



BROWARD COUNTY CULTURAL DIVISION

ANNUAL REPORT

OCTOBER 1, 2020 - SEPTEMBER 30, 2021

COUNTY COMMISSIONERS

Mayor – **SENATOR STEVE GELLER**, District 5
 Vice Mayor – **MICHAEL UDINE**, District 3
 Commissioner **NAN RICH**, District 1
 Commissioner **MARK BOGEN**, District 2
 Commissioner **LAMAR P. FISHER**, District 4
 Commissioner **BEAM FURR**, District 6
 Commissioner **TIM RYAN**, District 7
 Commissioner **DR. BARBARA SHARIEF**, District 8
 Commissioner **DALE HOLNESS**, District 9

CULTURAL COUNCIL

Chair – **GREGORY REED**
 Vice Chair – **SETH PLATT**
 Second Vice Chair – **DARRAN BLAKE**
 Grantee Representative – **JANET ERLICK**
 Member-at-Large – **AMY OSTRU**
 Member-at-Large – **ALICE ZENDEL SIMON**
 Past Chair – **JODI JEFFREYS-TANNER**

Council Members

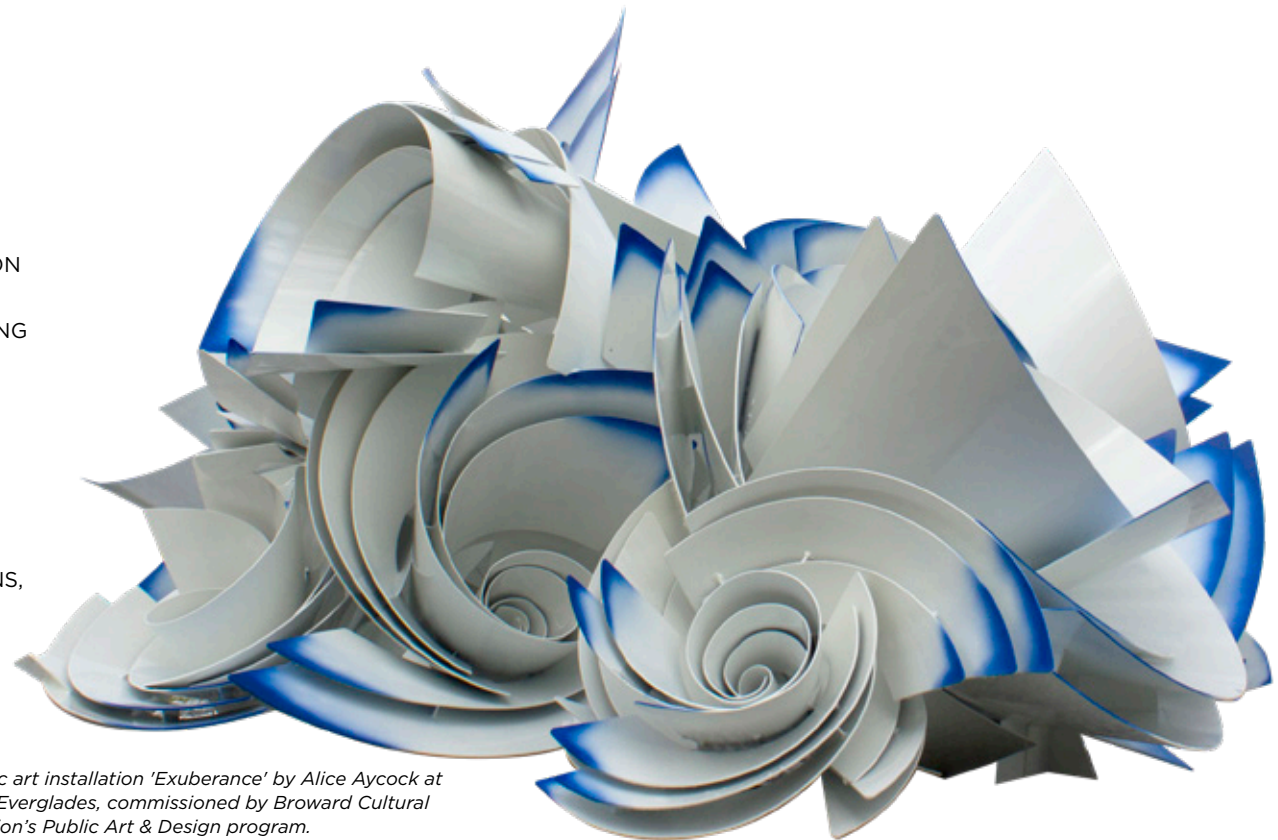
BONNIE BARNETT
EBONNI CHRISPIN
CARYL FANTEL
BRITTANY FREEMAN
CLAIRE GARRETT
 Mayor **STEVE GELLER**, Broward County Commission
VAL GLENISTER
EDITH GOODEN-THOMPSON
 Vice Mayor **CARYL HATTAN**, Broward League of Cities
DEBORAH KERR
ROSLYN “ROBBIE” S. KURLAND
SARAH LEONARDI, School Board of Broward County
VICTORIA OLSEN
MICHAEL SOLOMON, Tourist Development Council representative
DJENANE ST. FLEUR GOURGUE
DIANE WEINBRUM

COUNTY ADMINISTRATION

BERTHA HENRY, County Administrator
MONICA CEPERO, Deputy County Administrator
PHILLIP DUNLAP, Director, Cultural Division

BROWARD COUNTY CULTURAL DIVISION FY21 ANNUAL REPORT

4	INTRODUCTION AND MISSION
8	GRANTMAKING AND FUNDING
12	PUBLIC ART
22	COMMUNITY ENGAGEMENT
26	MARKETING
40	PROGRAMMING, EXHIBITIONS, AND EVENTS
48	GRANTEES AND ART COMMISSIONS



Public art installation 'Exuberance' by Alice Aycock at Port Everglades, commissioned by Broward Cultural Division's Public Art & Design program.

OUR VISION

The arts are an integral part of life in Broward County, and they significantly contribute to the quality of life of our entire community. The public recognizes and appreciates their enormous value. The Cultural Division is committed to making the arts accessible to all.

Artists, arts organizations, their leaders, and staff feel connected to each other and to the broader arts community. Collaboration and innovative programming are a core focus of organizations' programming.

The arts are seen as integral to the local tourism economy and leveraged to attract corporate investment.

The business community is actively engaged in supporting the growth and development of the arts and view the arts as key to the health and wellbeing of their employees.

OUR GOALS

INCREASE FINANCIAL INVESTMENT
CATALYZE COMMUNITY DEVELOPMENT
BUILD CAPACITY AND LEARNING
AMPLIFY STORIES AND ELEVATING OUR BRAND

OUR MISSION

***TO ENHANCE THE COMMUNITY'S
CULTURAL ENVIRONMENT
THROUGH THE DEVELOPMENT
OF THE ARTS***

OUR FIVE PILLARS

These five pillars comprise our guiding principles that aid our decision making process.

EQUITY
ACCESS
SUSTAINABILITY
COLLABORATION
INNOVATION

DIRECTOR

INTRODUCTION

PHILLIP DUNLAP



for

local and state government.

Broward County's significant investment in the arts during 2021 underscores the art and culture sector's vital impact on the local economy and overall quality of life. A recent study conducted by Americans for the Arts calculated the economic impact of the non-profit arts and cultural industry in Broward at more than \$400 million each year, supporting more than 11,000 jobs and generating more than \$40 million in revenue

The County Commission's continued support of the Cultural Division maintains our capacity to serve and support Broward's arts community. During FY21 the Commission provided more than \$4.8 million in support to Broward's nonprofit arts community, which included than \$3.7 million in operating grants, more than \$1 million in project-based support for nonprofits and municipalities, and more than \$75,000 to support individual artists' projects. This incredible support was in addition to more than \$2.5 million in federal funding to the arts in response to the COVID-19 pandemic.

Broward's lively and diverse arts community continually demonstrates its creativity, resilience and innovation. Hundreds of cultural events of all types are taking place in Broward, as evidenced by the more than 1,400 events submitted to ArtsCalendar.com - clearly demonstrating that our arts community continues to thrive and is a tremendous benefit for us all.



Arts and culture are critical for Broward's healthy economy and quality of life. The County Commission has a clearly defined vision for arts and culture development, and the Cultural Division - with the support of the Cultural Council - continues to do excellent work to bring that vision into reality.

COUNTY ADMINISTRATOR BERTHA HENRY



I've served as the County Commission representative to the Broward County Cultural Council for several years now, and I believe that supporting and growing our cultural activities in Broward is important. Cultural activities like theater, museums, art, music, dance, and cultural festivals attract tourists to Broward, they attract businesses to Broward, they make Broward a more pleasant place to live for our residents and they are good for our soul.

2021 MAYOR STEVE GELLER

BROWARD ARTS & CULTURE

AT A GLANCE

During FY21, the Cultural Division partnered with the Community Innovation and Action Center at the University of Missouri St. Louis to conduct a field scan of our sector using publicly available data. These data help provide a snapshot of our sector to better our understanding and guide strategic decision making.

According to IRS data, **Broward County contains 326 registered arts and cultural non-profit organizations.** The biggest portion of those organizations fall into the Performing Arts category, with the second and third largest categories falling into the Folk & Culture and Multi-Disciplinary arts categories, respectively. When examining these organizations by budget size, more than 80% have budgets of under \$500,000 and more than 50% have budgets under \$100,000.

