



HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

MEMORANDUM

DATE: February 11, 2019

TO: HBCRA Board of Directors

FROM: Jeremy Earle, Ph.D., AICP, Executive Director/ Assistant City Manager

SUBJECT: **12 Months of Art -ArtServe**

Background:

The mission of the Hallandale Beach Community Redevelopment Agency (HBCRA) is to promote economic development and enhance the quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation, and neighborhood rehabilitation. During the past year, the HBCRA Board of Directors and HBCRA administration have discussed various art initiatives within the City of Hallandale Beach. These initiatives include artwork on traffic signal boxes, art on fire hydrants, new decorative manhole covers, and murals.

In March of 2012, the HBCRA adopted the Community Redevelopment Plan wherein specific areas within the CRA boundaries were designated as Special Redevelopment Areas and Districts. The HBCRA Plan also stated that the CRA's strategic priorities included creating an image and sense of community for CRA area.

Current Situation:

To facilitate an Arts in Public Places programs and other art initiatives the HBCRA has reached out to ArtServe to assist with the implementation, marketing and execution. ArtServe is a multidisciplinary arts nonprofit organization that empowers artists and cultural entities to achieve their vision, improve the cultural fabric of their community.

In 1988, the Broward Cultural Division completed its Cultural Master Plan. One recommendation was to improve business involvement in the arts by starting a Broward County Affiliate of the hugely successful national program, Business Volunteers for the Art. By 1991, a Volunteer Lawyers for the Arts program was established, followed by the ArtServe Business Center, which was made possible by a three-year, \$150,000 National Endowment for the Arts grant award. The three programs were developed and merged in 1993 under the umbrella of ArtServe.

ArtServe is now centrally located in Fort Lauderdale, sharing its 25,000 sq. Ft. Venue with a Broward County branch library. This multi-purpose facility provides low-cost space where artists, non-profits and the public can hold classes, workshops, performances, meetings, events, and conduct business. Available spaces include:

- Multi-purpose Auditorium
- Main Art Gallery
- Dance Studio
- Artist Studios and Art Class Space
- Private Gallery Exhibition Spaces
- Affordable offices and suites for artists and non-profits
- Flex space for workshops, presentations, and training
- Board and Meeting Rooms
- Gift Shop

The Business Center features nearly 20 private office suites which rent for low rates, thereby allowing cultural non-profits and organizations that support non-profits to minimize their administrative overhead and put more resources back into building their organization. The facilities are provided at low rates to artists and nonprofit organizations.

ArtServe's scope of services has expanded, and numerous programs have been added to meet the demands of the South Florida arts community. Through private and public funding, ArtServe has developed a series of programs aimed at strengthening and assisting local artists and nonprofit cultural groups in their business-related and marketing efforts. ArtServe has become a national model for other arts incubators and artist-support groups.

ArtServe's mission is to foster artistic and entrepreneurial growth in artists and cultural organizations by providing programs, training, business opportunities and affordable facilities that help artist incubate their businesses and turn their passion for art into

successful, sustainable professions. Over the past decade, ArtServe has expanded its role in creative placemaking and direct community engagement in Broward County. ArtServe has worked extensively with other cities such as Miramar, Coral Springs, and Pembroke Pines.

ArtServe along with the HBCRA proposes the City of Hallandale Beach's 12 months of Art Project. This year-round monthly program of art and culture related activations will create a new vibrant energy and brand a new look for the City of Hallandale Beach. ArtServe will assist the management of general market communication, graphic design, concepts, and media placement, securing the talent and the general promotion of the upcoming "12 months of Art".

Cities with strong public art expression break the trend of blandness/sameness and give communities a stronger sense of place and character, this type of artistic programming also serves an economic development and redevelopment function, as it helps to brand the City of Hallandale Beach in a positive light and invites cultural tourism – travel directed toward experiencing the arts, heritage and special character of a place. As demonstrated in other cities, a Hallandale Beach Art in Public Places Program will attract new visitors to our community, who will then patronize and provide growth and sustainability to our local businesses, supporting job creation and an increased tax base.

Currently nearly 400 city and county publicly funded art programs exist in the United States with average budgets greater than \$800,000 annually. Around 100 cities require public art in private development. According to the Florida Tax Watch Tourism Research Report, 74.9% of visitors to Florida participate in cultural art activities. In 2015 the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, Arts & Economic Prosperity V. was completed by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education. Broward County's Department of Cultural Affairs participated in tandem with 181 other communities and regions across the country representing all 50 states, focusing on two areas: (1) the economic impact of spending by cultural organizations, and (2) the impact of event-related spending by these organizations' audiences. The study showed (demonstrated in the following table) Broward County's nonprofit arts and cultural organizations represent a significant business industry in Broward County, one that generates over \$414 million in local economic activity, an almost 17% increase over the last study released five years ago.

The HBCRA seeks to create a sense of place and stimulate economic vitality through art activation; to revitalize the Fashion Arts Design District (FAAD) with creative arts activities that attract new patrons, pulling east-siders further West and attracting patrons from both Miami-Dade and Broward, add culture, excitement, character and unique shopping opportunities to the city, and lastly brand Hallandale as a beacon for emerging talents and art innovation. HBCRA staff has budgeted \$75,000 for the 12 Twelve Months of Art program.

Faith Phinn

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