

### Percentage of Grantees Surveyed That Listed Communication Related Services As One of The Top Five Challenges



Phillip Dunlap, Director of the Broward County Cultural Division, is addressing these issues. The Cultural Division has launched the Broward Arts Journalism Alliance (BAJA) to address the lack of arts-related coverage in local media outlets. The program aims to create strategic media partnerships, hire writers to cover Broward arts events, and train arts writers. To help administer the BAJA program, the Cultural Division hired the editor of *ArtBurst Miami* and recently completed a call for journalists. The county will compile a list of vetted journalists it will hire to author stories. The Cultural Division also offers a free calendar of arts events via ArtsCalendar.com. Many of the articles and content created by the BAJA program will be featured on the site as well.

As an example Slow Burn Theatre has successfully brought in new audiences with a change in programming that attracts families and children.

The Broward Center for the Performing Arts also is making strategic moves to expand audience diversity with its *Arts Access* program, which assists local community-based organizations in presenting professional-level arts performances. By investing in community-based organizations, more diverse audiences are introduced to the Broward Center.

## ARTS EDUCATION

Broward County Public Schools is the sixth largest in the United States and one of the most diverse in the nation with 153 different spoken languages. Art is not part of the curriculum of every public school in Broward. Arts programming is site-based, meaning each school principal decides if and how an arts program will be offered.

Decades of research and multiple studies show critical thinking skills, school attendance, social development, and fine motor skills improve for students exposed to the arts, yet funding for art programming lags. In 2020, FAB began making arts education grants to arts organizations working to fill the gaps and has steadily increased its funding pool. In 2025, 19 organizations will receive \$117,000 for arts education programming from FAB.

FAB funds programming that provides quality art skills acquisition, exposure to the arts via performances, and organizations that teach math, language arts, and history concepts through the lens of music, theater, dance and visual arts. More than 20 arts organizations are currently providing arts education for pre-K to grade 12. Programs include: the Student Enhancement Through the Arts (SEAS) program at the Broward Center, the Museum on the Move program at the NSU Art Museum, and the Distance Learning program at Art and Culture Center/Hollywood. Smaller organizations are providing arts education enrichment programming in public school settings.

Slow Burn Production of Shrek - The Musical



Florida Children's Theater



“Our fine arts programs improve school climate, promote self-directed learning, and empower students with a sense of purpose. The fine arts are an essential language that stimulates active and complex learning.”

– Donna Haynes-DeGraaf, MFA, Art Curriculum Supervisor, K-12, Broward County Schools.







“It is necessary for the community to provide appropriate space for artist studios, rehearsals, and performances.”

- Lindsey Linzer, Vice President of Community Investments,  
The Miami Foundation

## AFFORDABLE SPACES

One third of all grantees surveyed listed affordable venues among the top five challenges. Major challenges include finding affordable spaces for rehearsals, offices, artist studios, and performances. Affordable housing for visiting artists-in-residence, performers and local artists is another major challenge identified.

Organizations also need assistance when moving to new spaces and staying connected to the community they serve. As an example, ArtServe, located on Sunrise Boulevard near downtown Fort Lauderdale, is home to several arts organizations, including Funding Arts Broward and two national museums. The facility offers multiple event spaces and a large art gallery. The building has long provided below market, affordable space for artists and arts organizations.

Many arts organizations do not have dedicated space, creating uncertainty around renovating old spaces and acquiring new spaces that are affordable. Organizations working with children also have difficulty finding safe, age-appropriate space.

Broward County is undertaking a future project to open the West Broward Cultural Center in a space shared with a regional library.

“When businesses look to relocate, they consider the arts scene.”

- George Gadson, Artist and Founder, Art As A Business

## PUBLIC ART

Several interviewees noted the importance of visual and new art forms. Public art, banners and signage indicating special areas, and signature events all send a message that art is important to the community and help drive tourism and development. Public art denotes the uniqueness of each Broward community. Many cities already host major signature arts events that promote tourism to their areas.

Broward County was founded in 1915 and is now home to 31 municipalities in nine districts. Compared to Miami-Dade County, Broward's progress in public art has been relatively slow. Miami-Dade County started its public art program in 1973 and has 1,000 pieces installed. Broward County started its public art program in 1976 and has 263 pieces installed.

Ten years ago, the Community Foundation of Broward in partnership with the Broward Cultural Division, worked on a year-long project titled “Art of Community” to celebrate Broward's 100th Anniversary. Nine murals were painted on buildings located in each of the Broward Commission districts.