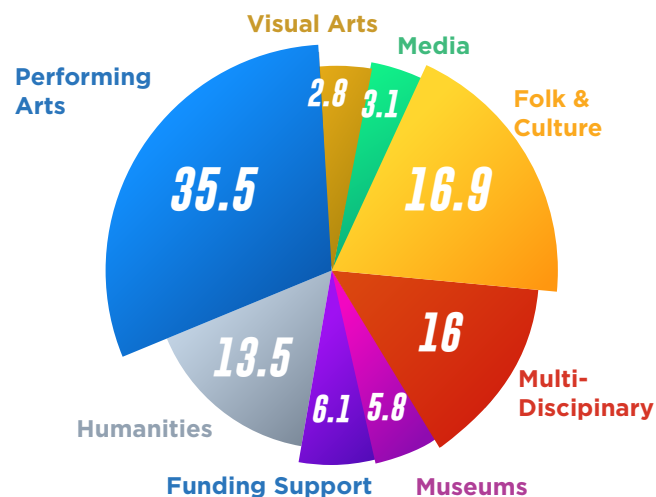
Regardless of the large number of small and mid-sized organizations, **Broward County's non-profit arts and culture sector is a \$414.2 million industry in Broward County,** supporting more than 11,000 full-time equivalent jobs and generating more than \$40 million in revenue for Broward County and the state of Florida.*

According to the most recent data collected, **Broward's arts and culture audiences spend annually ~\$148 million,** leveraging an additional \$265.7 million in spending at local restaurants, hotels, retail stores, parking garages, and other local businesses.

*Arts & Economic Prosperity 5 is Americans for the Arts' fifth study of the nonprofit arts and culture industry's impact on the economy. It documents the economic contributions of the arts in 341 diverse communities and regions across the country, representing all 50 states and the District of Columbia.

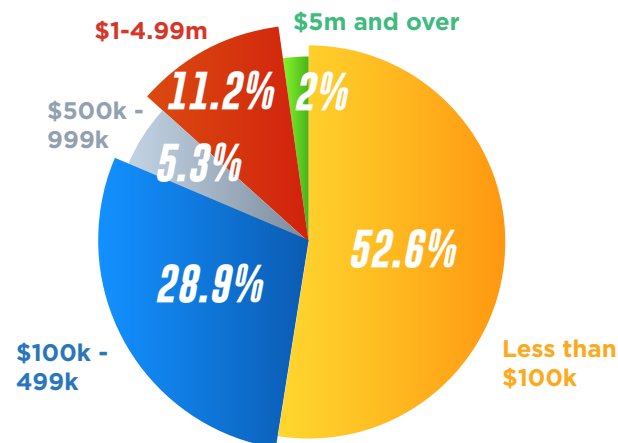
ARTS AND CULTURE NON-PROFITS BY ARTISTIC DISCIPLINE

Artistic disciplines listed below are reflective of the National Taxonomy of Exempt Entities (NTTEE) system as used by the IRS. (2019)



BY BUDGET SIZE

(2017)



*The Urban Institute. (n.d.) National Center for Charitable Statistics, 2019 Business Master Files.

BROWARD CULTURAL DIVISION

Cultural Division

The Cultural Division is Broward County's Local Arts Agency. It is the agency within County government tasked with enhancing the cultural environment through development of the arts. Funding for the Division's programs comes from a mixture of County general funds and Tourist Development Tax dollars appropriated by the Board of County Commissioners during the annual budget process. With a staff of 18, the Division focuses on providing funding opportunities for artists and arts and culture organizations; commissioning, installing and maintaining works of public art; capacity building, cultural heritage, community engagement programs, marketing initiatives and special events.

Broward Cultural Council

The Division is advised by the Broward Cultural Council, which was established in 1976. The Council's purpose is to further the County's commitment to excellence among its artists and cultural organizations and foster a strong vibrant cultural environment for both residents and visitors to the County. The Council is comprised of 24 members appointed by the County Commission. Eighteen of the Council's 24 members are appointed directly by the County Commission (two appointees per commissioner) with the remaining six members representing various stakeholder groups that include: Broward League of Cities, Broward School Board, Greater Fort Lauderdale Alliance, a representative of the tourism industry recommended by the Tourist Development Council, a grantee representative recommended by the Council and a County Commissioner.

CULTURAL DIVISION'S ANNUAL EXPENDITURES

FY22

\$7,188,668 BUDGETED*

FY21

\$7,564,500

FY20

\$7,677,113

* FY22 budget does not include art-related costs for the Public Art and Design program, which are included in the actuals reported in the previous fiscal years



ANNUAL REPORT ***GRANTMAKING*** ***& FUNDING***

A N N U A L R E P O R T 2 0 2 1

\$4.8M TOTAL AWARDED IN FY21

129 ORGANIZATIONS FUNDED

34 ARTISTS FUNDED

167 TOTAL NUMBER OF GRANTS

GRANTMAKING

GRANTMAKING IN REVIEW FY21

FY21 was a year of transition for the Division, specifically relating to its grantmaking programs. Over the course of the fiscal year, the Division worked with arts organizations, artists, and elected officials to revamp its decades-old grantmaking process. The consensus was that change was needed and a lot of work was done to make the change happen.

The Division's grants process runs a year in advance of the fiscal year in which funds are disbursed, so FY21 was a year of closing out the old process while working to create and administer a new process.

In December of 2020, the County Commission unanimously approved a "repeal and replace" of the Division's administrative code, which governs the grant programs for FY22 and beyond. For the purpose of this document, we are reporting on the FY21 grants (the old process) and will address the new grant programs in the FY22 Annual Report.

In FY21, the Cultural Division's core grant programs awarded 167 grants, totaling more than \$4.8 million dollars, and providing funding to support non-profit arts and culture organizations, municipalities, and individual artists.

TOTAL GRANT FUNDING AWARDED

FY22

\$5,015,850 BUDGETED

FY21

\$4,877,850

CARES ACT*

\$2,500,000

FY20

\$4,378,800

COVID EMERGENCY FUND**

\$428K

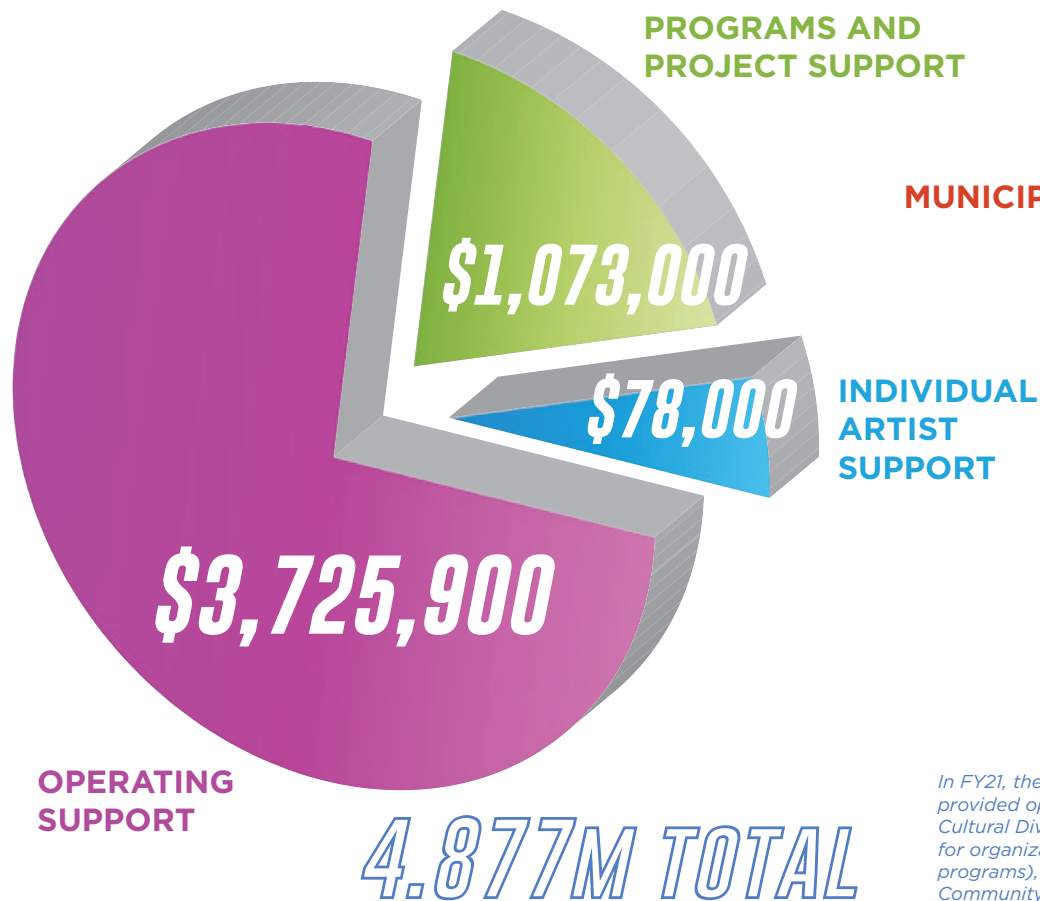
It is important to note that the Division's annual grants process is part of the County's annual budget process. Grant panels conducted in the spring of 2021 decide FY22 grant awards. Grant panels for awards given in FY21 were conducted in the spring of 2020. FY21 core grant funding excludes any federal funding distributed as a result of the COVID-19 pandemic.

* In response to the COVID-19 pandemic, the Division worked with the arts community to craft and advocate for additional grant funding to support the sector. With the support of the Cultural Council, the County Commission allocated \$2.5 million in Federal CARES Act dollars to support 50 organizations during the pandemic.

