



Sustainability Stewards of Broward

Connecting Artists and Planners

Workshop Summary

The Sustainability Stewards of Broward (SSB) is a collaborative peer network, bringing local government staff, non-profits, citizens, business leaders and other interested parties together to discuss best practices in sustainability occurring in Broward County and the greater South Florida region.

The February 17, 2015 Sustainability Stewards workshop was truly amazing! The workshop was co-hosted by Broward County's Environmental Planning and Community Resilience Division and Doug McCraw of FAT Village (Flagler Art and Technology Village). FAT Village is what Doug calls an "arts and technology ecosystem", a place booming with young entrepreneurs in the creative industries who want to work in a collaborative and energy driven environment.

The program began with an inspiring collection of speakers who set the stage for our journey of discovery. Together, we learned...

- Art has an economic impact of \$230 million in Broward County (and that is only capturing nonprofit expenditures and pre-and post-event consumer spending, not any of the attractor or magnet effects that art has in various community redevelopment activities, which is imaginatively much higher).
- Artists engage and activate people, to connect with nature and social issues in ways that are meaningful and/or symbolic. Artists can be social commentators, adding their voice and creating opportunities for other to as well. Art can be a stationary installation, a performance, or even a process. Art can be used to challenge current thinking and make long-lasting social change.
- Invite artists to be at the table. Every table, every time. Consider how art can be folded into all projects and programs, or at least how the artists' perspective can enhance the discussion. By taking an open approach, we can realize the co-benefits that come from good designs that serve both the environment and the community. Even large infrastructure projects can be beautiful and sustainable, if we take the time to ask questions, learn the site's potential, and utilize partnerships.
- Artists can help planners better communicate and engage the public, using visual and other mediums to share an idea or vision quickly and effectively in a way that is both visceral and memorable. Engaging artists early on in marketing and community education efforts is ideal.
- Everyone can enjoy and do art. Students as young as 3 years of age participate in a volunteer driven program called "Off the Canvas" at Beachside Montessori Village public school. The program brings in local and national talent to educate students. Parents help teachers implement untraditional art activities in the classroom. The program positively effects student's knowledge, self-outlook, expands their experience with art, and pulls together the school's community of resources in a way that has a magnitude of tangible and intangible benefits.
- Curators are sort of like cousins to planners and community activists, only cooler. They too bring people and resources together, work to implement a vision, seek to build amazing communities, and have to practice "pleasant persistence" to break down silos of practice. We could learn a lot from curators, who are gaining traction in the art world. This could help planners redefine and strengthen our role in our own practice.

- Art Districts are Tipping Point businesses. It can take a long time to build, but once you form the right strategic partnerships, they quickly gain momentum. Align plans and visions among all partners as early on as possible (city, transportation, residents, developers, etc.). Think about where the community is coming from, and where it is going. Demonstration projects can help.
- Planners can help to support and protect artists in a community. Examples include:
 - Give them pay, not just “exposure”. Treat their services as you would any other professional.
 - Create contracts and RFP’s that protect their intellectual property rights.
 - Design cities with spaces for artists to live and work, and build in protections so that these opportunities are available long-term. (Place art-in-residence and art-in-work space requirements in the local land development code, so that the main drivers of economic recovery in an art district are not forced out or lost over time).

After a quick lunch and networking break, Doug and his team of curators took the group on a tour of FATVillage to meet some of the tenants and innovators in his street-scale ecosystem. Participants got a behind-the-scenes look at the spaces and an opportunity to ask questions 1-on-1 with tenants about their experience living and working in the village.

The day ended with good discussion by participants on some of the ways the planning community and art community can continue to work together to realize shared community goals. The diversity and expertise of participants in the room was a key driver of the event’s success. We had 54 engaged and talented individuals join us, everyone from local planners and professionals from the Port, Parks, Transportation agencies, Solid Waste & Recycling, Health Foundations and School Board – to many artists, architects, engineers, curators, consultants, public art and grant managers, and others in the creative and cultural communities of practice.

This is certainly a discussion that will continue in all of our personal and professional circles, and I encourage everyone to stay in touch. [Attached is a list of resources](#) the speakers have provided, as well as [a list of the attendees](#) from the event. The workshop agenda, summary, and presentation documents will also be posted on the County’s GoGreen webpage, under [Sustainability Stewards](#).

If you have additional ideas or questions, our speakers have kindly made themselves available for event follow-up. Their contact information is below.

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Thank you again to our wonderful speakers and participants. Fantastic information and ideas were presented, and the group left inspired to take new concepts and best practices back to their realms of practice to implement. By sharing our knowledge, experiences, and thoughts we advance all of our programs and help to move sustainability forward in our entire community.

Together, through the Sustainability Stewards of Broward, we are making Broward a more energy efficient, climate resilient, and sustainable community. We hope to see you at the next informative and inspiring event!

Jill Horwitz

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