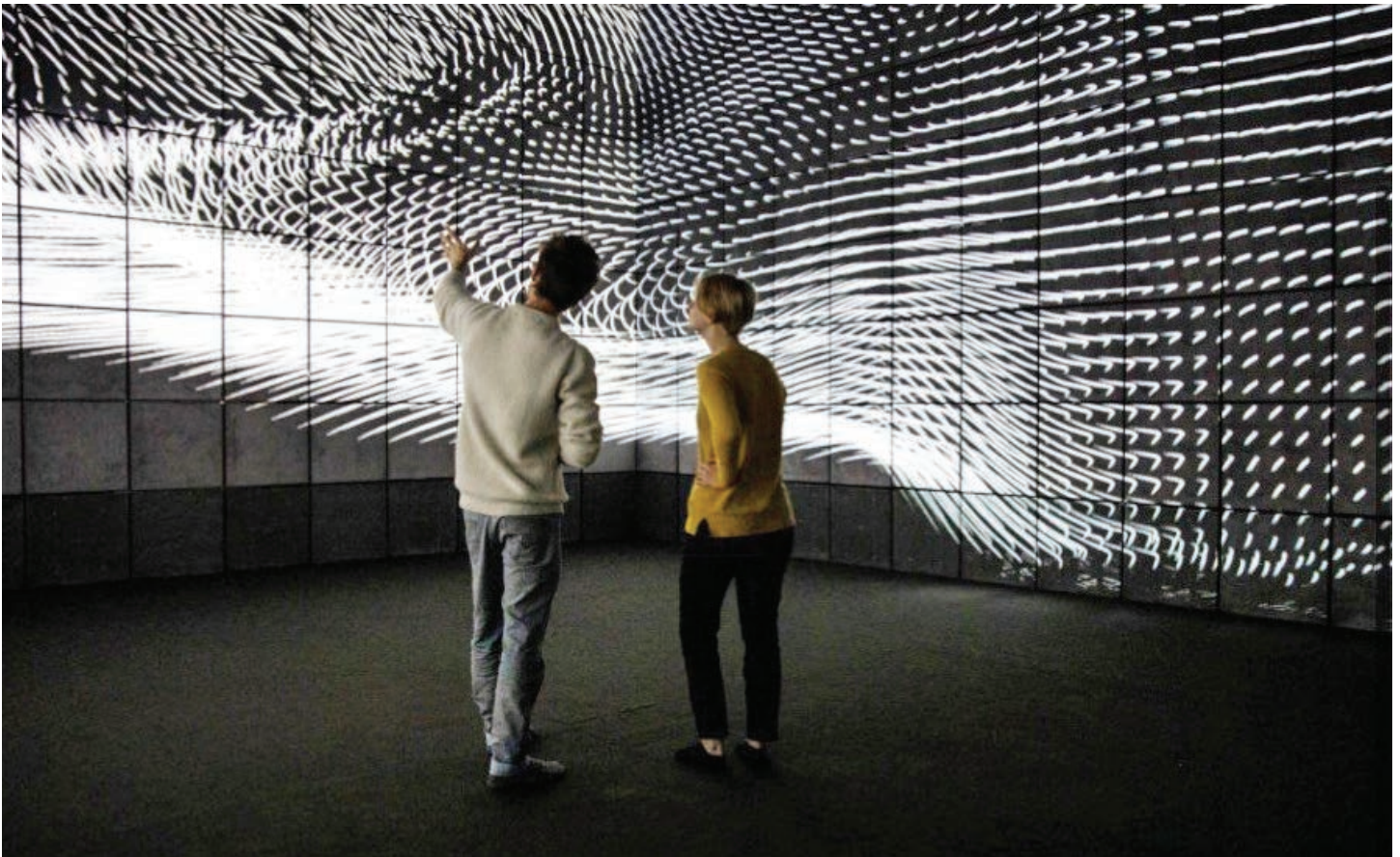
Lauderdale Art Week (LAW), born out of the Fort Lauderdale Arts and Design Week, is in its sixth year and has expanded outside Fort Lauderdale to include programs, lectures, and festivals in Dania Beach, Hallandale Beach, Hollywood, Oakland Park, Pompano Beach, Weston, and Wilton Manors.

According to the Broward County Cultural Division's 2022 Annual Report, "Building on the Cultural Division's 'Light the Night' event, which was created in the height of the pandemic as a safe way for the community to experience art, the inaugural IGNITE Broward festival took place in January 2022 and again in January 2023. Highlighting the free five-day event featured family-friendly immersive art experiences with exciting interactive video and light installations created by leading contemporary artists and designers."

IGNITE continued in 2024 and is scheduled to expand to 10 days from Feb. 13 to Feb. 23 in 2025.



