

# ALTERNATIVE FUNDING FOR PUBLIC ART AND DESIGN

## INTRODUCTION

Primary funding for Broward County's Public Art and Design Program should come from the County's capital construction budget through a "% for art" formula applied to all capital construction undertaken by the County and which can be "pooled" for use in alternative public art projects. In this way the large capital expenditures planned for the Fort Lauderdale-Hollywood Airport and Port Everglades will be included in the program. (While funding from the airport is restricted to use on that site, funds generated by port projects could possibly be used elsewhere, as the entire county is the taxing district for the port.)

## OTHER GOVERNMENT FUNDING

In addition to the direct capital outlays of County funds, other government funds used in capital projects can be a source of moneys for public art:

1. ***Federal Department of Housing and Urban Development Community Development Block Grants*** have been used to fund the purchase of public art in five neighborhood community centers. Broward County's Neighborhood Improvement Program will likely absorb considerable CDBG funding in the future. Therefore, the Division of Cultural Affairs should maintain a close working relationship with those County agencies directing the NIP. An important outcome of this relationship will be successful local projects that build grassroots appreciation for the Public Art and Design Program.
2. ***The Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA)*** is an increasingly important source of funding for the improvement of Broward County's transportation infrastructure. *ISTEA* presents new opportunities for local officials to participate in important decisions about transportation programs, planning and enhancements. The overall goal of *ISTEA* is to integrate efficient transportation systems into communities to enhance their livability. *ISTEA* projects extend beyond basic road building, and address issues such as enhancements, bridges, scenic routes, and research, all of which can have a public art and design component.

Potentially important to Broward County's public art and design effort are some of the enhancement categories of *ISTEA*:

- Pedestrian and bicycle facilities;
- Acquisition of scenic easements and scenic or historic sites;
- Scenic highway programs;
- Landscaping and other beautification projects;
- Historic preservation, including the protection and interpretation of an historically significant event, site, or structure;
- Rehabilitation and operation of historic transportation buildings, structures, or facilities;

- Control and removal of outdoor advertising;
- Archeological planning and research.

*ISTEA* makes possible the inclusion of artists in the conception and design teams for transportation related projects. This opportunity to involve artists in the initial stages of important community projects is a primary goal of the Public Art and Design Program of Broward County.

The Bridge Replacement and Rehabilitation Program of *ISTEA* provides funding for the rehabilitation and replacement of bridges, including painting, structural strengthening, and the application of protective coatings. Projects to improve or protect the aesthetic and historical significance of the many bridges in Broward County could benefit from *ISTEA* funding and the active involvement of the Division of Cultural Affairs' Public Art and Design Program.

Scenic byways, and the art work found along them, can benefit from *ISTEA*. Such funding is in addition to enhancement funds and can pay for planning and designing byways programs, safety improvements, construction of pedestrian and bicycle areas, protecting historic and cultural resources adjacent to the byways, and developing and providing tourist information.

In order to ensure the active and positive involvement of artists and design professionals in *ISTEA* projects in Broward County, Cultural Affairs staff must maintain a close liaison with those other divisions of County government directly responsible for managing these projects.

3. Opportunities exist for *inter-governmental partnerships* between the County and local municipal governments. On a case-by-case basis, municipalities involved in public projects that would benefit from artist or design professional involvement may be willing to work in partnership with the Division of Cultural Affairs. Interviews reveal that both the cities of Fort Lauderdale and Davie would be willing to consider seriously such partnerships. The pooling provisions of the proposed Public Art and Design ordinance will provide a source of funds for "seed money" to encourage other municipalities or governmental agencies in Broward County to undertake public art and design projects.

For example, the City of Fort Lauderdale's Tree Fund might prove to be a source of funding to involve artists in projects designed to maintain and/or replace the tree stock of the city's landscape.

4. *The Visual Arts Program of the National Endowment for the Arts* provides grant funding to commission artists for public art projects. Grants may be used primarily to pay artists to create new works for specific sites or to take part in planning for public art projects. Exemplary collaborative projects that stimulate cooperative solutions by design professionals and visual artists for public spaces are also supported. The Division of Cultural Affairs has an excellent record of competing for NEA grants and should expect to continue receiving significant support, subject to overall funding of the Endowment by the Congress.

## PRIVATE FUNDING OPPORTUNITIES

There is little to indicate that contributions from private individuals, corporations or foundations will be an important source of funding for Broward County's Public Art and Design Program.

Private individual and corporate philanthropy in the county is generally directed toward annual operations of the resident arts/cultural organizations. Only if a public art and design project is of sufficient scale and offers appropriate opportunities for donor recognition will there be even the slightest possibility of philanthropic support. Projects directly related to the improvement of the quality of life in a neighborhood might provide sufficient public recognition to attract some corporate funding. It should be noted that the proposed Public Art and Design ordinance provides for pooling of funds. These pooled funds can be used as "seed money" to encourage private developers with highly public projects to engage artists as part of their design teams.

The Public Art and Design Program must have adequate policies and procedures to deal appropriately with gifts of art from private citizens and corporations.

Private foundation resources are limited in south Florida. It is unlikely that any important support will be forthcoming from either the Broward Community Foundation or the John S. and James L. Knight Foundation, the two local foundations noted for their support of arts activity in the area.

The most likely source of non-government funding for the Public Art and Design Program is a some form of impact fee, variance contribution, or "set aside" contribution from developers seeking to build projects in the county. A matching percent contribution from projects exceeding \$1 million might be considered, either in the form of a commitment by the developer to spend at least that amount on project enhancements or a contribution to the County's public art funding pool. The consultant team does not recommend the implementation of this private sector initiative until the proposed program has been successfully implemented and has achieved a level of public acceptance.