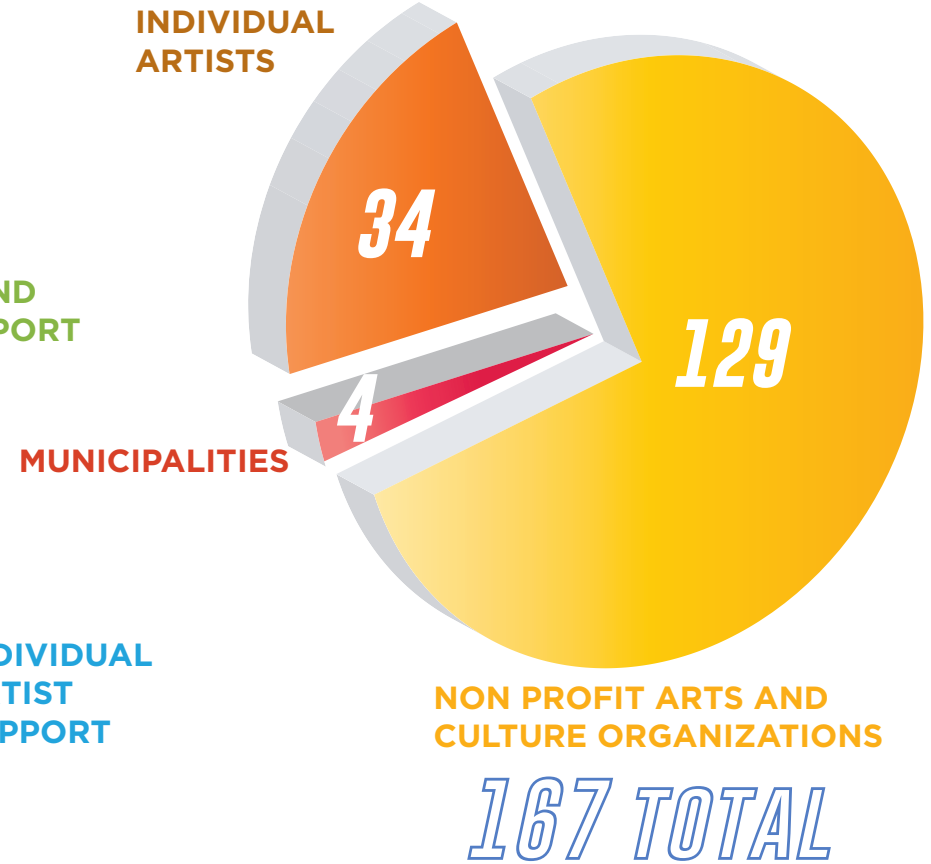
** The COVID Emergency Fund was made possible from funds collected from the sale of Arts license plates, a portion of which go to the Cultural Division to support arts programs, activities, and initiatives.

FY21 GRANTS

BY PROGRAM TYPE



BY NUMBERS



In FY21, the Division's grantmaking program comprised nine grant programs that provided operating support to organizations (Cultural Investment, Cultural Institution, Cultural Diversity and Regional Investment grant programs), project-based support for organizations (Cultural Tourism, Cultural Investment, and Cultural Festivals grant programs), and project based support for individual artists (Creative Investment and Community Arts Education Partnerships grant programs)

ANNUAL REPORT
PUBLIC ART
& DESIGN

A N N U A L R E P O R T 2 0 2 1

\$870,064 FOR PUBLIC ART

2 NEW CALLS TO ARTISTS

10 ARTIST SELECTION PANELS

7 COMPLETED INSTALLATIONS

15 ACTIVE PROJECTS

1 CONSERVATION PROJECT

District 1

District 2

District 3

District 4

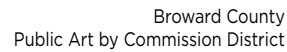
District 5

District 6

District 7

District 8

District 9



PUBLIC ART IN CITIES

Public Art Ordinances within Broward County's Cities

The County's public art ordinance was enacted in 1976 and commissions art for County facilities such as libraries, parks, Port Everglades and the Fort Lauderdale Hollywood International Airport. As of FY21, just 13 of Broward's municipalities had established their own public art programs, funded through a variety of methods. The Cultural Division's goal is for all 31 municipalities to have active public art programs.

During 2021, Broward Cultural Division launched a new program to provide municipalities with guidance and assistance in establishing their own public art programs. This initiative was authorized by a unanimous vote by the County Commission on March 31, 2020.

The first project in this program was a Public Art Master Plan for the City of Dania Beach.

CITY	PUBLIC ART ORDINANCE	CITY	PUBLIC ART ORDINANCE	CITY	PUBLIC ART ORDINANCE
Coconut Creek	YES	Deerfield Beach	NO	Lauderdale Lakes	YES
Cooper City	NO	Fort Lauderdale	YES	Lauderdale-by-the-Sea	NO
Coral Springs	YES	Hallandale Beach	NO	Lauderhill	YES
Dania Beach	YES	Hillsboro Beach	NO	Lazy Lake	NO
Davie	Consultant hired for Master Plan	Hollywood	NO	Lighthouse Point	NO
North Lauderdale	YES	Margate	NO	Miramar	YES
Oakland Park	YES	Plantation	NO	Tamarac	YES
Parkland	NO	Pompano Beach	YES	West Park	NO
Pembroke Park	NO	Sea Ranch Lakes	NO	Weston	NO
Pembroke Pines	YES	Southwest Ranches	NO	Wilton Manors	NO
		Sunrise	YES		



PUBLIC ART INSTALLATIONS COMPLETED FY21



PORT EVERGLADES MIDPORT PALM GARAGE

Vista Unveiled by Olalekan Jeyifous
Commission District 7

- Budget - \$75,000
- Completed, January 2021





PORT EVERGLADES COMMON AREA

***Kaleidoscope* by Rein Triefeldt**
Commission District 7

- Budget: \$176,000
- Completed: January 2021

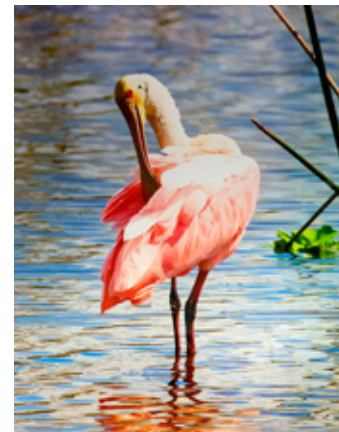




PORT EVERGLADES TERMINAL 29 INTERIOR

***Nature's Allure* by Rick Dorrian Flores**
Commission District 7

- Budget: \$3,000
- Completed: May 2021





FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT TERMINAL 2

***Cirri* by Patrick Marold**

Commission District 7

- Budget: \$450,000
- Completed: May 2021





SISTRUNK BLVD. COMMUNITY NW 27TH AVE

***Walking Sticks* by Claudia Fitch**

Commission District 9

- Budget: \$220,000
- Completed: January 2021



LAUDERHILL TRANSIT STATION

***Dancers* by Doug Kornfeld**

Commission District 9

- Budget: \$170,000
- Completed: April 2021





ANNUAL REPORT ***COMMUNITY*** ***ENGAGEMENT***

A N N U A L R E P O R T 2 0 2 1

The Cultural Division's Community Engagement section develops and implements programs focused on:

ARTS EDUCATION

CULTURAL HERITAGE

CAPACITY BUILDING

The COVID-19 pandemic limited the ability of our Community Engagement section to conduct in-person events. Regardless of the challenges, significant progress was made in advancing two of the Division's priorities in Arts Education and Cultural Heritage.

COMMUNITY ENGAGEMENT

TEACHING ARTIST CREDENTIALING

The Broward Teaching Artist Credentialing program focuses on the development and assessment of arts educators of all disciplines through an annual three-level professional development curriculum. The program's goal is to ensure that practicing teaching artists have a base knowledge and proficiency in both arts and education. By creating cohorts of credentialed teaching artists, the Division ensures that area schools and community program providers have access to high-quality arts education programming.

During FY21, our first cohort of Level One teaching artists progressed to complete the Level Two program. In all, six teaching artists completed the second level, which culminated with individual presentations at the Florida Alliance for Arts Education's weekend conference in Fort Meyers, FL. The presentations were also evaluated as part of the application process for the Level Three program in FY22.



DESTINATION SISTRUNK

Destination Sistrunk is a Cultural Heritage initiative in partnership with Visit Lauderdale. The overall goal is to develop cultural assets within Broward's historically black and culturally significant neighborhoods. Through the lens of tourism, Cultural Heritage sites provide visitors with opportunities to authentically experience the mosaic of places, traditions, art forms, celebrations and experiences that reflect the diversity and character of a location.

During FY21, the Division worked to create the Destination Sistrunk Cultural and Community Investment Partnership, which comprises numerous community stakeholders in the Sistrunk neighborhood. The Partnership is responsible for the management and operations of Destination Sistrunk.

The program also worked to open the Destination Sistrunk Cultural Center located at 1033 NW 6th Street in the Midtown Commerce Center Building. The Cultural Center currently comprises artistic and creative workspaces, the Albert A. Tucker Black Art Gallery, and the Circuit Arts and Events space.

JORDANXJAMS music showcase taking place at The Circuit Arts and Events space.







ANNUAL REPORT ***MARKETING***

Marketing supports the development and growth of Broward's arts and culture sector by:

CULTIVATING *and engaging new and diverse audiences*

PROMOTING *events, artists, grant recipients and cultural resources*

ATTRACTING *partners, stakeholders and thought leaders*

INCREASING *awareness, engagement and storytelling via multiple channels, platforms and publications*

ELEVATING *the Cultural Division's brand so it is recognized as the preeminent resource for arts, culture and the creative economy in Broward*

MARKETING

WEBSITES

Technology is a significant driver of arts marketing. Providing consistent and current content via our two websites allows the Division to provide digital customer engagement.

BROWARD.ORG/ARTS

Utilizing the County's web software allows us to provide a public-facing site that communicates the agency's work and services.