## IGNITE Broward



# Lessons Learned from Other Communities

Several Florida organizations and communities have found unique ways to tackle challenges faced by arts organizations. Below are a few examples of those efforts:

## GRANTMAKING

**West Coast Florida:** Gulf Coast Community Foundation funds 13 “cornerstone” arts organizations with \$40,000 to \$80,000 unrestricted grants each year.

**Central Florida:** “United Arts of Central Florida evaluates operational support grants based upon artistic excellence, sound financials and community impact.” - Elise Jardine, Senior Director of Community Outreach, United Arts of Central Florida

## MARKETING

**Arts United of Central Florida** produces 20,000 copies of a free bi-monthly 72-page magazine through various outlets and via mail.

**Art Burst Miami** was formed in 2009 by the Arts and Business Council of Miami to fill the media gap. It is supported by the Miami-Dade Department of Cultural Affairs and performs like a micro-media bureau with 27 freelance writers. These writers provide stories to national, international, and local outlets, including the Miami Herald, El Nuevo Herald, and Sun-Sentinel.

**MiamiArtZine.com**, an online publication of the Miami Beach Arts Trust, is distributed to the public via social media channels and is used by many of the same journalists as Art Burst Miami.

The **Miami-Dade Department of Cultural Affairs** introduced “**Culture Shock Miami**,” to attract a younger audience. The program is marketed to ages 13-22 with \$5 tickets to top music, theatre, and dance performances, as well as admission to museums, landmarks, and cultural destinations in Miami-Dade County. Tickets sold through Culture Shock Miami are donated by the local arts organizations.



## ARTS EDUCATION

**Central Florida:** Through United Arts of Central Florida, Orange County Public Schools invested \$549,000 to partner with 27 local organizations and bring art and culture into the classrooms. The program benefited more than 70,000 students.

**Miami Dade:** The Miami Foundation has been working to reintroduce art in Miami-Dade’s public schools over the last three years.

### Miami Foundation:

Two initiatives have been undertaken by the Miami Foundation to identify gaps in each school and bring quality music education access to students.

- Miami.artlookmap.com is a comprehensive database that helps expand access for kids to quality arts programs, includes an assessment of existing school art offerings and is available to schools and the public.
- Miami Gardens Music Alliances – the three-year pilot provides music education to 13 schools and brings together arts organizations to implement music programs in the schools. Data is being collected to measure the social-emotional and academic benefits.





## AFFORDABLE SPACES

### Miami Beach:

In 2022, Miami Beach passed a \$159 million “YES TO ARTS” general obligation bond. A portion of the funds is dedicated for the design, construction, operation, and maintenance of a workforce housing project benefiting artists and persons associated with the city’s cultural institutions. In addition, the bond will pay for the renovation of 12 city-owned cultural buildings and six other projects.

### Boca Raton:

A portion of the former IBM space, now called Boca Raton Innovation Campus (BRiC) has become an arts-oriented destination.

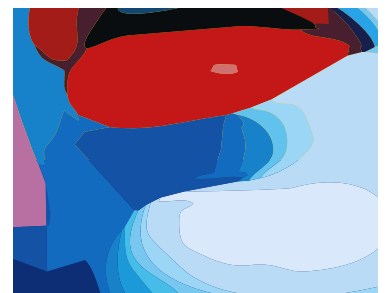
### Sarasota:

Florida Studio Theatre launched a capital campaign for the new “Mulva Arts Plaza,” which is modeled after the Artists Towers in New York City. The multi-story structure will include a mainstage theatre, two cabaret theaters, 55 extended stay studio apartments for visiting artists, 30 two-bedroom, two-bath affordable housing units for Sarasota’s year-round artists and 200 parking spaces.



“An effective partnership between FAU and the former IBM building (BRiC) in Boca Raton provides an innovative gallery space for students and alumni.”

– Michael Horswell, Ph.D., Dean of Dorothy F Schmidt College of Arts and Letters, FAU





# The Road Ahead for Funding Arts Broward



As the New Initiatives Task Force and the FAB Board looked at the arts landscape in South Florida and communities around the U.S. over the past year, critical ideas came to the forefront that merit further investigation. The following questions were considered:

- Where could FAB have the greatest impact?
- What projects could make a significant difference to sustain and expand the arts in Broward County?
- How could FAB be an advocate for the arts?
- Together with arts organizations and public and private sector partners, how could FAB be a catalyst for change?

Using the results of the study, the New Initiatives Task Force and FAB Board identified five areas of focus as a starting point:

## FUNDING AND GRANTMAKING

**Examine FAB's grants program in light of current trends and needs of arts organizations.** As revealed in the study, arts groups expressed a need for flexible funding, an easier application process, and access to additional funding sources.