Website users through 2021

- **30,481 visitors** to the website
- Page views **doubled** in 2021 (127,874 pages viewed)
- **81% new users**
- **54% direct visitors** (a 34% improvement on 2020)
- Bounce rate improved by falling **38%**

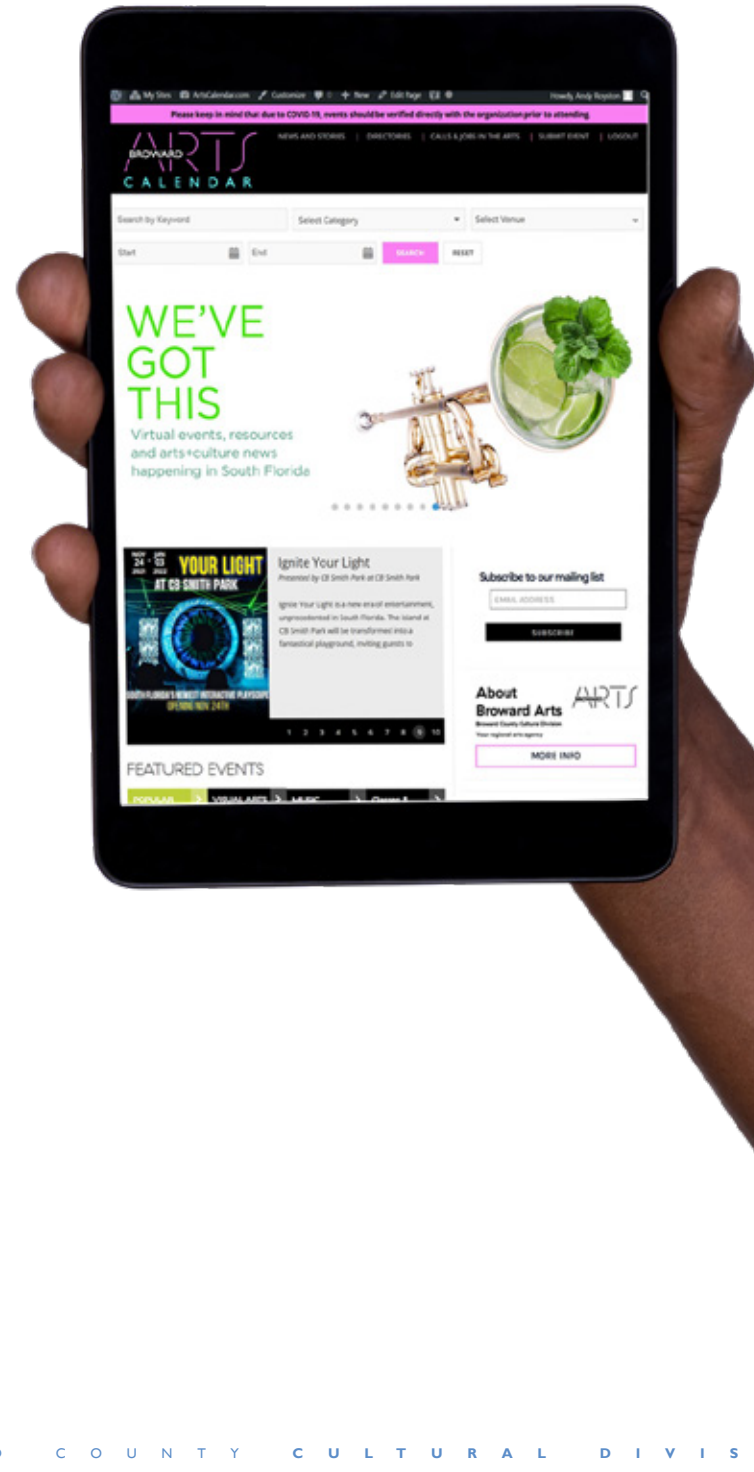


ARTSCALENDAR.COM

ArtsCalendar.com allows the Cultural Division to centralize the region's arts and cultural events, news and opportunities in one location that is free to use and submit listings. Initially created as a beneficial place to showcase the Division's grant recipients, the site has been technically upgraded to improve the user interface and now also includes a robust dialogue of arts-related articles written by local journalists.

Web Users through 2021

- **74,491 visitors** to the website
- **1,348 events** imported in the last year
- **164,600** pages viewed
- **92%** new users
- **21% direct visitors** (a 37% improvement on 2020)



SOCIAL MEDIA



INSTAGRAM.COM/BROWARDARTS

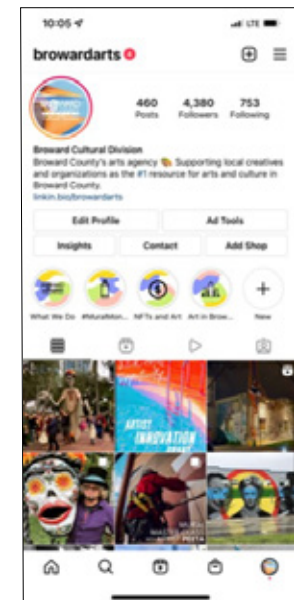
The @BrowardArts Instagram account is the second-most followed County profile, following Visit Lauderdale. In 2021, the account was overhauled to better position the Division as the most valuable resource for arts and culture in Broward County.

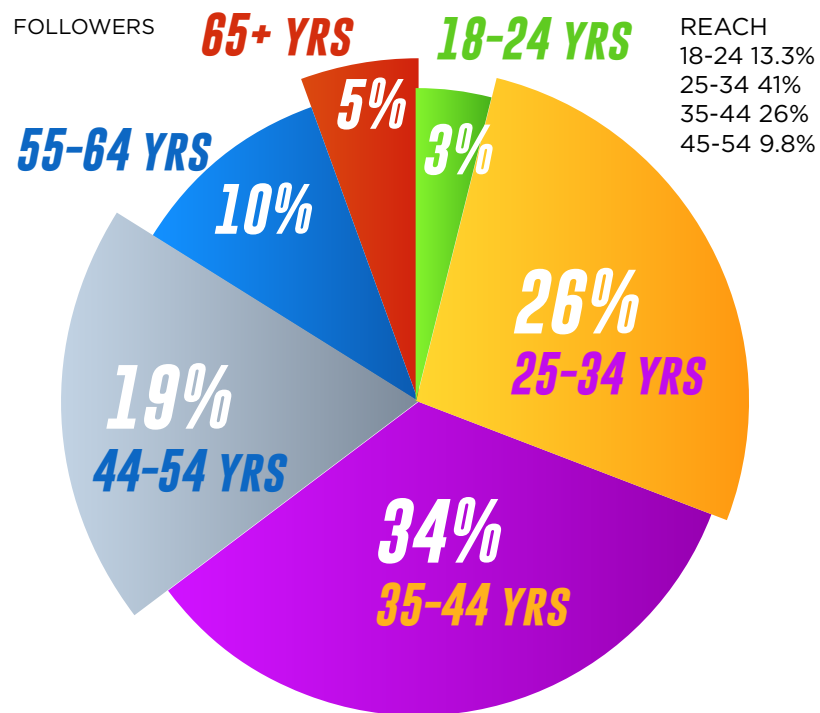
We did this by:

- Creating the OpporTUESday campaign, featuring one arts and culture opportunity for artists or arts professionals every Tuesday
- Featuring free event opportunities provided by industry partners and grantees
- Hosting Instagram live events, allowing people to see more of Broward and its events and opportunities from the safety of their own homes

Instagram users through 2021

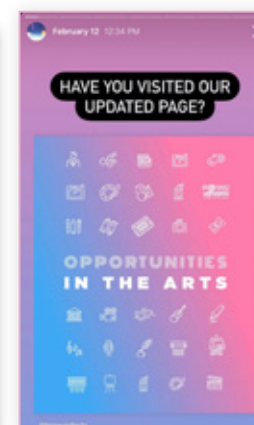
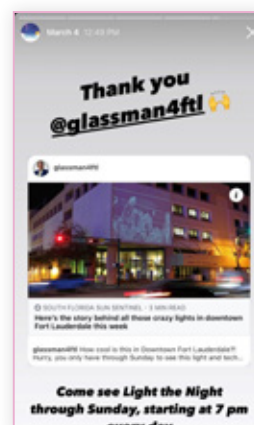
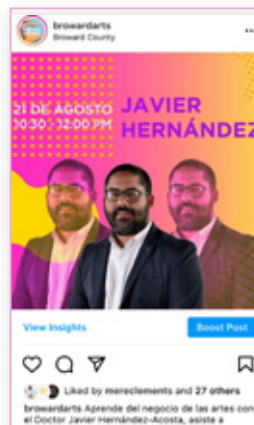
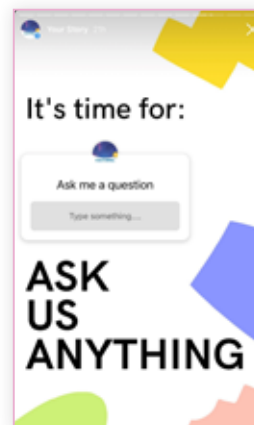
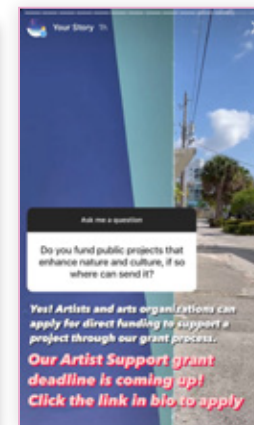
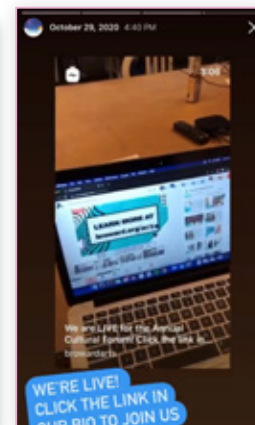
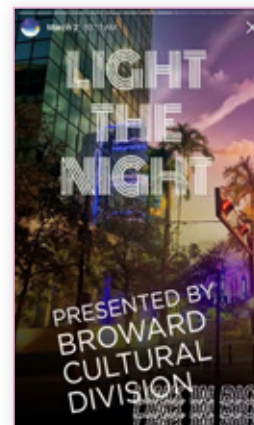
- **45% growth** in 2021
- **8,600 accounts** reached per month on average
- **30,000 impressions** monthly on average
- **3-4 posts** shared weekly





The BrowardArts Instagram account also completed a marketing campaign that was delivered exclusively in Spanish for our virtual workshop, **Emprendimiento Creativo**. The goal of this campaign was to reach new audiences to make our programming more equitable. Broward County is 31% Hispanic and reaching this audience in a more approachable and authentic way is crucial to our development.

13,302 individual users
107 link clicks
13 page clicks
298 likes
3 shares



SOCIAL MEDIA

FACEBOOK.COM/BROWARDARTS

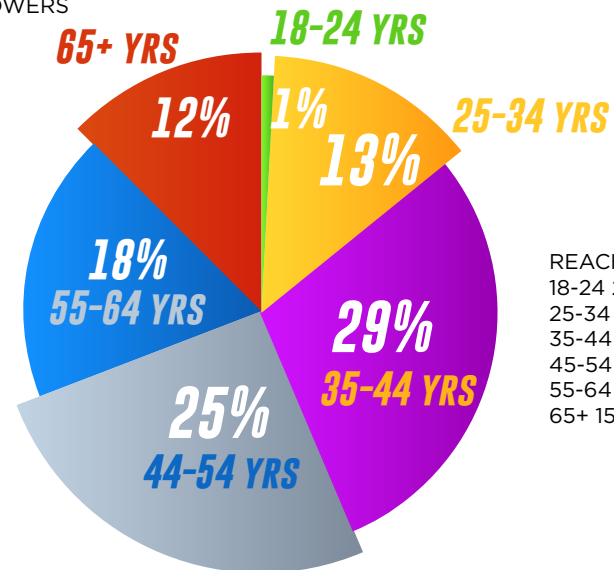
5,528 likes, 6,926 follows
3.2% annual growth
9.7% increase in followers, 3.4% increase in page likes

Advertising reach
265,110 impressions, 122,644 people [99 views \$1]

KEY TRENDS

- We achieved a 50/50 split between viral reach and total reach, which means paid boosts currently account for half of our Facebook audience
- Our monthly total impressions during 2021 remained between 30-40k, with several peaks close to 60k during the year
- Organic reach of individual posts now averages around 400 per post

FOLLOWERS



REACH
18-24 2%
25-34 17%
35-44 28%
45-54 18%
55-64 17%
65+ 15%



FACEBOOK.COM/ARTSCALENDAR

4,697 likes, 5,336 follows

4.3% increase in followers, 0.5% increase in page likes

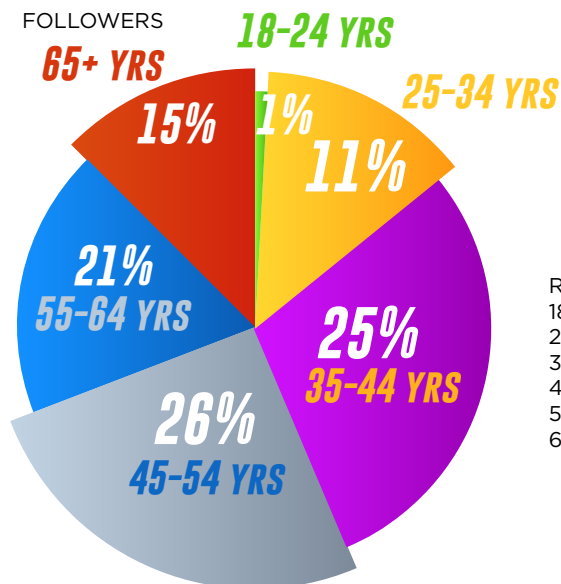
Advertising reach

40,772 impressions, 21,541 people [45 views per \$1]

KEY TRENDS

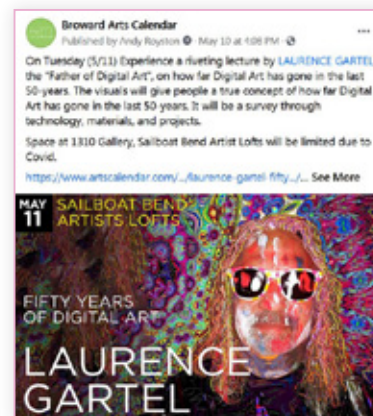
- ArtsCalendar page viral weekly reach in August 2020 averaged between 900 and 3,100 during the month
- Facebook remains a strong tool for digital outreach and publicity for events

FOLLOWERS



REACH

18-24 2%
25-34 10%
35-44 16%
45-54 19%
55-64 26%
65+ 27%

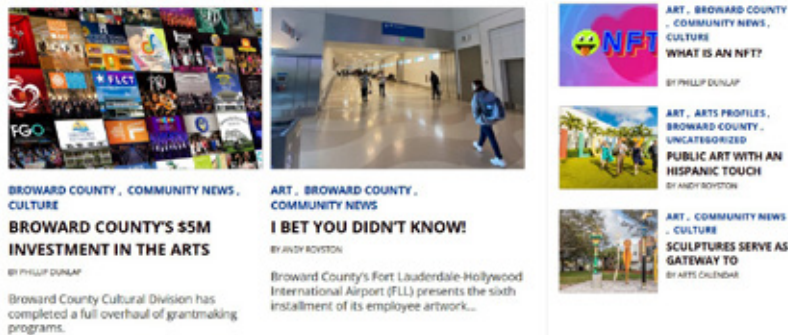


MARKETING

MEDIA

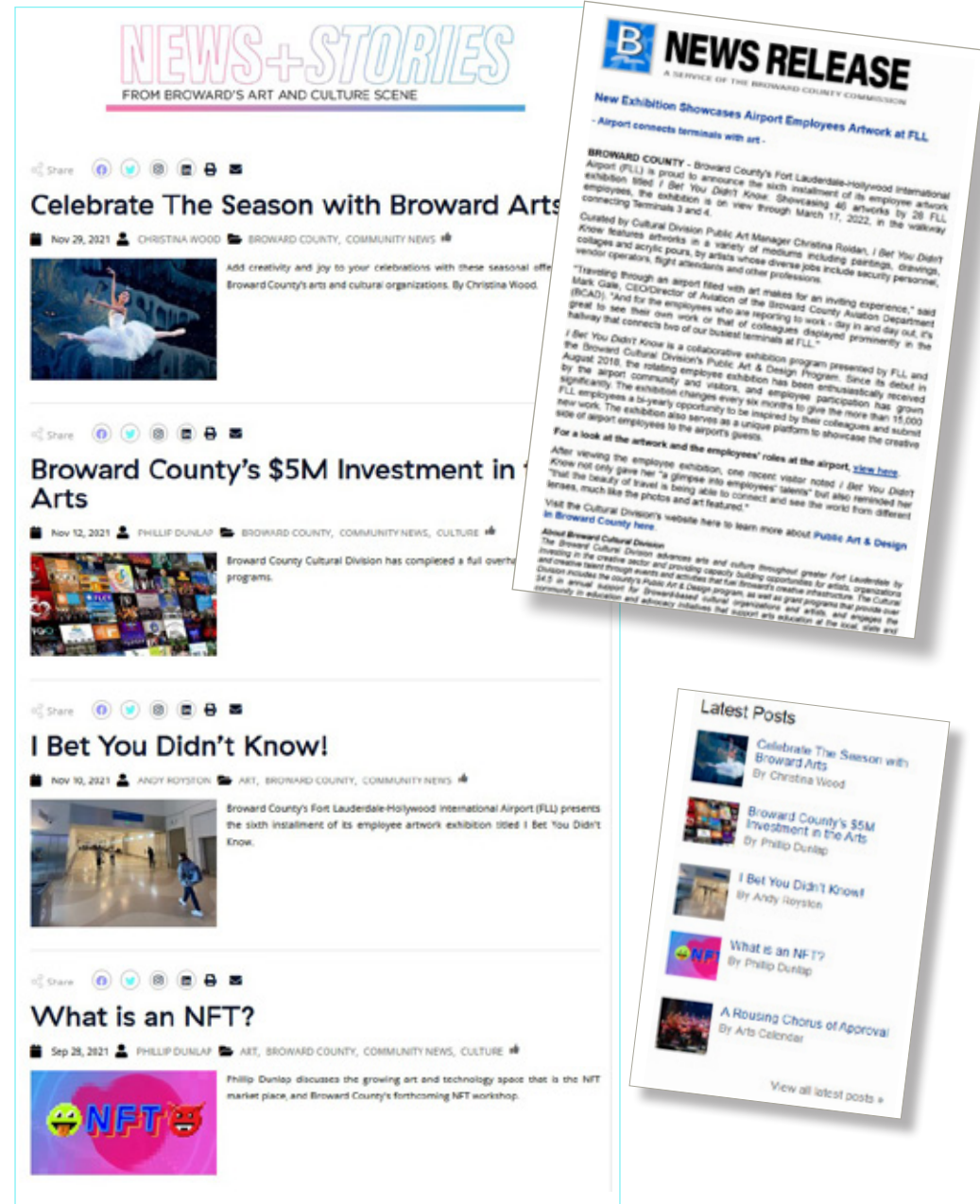
- **12 press releases** issued
- **42 articles** picked up by media
- **25 articles** published in the 'news & stories' section of ArtsCalendar.com

ARTS COVERAGE IN SOUTH FLORIDA



In order to increase awareness of the community's arts and culture sector, storytelling strategies include myriad content types including videography, articles by local writers, targeted social media posts, blogs, etc.

To ensure consistent coverage, grant recipients and local cultural entities are encouraged to submit a 'request form' found on the Division's homepage that will ensure the Marketing section is aware in advance of upcoming news or stories to support via cross promotional efforts and more.





PHILLIP DUNLAP THE ARTS ADVOCATE

If you ask Phillip Dunlap about the inspiration behind his work, he'll tell you it's his love for the arts. "I've been an art collector since I was a kid," he says. "I've always been drawn to the arts, and I've always been drawn to the arts." Dunlap is the founder of the arts advocacy firm, Arts Advocates, and is the author of the book, *The Arts Advocate*. He is also the founder of the arts advocacy firm, Arts Advocates, and is the author of the book, *The Arts Advocate*.