## MARKETING AND COMMUNICATION

**Build capacity for marketing and communications tools within FAB to support arts organizations.** The goal is to help groups build new, more diverse and multi-generational audiences through the use of technology and the effective application of new channels, including social media.

## ARTS EDUCATION

**Expand arts education by broadening the exposure to the arts as an asset to educational success for all students in Broward.** Encourage collaboration with other organizations, including Broward County Schools, and establish other funding partnerships.

## PUBLIC ART

**Participate with community partners in expanding public art and introducing such new art forms as projection art projects.** Help to build existing signature events in Broward, including *IGNITE*, with arts components for both residents and visitors.

## ADVOCACY

**Be an advocate for the arts by helping to amplify the importance of the arts and cultural sector to the community's quality of life.** Arts fuel the economy, add value to Broward's diversity and bring communities together through advocacy training and education programs.

“Investing in advocacy is important in removing roadblocks for arts organizations to succeed.”

- Daniel Fitzmaurice, Americans for the Arts, Washington, DC

# Call for Community Collaboration – Enriching the Arts

Collaboration among private and public funders is essential for addressing major challenges faced by arts organizations.

Advocacy will be required to move projects forward that provide a foundation to build a healthy and sustainable arts community. Building a coalition of private citizens, arts funders, businesses, and government agencies is required to create strong support for the arts community for decades to come.

The valuable lessons learned through this project have helped to expand the FAB vision and will serve to guide the organization in making strategic decisions that help set the course for supporting Broward's arts community in meaningful ways.

“We encourage Broward County businesses to come forward to support the growth of artists and arts organizations in our community. It is not only good for arts and culture, but it is a smart investment in our local community.”

– Jarett Levan, President and CEO of BBX Capital and board Chair of Business for the Arts of Broward.



*Thank you to all who support the arts for joining the effort to build a stronger, even more vibrant arts community in Broward*

“FAB is a wonderful example of a grass roots organization that is having a profound impact on the arts in Broward County. They have the pulse on so many aspects of the arts, both up and coming as well as long-established organizations. The Community Foundation values FAB as a partner in supporting a growing, dynamic and diverse art community.”

– Sheri Brown Grosvenor, Vice President, Community Impact, Community Foundation of Broward



# FAB Board Members And Committees

## 2024 Board of Directors

### Executive Officers

Mary Riedel,  
President

Jennifer O'Flannery Anderson,  
Vice President

Craig Wilson,  
Treasurer

Angel Burgos,  
Secretary

Dr. Denise Patrick St. Bell,  
At Large Board Member

Steve Schermer, Esq.,  
At Large Board Member

### Board Members

Mona Bentz

Scott Clearwater

Deborah Floyd, Ph.D.

Mike Hartstein

Michael Horswell, Ph.D.

Jodi Jeffreys-Tanner

Wayne Lee, M.D.

Eleanore Levy

Elissa Mogilefsky

Sally O'Loughlin

Joy Satterlee

Mark Wisniewski, Esq.

Judy Zucker

Francie Bishop Good, Founder

### Past Presidents

Elaine Blattner

Connie Folz

Erica Hartman-Horvitz

Edward Hashek

Carolyn Lee

Jayne Mills

Drazia Simon

### Committees

**Finance:** Craig Wilson, Chair

**Grants:** Judy Zucker and Judy Feldman,  
Co-chairs

**Communications:** Angel Burgos and  
Joy Satterlee, Co-chairs

**Programs:** Denise St. Patrick and  
Michael Horswell, Co-chairs

**Special Initiatives:** Ed Hashek, Chair

**SPARK Campaign:** Cindy Eden and  
Nancy Bryant, Co-chairs

**Nominating:** Jennifer O' Flannery Anderson  
and Angel Burgos, Co-chairs

**Governance:** Scott Clearwater, Chair

**Strategic Planning:** Jennifer O' Flannery  
Anderson

### FAB Staff

Katiuska (Kat) Sierra,  
Director of Operations







Funding  
**ARTS**  
Broward



A collage of 12 images showing various cultural and artistic activities. The images include: a dancer in a purple dress and crown; a man in a brown coat and white pants; a group of people in a hallway; a young girl in a black dress with colorful patterns; a woman in a purple tutu; a man in a black suit playing a trumpet; a woman in a gold dress; a group of people in a hallway; a man in a brown coat and white pants; a woman in a purple dress and crown; a man in a black suit playing a trumpet; and a woman in a gold dress.