PHOTOGRAPH BY JESSICA HARRIS



The Architect's Newspaper

ARCHITECTURE ART DESIGN URBANISM INTERIOR AMBASSADORS EVENTS DESIGN JOBS SUBSCRIBE

Stay Tuned

What to see in 2021

By Aaron Smithson • December 29, 2020 • Architecture, Art, National, On View



East

The Porch is the Tree is the Watering Hole

African American Research Library and Cultural Center
2650 Sistrunk Boulevard
Fort Lauderdale, Florida



The Porch is the Tree is the Watering Hole (Steven Brooke)

In the African American Research Library and Cultural Center, a branch of the Broward County library system, a group of eight visual artists, designers, and writers from across the United States explore the relationship between Black communities and their built environment. The multidisciplinary show centers on Sistrunk, a historically Black community in Fort Lauderdale originally settled by African American railroad workers at the turn of the 20th century.

MARKETING



ADVERTISING

- **58 full-page print advertisements**
- **\$120,000 in print and digital advertising**
- **One 8-week targeted geofencing campaign**

Broward Cultural Division placed paid advertising and/or editorial content in more than 20 publications in 2021, including:

- *Sun Sentinel*
- *Go Riverwalk Magazine*
- *TravelHost Magazine*
- *City & Shore Magazine*
- *New Times Miami/New Times Broward*
- *OutClique Magazine*
- *South Florida Gay News*
- *ISLAND Magazine*
- *Miami Herald*
- *Fort Lauderdale Chamber Magazine*
- *Sugarcane Magazine*
- *Fort Lauderdale Illustrated*
- *South Florida Business Journal*
- *VENICE Magazine*
- *PureHoney Magazine*
- *Art Circuits*
- Greater Fort Lauderdale Alliance's *Economic Sourcebook* and other destination-marketing publications to recruit talent to the area



In addition to print advertising, the Cultural Division launched its first geofencing campaign for our exhibition *The Porch is the Tree is the Watering Hole* at the African American Research Library and Cultural Center. This targeted digital campaign lasted eight weeks, was distributed in both English and Creole, and achieved over 254,753 total impressions.



Welcome Back Broward
Cultural Organizations are Reopening

ARTSCALENDAR.COM/REOPENING

Broward Cultural Division is a proud SUPPORTER OF BROWARD
Broward.org/Arts | @BrowardArts



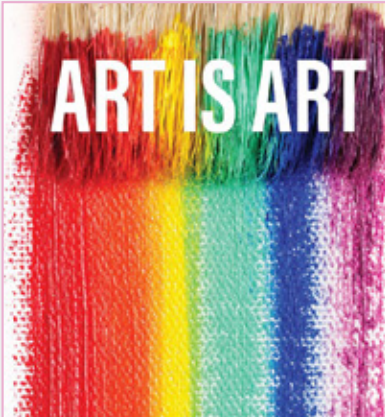
**THE PORCH IS THE TREE
IS THE WATERING HOLE**

Where We Gather - Black in Sistrunk

The Porch is the Tree is the Watering Hole is a dynamic exploration of space and community within the African Diaspora. Through the forms of art, architecture, photography, and poetry, the exhibition examines concepts of community and life in Sistrunk, a historically Black neighborhood in Broward County. Curated by Dominique Davis, and featuring work by Dominique Davis, Darice V. Stegman, David I. Hunt, Akeem Quincey, Joffrey, Adrienne Chedwick, Marlene Brunell, and George Sarkiss. More on the public reopening: broward.org/arts/reopening

African American Research Library & Cultural Center

Broward Cultural Division
2000 Eastside Blvd., Fort Lauderdale, FL 33305
Broward.org/Arts | @BrowardArts



ART IS ART

ArtsCalendar.com
South Florida's guide to arts, culture, events and experiences.

Broward Cultural Division
Broward.org/Arts | @BrowardArts



LIGHT THE NIGHT

MARCH 1-7 Spectacular 3D Video Displays Lighting Up Downtown Fort Lauderdale

Broward Cultural Division
For locations and details visit ArtsCalendar.com/LightTheNight
Free and open to the public with social distancing maintained
Light The Night is presented by Broward Cultural Division
@LightTheNightBroward



Mosaic

Experience a spectacular, colorful and vibrant walkway at Fort Lauderdale-Hollywood International Airport (FLL) in Terminal 4

Mosaic is a 240-foot long chromatic LED light display by artist Cameron McNeil.

Commissioned by Broward Cultural Division's Public Art & Design Program in partnership with the Broward County Aviation Department.

Welcome Back Broward

Broward Cultural Division
Broward.org/Arts



BROWARD FRESH
Virtual events, resources and arts + culture news

ArtsCalendar.com/Reopening
Stay healthy, stay engaged and stay informed as South Florida reopens. Powered by ArtsFave and Broward Cultural Division.



EXPLORE THE ARTS

ArtsCalendar.com
South Florida's guide to arts, culture, events and experiences.

Broward Cultural Division
Broward.org/Arts | @BrowardArts



The arts and culture sector in Broward County is a \$414.2 million industry*

Broward County's nonprofit arts and cultural organizations spent **\$148.5 million**, which leveraged a remarkable **\$265.7 million** in additional spending by their audiences.

11,078 full-time jobs and **\$40.3 million** in local and state government revenue are generated by the arts sector in Broward.

Communities that support arts and culture enhance quality of life and invest in economic well-being.

Broward Cultural Division
Broward.org/Arts | @BrowardArts

MARKETING

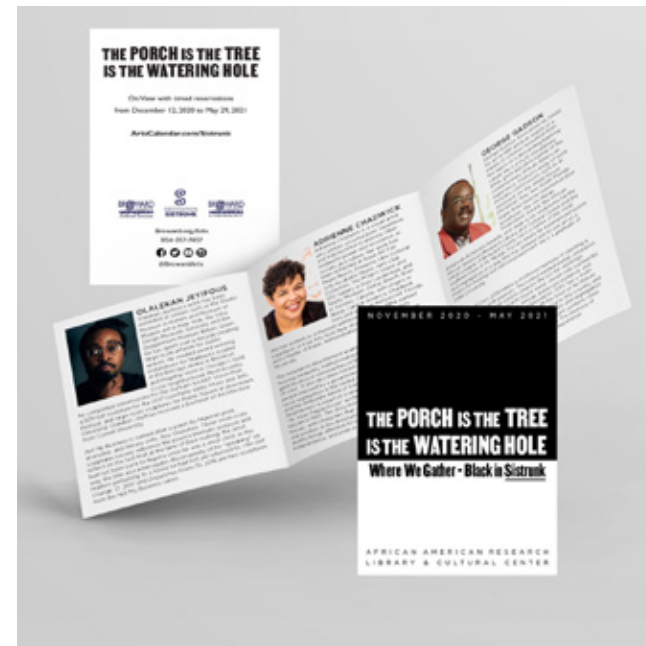


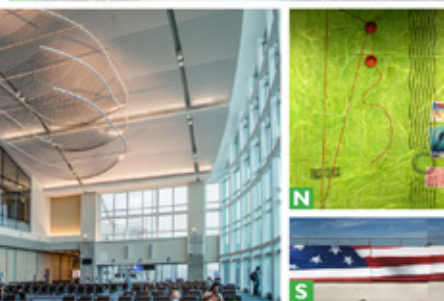
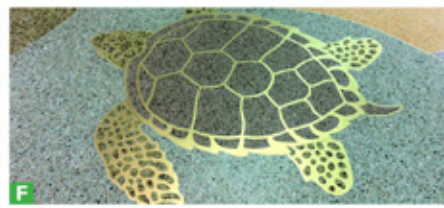
PRINT PROJECTS

The amount of print collateral produced was limited in 2021 due to the pandemic-related reduction of in-person events and distribution locations. However, we continued to foster a strong and productive working relationship with Broward County's outstanding printshop team, which was a valuable partner in the following projects.



- Cultural Division Grant manuals (left)
- *The Porch is the Tree is the Watering Hole* exhibition brochure (below)
- Public art map for Fort Lauderdale-Hollywood International Airport (page 39)
- South Florida Cultural Consortium's *New Art South Florida* exhibition catalogue (above right)





Aerials Painting (series), 1991. © Departures Level (Coming Soon)

S SkyWaves
LAURIE LUNDQUIST
Bridge Design, 2017. © Pedestrian Bridge to Palm Garage

T Terminal Two Art Gallery
South Florida Artists Showcase. © Departures Level

E En Plane Air
Youth Art Exhibition. © Departures Level

RENTAL CAR CENTER **R**

P Luminous Portals
JAMES CARPENTER
LED Light Portals, 2005. © Entry Vestibules

Q Mangrove Islands
THOMAS H. SAYRE
Terrazzo Floor Design, 2008. © Levels 2, 3 and 4

HIBISCUS GARAGE **H**

R Light Cylinders
JOEY FINEO
Fiberglass, 2001. © Elevator Enclosures

NORTH RUNWAY

S In Flight
PETER AGARDY
Painted Mural, 2019. © Runway JetMax Deflector



PROGRAMING, EXHIBITIONS + EVENTS

ANNUAL CULTURAL FORUM

Each fall, the Cultural Council hosts a public meeting known as the Annual Cultural Forum where the Council and Division celebrate accomplishments of the past 12 months and outline strategies and plans for the coming year.

Like everything during the pandemic, this event was a little different. Instead of a large, in-person gathering, we hosted the Cultural Forum live on Facebook and YouTube, allowing audiences to tune in from home to learn what the Cultural Division had been working on.

The 2020 virtual forum took place on Thursday, October 29 at 4PM, hosted by Cultural Division Director Phil Dunlap with special guests Council Chair Gregory Reed and Mayor Steve Geller, and General Provision as the backdrop.

More than 1,200 views!



Injecting levity and humor helped the Marketing team survive the 'Great Pivot' of 2020. As part of the Annual Cultural Forum, we produced a short clip introducing Division staff to the tune and direction of the intro to cult-favorite TV show *The Office*.



VIRTUAL WORKSHOP SERIES BUSINESS SKILLS FOR CREATIVES

- Five sessions produced
- One produced in Spanish
- More than 1,800 views total

Business Skills for Creatives 2.0 was the follow-up to Broward Cultural Division's Business Skills for the Modern Creator, developed in the summer of 2020 in response to the COVID-19 pandemic.

To increase accessibility, participants were able to select the number of series sessions they wished to attend and there were no prerequisites.

The full series (including 2020 sessions) was made available after the event via YouTube. Courses streamed live on @BrowardArts Facebook and @BrowardArts YouTube on consecutive Saturdays from 10:30AM - noon.




Our Business Skills for Creatives series continues this Saturday with an all-new session on **Creative Placemaking for Stronger Community.**

As the world emerges post-pandemic, how do recent events shape how we view our neighborhood and public spaces? What role can artists have in creative placemaking?

In this session, attendees will learn how to reimagine the future and remember the past, advance equity, build stronger relationships, support cross-sector collaboration and create lasting community impact.

[RSVP here](#)

BROWARD ARTS Your #1 resource for arts and culture

Presenters from Broward Cultural Division's award-winning virtual business skills seminars in 2020.

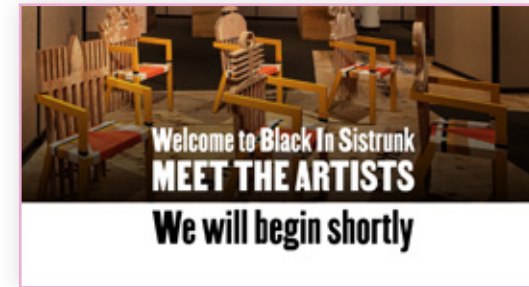
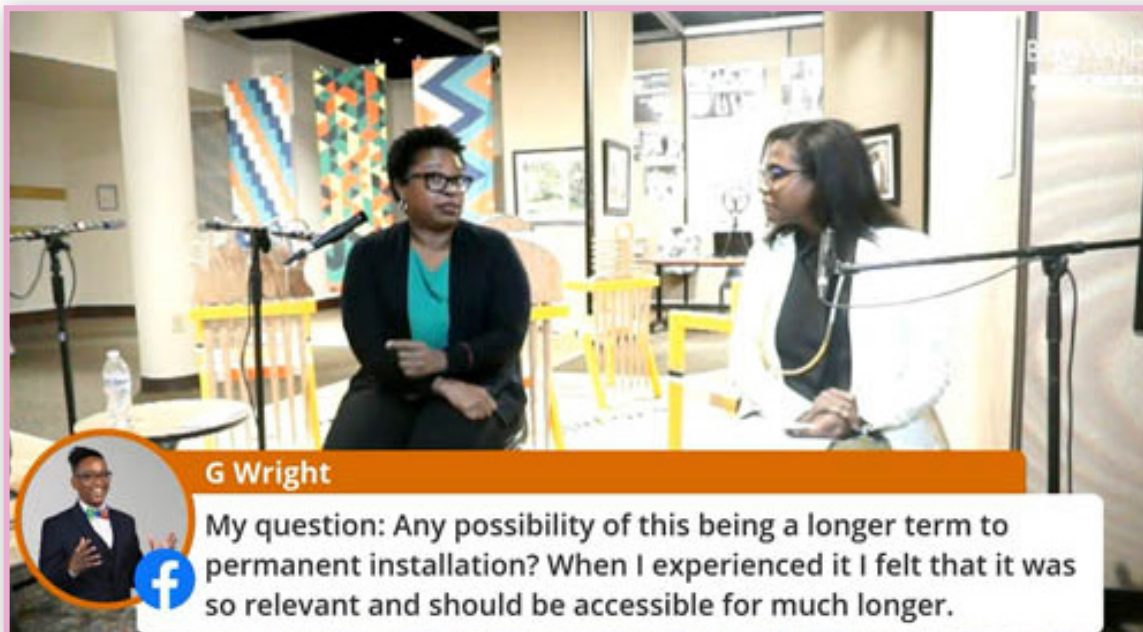
VIRTUAL PROGRAMMING

BLACK IN SISTRUNK

MEET THE ARTISTS

Broward Cultural Division hosted a virtual discussion at the **African American Research Library and Cultural Center** with artists Germane Barnes, David Muir, Darius Daughtry, Adrienne Chadwick, Adler Guerrier, and George Gadson about their work featured in the exhibition *The Porch is the Tree is the Watering Hole*, which was on view at the African American Research Library and Cultural Center.

Moderated by Mikhaile Solomon, Prizm Art Fair Director, this virtual talk featured two rounds of artists interviews (to maintain social distancing on-site), and explored topics brought to light by the exhibition, including the history of Sistrunk, the Black experience in Black neighborhoods, and how the African Diaspora is communicated through the artists' work.





ART ACTIVATION

THE PORCH IS THE TREE IS THE WATERING HOLE

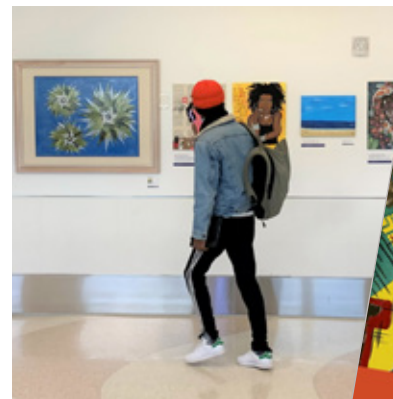
Viewed through the lenses of art, architecture, photography, and poetry, *The Porch is the Tree is the Watering Hole* was a dynamic exploration of space and community within the African diaspora, which was on view at the **African-American Research Library & Cultural Center** from December 2020 through May 2021.

Highlighting the Black experience in Black neighborhoods, the exhibition was curated by Dominique Denis and celebrated the history of the Sistrunk community with works by: Germane Barnes, Darius V. Daughtry, David I. Muir, Adler Guerrier, Olalekan Jeyifous, Adrienne Chadwick, Marlene Brunot, and George Gadson.

ART ACTIVATION TERMINAL 3 & 4 CONNECTOR

I Bet You Didn't Know

In partnership with Broward County Aviation Department, *I Bet You Didn't Know* is a showcase of artist employees that work at the **Fort Lauderdale-Hollywood International Airport**. From Aviation Department employees to flight attendants and wheelchair pushers, there are some amazing artists we bet you didn't know about. The FY21 program showcased art from 71 airport employees in two exhibitions.

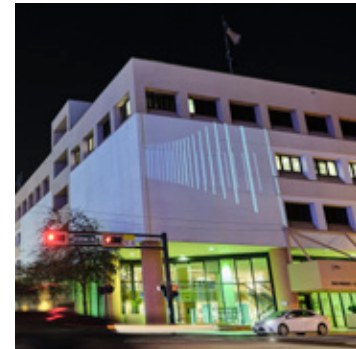




ART ACTIVATION LIGHT THE NIGHT

3D video installations displayed artwork on three buildings in **downtown Fort Lauderdale**.

Co-produced by MAD Arts, *Light the Night* in downtown Fort Lauderdale featured projection mapping videos by Agustina Woodgate, Jen Clay, Edison Peñafiel and Monica Lopez de Victoria, presented nightly on the walls of Broward County Governmental Center, NSU Art Museum, and Society Las Olas.





FY 21 GRANTEE LIST

Cultural Diversity Program

Embrace Music Foundation, Inc.	\$18,700
Hallandale Section Cid- Unesco, Inc.	\$18,700
Indian Regional And Culture Center of Florida, Inc.	\$18,700
Japan Arts, Inc.	\$18,700
Louise Bennett-Coverley Heritage Council (FLA,), Inc.	\$18,700
Women In Music AYO, Corp.	\$18,700
Encore Performing Arts Center, Inc.	\$12,800

Cultural Festivals Program

City of Tamarac, FL	\$32,500
Coral Springs Festival of The Arts, Inc.	\$25,000
Scottish American Society of South Florida, Inc.	\$20,000
Greater Caribbean American Cultural Coalition, Inc.	\$15,000
City of Coral Springs, FL	\$7,500

Cultural Institution Program

Museum of Discovery and Science, Inc.	\$156,400
Young at Art of Broward, Inc.	\$147,400
NSU Art Museum	\$141,800
The Broward County Film Society, Inc.	\$130,200
Opera Guild, Inc. of Fort Lauderdale	\$125,200
Bonnet House, Inc.	\$124,800
South Florida Symphony Orchestra, Inc.	\$118,600
Symphony Of The Americas, Inc.	\$118,500
Hollywood Art and Culture Center, Inc.	\$112,100

Cultural Investment Program

Artserve, Inc.	\$200,000
All Florida Youth Orchestra, Inc.	\$80,000
Flamingo Gardens, Inc.	\$80,000
Fort Lauderdale Historical Society, Inc.	\$80,000
Holocaust Documentation & Education Center, Inc.	\$80,000

Slow Burn Theatre Company, Inc.	\$80,000
Coral Springs Museum of Art, Inc.	\$73,500
Fort Lauderdale Childrens Theatre, Inc.	\$68,900
Stonewall Library & Archives, Inc.	\$66,000
The Stranahan House, Inc.	\$56,900
Gay Mens Chorus Of South Florida, Inc.	\$52,000
South Florida Jazz, Inc.	\$43,800
Gold Coast Jazz Society, Inc.	\$43,000
Island City Stage, Inc.	\$38,000
Davie School Foundation, Inc.	\$36,400
Floridas Singing Sons, Inc.	\$35,700
Lovewell Institute For The Creative Arts, Inc.	\$31,900
World AIDS Museum, Inc.	\$29,900
Master Chorale Of South Florida, Inc.	\$29,400
Curtain Call Playhouse, Inc.	\$29,200
The Girlchoir Of South Florida, Inc.	\$25,600
Inside Out Theatre Company, Inc.	\$23,000
Sample Mcdougald House Preservation Society, Inc.	\$21,100
New City Players, Inc.	\$18,500
Old Dillard Foundation, Inc.	\$18,400
Brazilian Voices, Inc.	\$17,500
Coral Springs Chinese Cultural Association, Inc.	\$17,500
South Florida Pride Wind Ensemble, Inc.	\$13,600
Broward Art Guild, Inc.	\$12,900
Ft. Lauderdale Performing Arts, Inc.	\$12,900
The Florida Turkish-American Association, Inc.	\$12,200
South Florida Chamber Ensemble, Inc.	\$11,800
Assn. Of The Performing Arts Of India, Inc.	\$10,600
Sistrunk Historical Festival, Inc.	\$10,600
Developing Dreams Foundation, Inc.	\$10,100
Jayadevi Arts, Inc.	\$10,000
Rootz of Music Inc.	\$10,000

Community Arts Education Partnership

Chadwick, Tara	\$7,000
Hayes, Darby	\$7,000
School Board of Broward County	\$15,000

Creative Investment Program

Organizations

Art Gallery 21, Inc.	\$5,000
Arts Accelerator, Inc.	\$5,000
Body & Soul Dance Theatre, Inc.	\$5,000
Epiphany Theatre, Inc.	\$5,000
FATVillage Arts District, Inc.	\$5,000
Island Society for the Promotion of Artistic and Cultural Education, Inc.	\$5,000
Jazz Education Community Coalition, Inc.	\$5,000
National Art Exhibitions of the Mentally Ill, Inc.	\$5,000
Punjabi Association of South Florida, Inc.	\$5,000
South Florida Ballet Theater, Inc.	\$5,000
South Florida Jubilee Chorus, Inc.	\$5,000
The Puppet Guild of South Florida, Inc.	\$5,000
SPF South Florida, Inc.	\$5,000
Wilton Art, Inc.	\$5,000
Actor's Cultural Theatre, Inc.	\$5,000
Association of Indians in America, Inc.	\$5,000
Broward Folk Club, Inc.	\$5,000
Momentum Stage, Inc.	\$5,000
Polynesian Culture Association, Inc.	\$5,000

Individual Artists

Boisson, Cindy-Ann	\$2,000
Brown, Cheryl	\$2,000
Condon, Jessica	\$2,000
Dean, Cathleen	\$2,000

Fazzio, Veronica	\$2,000
Folse, Robert	\$2,000
Goboff, David	\$2,000
La Porta, Tina	\$2,000
Lopez, Nichole	\$2,000
Malco, Aaron	\$2,000
Muir, David	\$2,000
Muir, Ghenete Wright	\$2,000
Paez, Luis	\$2,000
Peñafiel, Edison	\$2,000
Reynolds, Helen	\$2,000
Schindall, Ingrid	\$2,000
Shulman, Arline Peartree	\$2,000
Thompson, Calibe	\$2,000
Tommie, Erika	\$2,000
Koch, Zachary William	\$2,000
Blanchard, Jolanda	\$2,000
Ghashghaie, Judith	\$2,000
Rockford, Lisa	\$2,000
Brooks, Sandra Ettosi	\$2,000
Esquivel, Maria G.	\$2,000
Evans, Jerris	\$2,000
Gartel, Laurence	\$2,000

Hammond, James	\$2,000
McDermott, Paul	\$2,000
Moss, Michael	\$2,000
Yakir-Avin, Yochi	\$2,000
Yarling, Nicole	\$2,000

Cultural Tourism Program

Museum of Discovery and Science, Inc.	\$65,000
Miami City Ballet, Inc.	\$44,800
Performing Arts Center Authority	\$44,800
Bonnet House, Inc.	\$44,800
NSU Art Museum	\$44,800
Slow Burn Theatre Company, Inc.	\$44,800
Symphony Of The Americas, Inc.	\$44,800
The Broward County Film Society, Inc.	\$44,800
Wilton Manors Entertainment Group, Inc.	\$44,800
Young at Art of Broward, Inc.	\$44,700
Stonewall Library & Archives, Inc.	\$34,500
City of Fort Lauderdale, FL	\$27,600
Fort Lauderdale Historical Society, Inc.	\$20,700
City of Oakland Park, FL	\$17,400
The Stranahan House, Inc.	\$17,200
Hollywood Art and Culture Center, Inc.	\$14,500

Regional Investment Program

Miami City Ballet, Inc.	\$28,100
Arts Ballet Theatre of Florida, Inc.	\$26,100
Seraphic Fire, Inc.	\$21,200
Miami Gay And Lesbian Film Festival, Inc.	\$17,800

CARES Funding

Performing Arts Center Authority	\$712,500
Artserve, Inc.	\$150,000
Museum of Discovery and Science, Inc.	\$95,400
NSU Art Museum	\$93,225
The Broward County Film Society, Inc.	\$89,100
Bonnet House, Inc.	\$86,850
Opera Guild Inc. of Fort Lauderdale	\$86,625
Symphony Of The Americas, Inc.	\$85,050
South Florida Symphony Orchestra, Inc.	\$83,475
Hollywood Art and Culture Center, Inc.	\$82,875
All Florida Youth Orchestra Incorporated	\$60,000
Flamingo Gardens, Inc.	\$60,000
Holocaust Documentation & Education Ctr, Inc.	\$60,000
Slow Burn Theatre Company, Inc.	\$60,000
Fort Lauderdale Childrens Theatre Inc	\$60,000
Fort Lauderdale Historical Society, Inc.	\$54,225
Coral Springs Museum of Art, Inc.	\$54,075
The Stranahan House, Inc.	\$41,100
Gay Mens Chorus Of South Florida Inc	\$40,275
Gold Coast Jazz Society, Inc.	\$33,975
Stonewall Library & Archives, Inc.	\$32,550
South Florida Jazz, Inc.	\$31,800
Davie School Foundation Inc	\$28,725
Floridas Singing Sons, Inc.	\$26,250
Curtain Call Playhouse, Inc.	\$23,700
Master Chorale Of South Florida, Inc.	\$21,900
Island City Stage, Inc.	\$20,850
Lovewell Institute For The Creative Arts, Inc.	\$19,425
The Girlchoir Of South Florida, Inc.	\$19,425
World AIDS Museum, Inc.	\$19,425
Developing Dreams Foundation, Inc.	\$15,675

Embrace Music Foundation, Inc.	\$15,675
Indian Regional And Culture Center of Florida, Inc.	\$15,675
Rootz of Music Inc.	\$15,675
Sample Mcdougald House Preservation Society, Inc.	\$15,525
Old Dillard Foundation, Inc.	\$14,100
Coral Springs Chinese Cultural Association, Inc.	\$13,575
Inside Out Theatre Company, Inc.	\$13,425
Women In Music AYO, Corp.	\$12,525
Brazilian Voices, Inc.	\$11,475
New City Players, Inc.	\$11,025
Ft. Lauderdale Performing Arts, Inc.	\$10,875
Encore Performing Arts Center, Inc.	\$10,650
South Florida Pride Wind Ensemble, Inc.	\$10,200
The Florida Turkish-American Association, Inc.	\$9,750
Sistrunk Historical Festival, Inc.	\$7,950
Hallandale Section Cid- Unesco, Inc.	\$7,875
Broward Art Guild, Inc.	\$7,500
Jayadevi Arts, Inc.	\$7,500
South Florida Ballet Theater, Inc.	\$7,500

Public Art Commissions

Billings, Elizabeth and Wasserman, Andrea Stix <i>Forensic Science Center</i>	\$190,000
Bravo, Carola <i>Port Everglades Road Enhancement Site 1</i>	\$17,000
Cheng, Amy <i>Property Appraiser and Value Adjustment Board</i>	\$290,000
Clay, Jen <i>Video Art Projection Project</i>	\$4,000
Flores, Rick <i>Port Everglades Terminal 29</i>	\$3,000
Image Resource Group <i>Greater Fort Lauderdale Convention Center Wayfinding</i>	\$42,000
Lopez de Victoria, Monica <i>Video Art Projection Project</i>	\$4,000
Narduli, Susan <i>Andrews Avenue Bridge</i>	\$490,000
Novodzelsky, Manuel <i>Port Everglades Road Enhancement Site 2</i>	\$8,000
Peñafiel, Edison <i>Video Art Projection Project</i>	\$4,000
Woodgate, Agustina <i>Video Art Projection Project</i>	\$4,000

DIVISION STAFF

Administration

PHILLIP DUNLAP	Director
PRITPAUL GREWAL	Administrative Officer, Senior
CHANTEL SEAMORE	Administrative Coordinator
AVA STRINGFELLOW	Administrative Assistant
TARA YUDENFRIEND	Office Support Specialist

Grants

JIM SHERMER	Contract/Grant Administrator, Senior
ERICA MOHAN	Contract/Grant Administrator
JANET ELLISON	Office Support Specialist

Public Art & Design

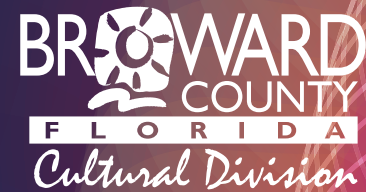
LESLIE FORDHAM	Public Art & Design Administrator
CHRISTINA ROLDAN	Contract/Grants Administrator
DOMINIQUE DENIS	Contract/Grants Administrator
FRASER POORMAN	Administrative Assistant
MARCIA SMILTNEEK	Administrative Assistant
MARY ANN CALDRON	Office Support Specialist

Community Engagement

GRACE KEWL DURFEY	Program/Project Coordinator, Senior
SHARENE MULLINGS	Administrative Assistant

Marketing

MEREDITH CLEMENTS	Marketing Manager
ANDY ROYSTON	Public Information Specialist
MADELYN SMITH	Administrative Assistant



Broward.org/Arts

954-357-7457



@BrowardArts

An equal opportunity employer and provider of services. 500 copies of this public document were promulgated at a cost of \$3,668.00 or \$007.33 per copy, to promote the Broward County Cultural Division.

January 2022