

Broward County

Project Title: Broward Cultural Division: General Program Support 2024-25

Grant Number: 25.c.ps.500.164

Date Submitted: Friday, June 16, 2023

Request Amount: \$150,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: **General Program Support Grant Guidelines**

Application Type

Proposal Type: Local Arts Agency


Funding Category: Level 3

Discipline: N/A

Proposal Title: Broward Cultural Division: General Program Support 2024-25

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Broward County 
- b. DBA: on behalf of Broward Cultural Division
- c. FEID: 59-6000531
- d. Phone number: 954.357.7019
- e. Principal Address: 100 S. Andrews Avenue 6th Floor Fort Lauderdale, 33301
- f. Mailing Address: 100 S. Andrews Avenue 6th Floor Fort Lauderdale, 33301
- g. Website: www.broward.org/arts
- h. Organization Type: County Government
- i. Organization Category: Cultural Organization
- j. County: Broward
- k. UEI: P62KF2SJJ237
- l. Fiscal Year End Date: 09/30

1. Grant Contact *

First Name

Phillip

Last Name

Dunlap

Phone 954.357.7456

Email pdunlap@broward.org

2. Additional Contact *

First Name

Chantel

Last Name

Seamore

Phone 954.357.7019

Email cseamore@broward.org

3. Authorized Official *

First Name

Monica

Last Name

Cepero

Phone 954.357.7362

Email mcepero@broward.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Government - County

4.2. Institution Type

Arts Council/Agency

4.3. Applicant Discipline

Multidisciplinary

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

3. Project start date: 7/1/2024 - Project End Date: 6/30/2025 *

- Yes (required for eligibility)
- No

4. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

5. Is your organization designated as the Local Arts Agency by the local county commission per s. 265.32, F.S.?

- Yes (required for eligibility)
- No

D. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

To enhance the community's cultural environment through the development of the arts.

2. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

The Broward Cultural Division fosters the growth and development of arts and culture in the County through community engagement programs; marketing and branding initiatives; grantmaking programs for artists, organizations, and municipalities; and Public Art.

COMMUNITY ENGAGEMENT

The Division supports Arts Education, Cultural Heritage, and Capacity Building initiatives through Broward Teaching Artist Credentialing, which conducts an annual professional development curriculum that creates credentialed teaching artists, providing schools and community providers with access to high-quality arts instruction; and Destination Sistrunk, developing cultural assets within historically Black neighborhoods. In September 2022, Broward County Board of County Commissioners approved a lease agreement and grant award to transition from the Destination Sistrunk Welcome Center pilot facility to the permanent Cultural Center.

MARKETING

Supporting the growth of Broward's arts and culture sector by cultivating and engaging new and diverse audiences; promoting events, artists, grantees, cultural resources; attracting partners, stakeholders, and thought leaders; and increasing awareness, engagement, and storytelling through multiple channels, platforms, and publications. The Division aims to elevate its brand as the preeminent resource for arts, culture, and the creative economy in Broward. Events include the Annual Cultural Forum, Business Skills for the Modern Creator Institute, artist talks, and art activations such as the IGNITE Broward Festival of Art, Light, Video, and Sound, and "I Bet You Didn't Know" showcase of artwork by Fort Lauderdale-Hollywood International Airport employees.

GRANTS

Supporting nonprofit arts organizations, municipalities, and artists, awarding over \$4 million in FY22 through General Operating, Program, and Artist Support grants.

PUBLIC ART

Funded by a percentage of the county's Capital Improvement budget, the program is one of the oldest in the US, managing over 300 art pieces valued at \$31.3 million and collaborates

with municipalities to develop their own public art.

The requested General Program Support will expand the Division's reach through marketing support and innovative programming for artists, benefiting both locals and visitors.

2.1. Programming Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

To guide its work, the Division uses a strategic framework known as the "Five Pillars," which ensures fairness and justice are core elements of all systems and processes. The Division's goals for 2024-2025 align with the strategies of Equity, Access, Sustainability, Collaboration, and Innovation, and include:

- Increase financial investment to foster the growth of the arts infrastructure for the benefit of all residents and visitors.
- Catalyze community development by engaging local artists and presenting impactful programs.
- Build capacity and learning to engage the community and provide high-quality arts education programming to schools and community organizations.
- Amplify stories and elevate the Division's brand to raise public awareness and enhance the visibility of the arts in the community and beyond.

These goals align with the Division's vision of Broward County as a community where:

- The arts are an integral part of life, significantly contributing to the overall quality of life for all residents. The public recognizes and appreciates their enormous value. The Cultural Division is committed to ensuring accessibility to the arts for everyone.
- Artists, arts organizations, their leaders, and staff feel connected to one another and the broader arts community, emphasizing collaboration and innovative programming.
- The arts are recognized as integral to the local tourism economy, leveraging their influence to attract corporate investment.
- The business community actively engages in supporting the growth and development of the arts, acknowledging their significance for the health and wellbeing of employees.

2.2. Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a

“meet the artist reception”

OBJECTIVES:

- Provide at least \$5 million in grants and capacity building to arts organizations and individual artists
- Support at least 125 organizations with grant funding
- Provide funding to at least 30 artists
- Conduct at least 2 new Calls for Artists for public art for emerging and established artists
- Conduct at least 10 Artist Selection Panels for public art
- Build and grow relationships with the the Destination Sistrunk Cultural Center
- Certify at least 5 Broward artists as teachers through Broward Teaching Artist Credentialing
- Conduct at least 5 Business Skills for Creatives workshops
- Place paid advertising and/or editorial content in at least 20 publications
- Execute at least 2 targeted geofencing campaigns
- Publish at least 1,300 events on ArtsCalendar.com
- Publish weekly articles with the re-launch of Broward Arts Journalism Alliance (BAJA)
- Run :15 and :30 ads promoting ArtsCalendar.com on Hulu, cable, and local radio stations (dependent on FY24 approved budget)
- Deliver monthly email marketing campaigns promoting the calendar to 75,000 recipients
- Consistently produce content for 6 social media profiles to increase engagement and followers by 15%
- Increase media coverage and visibility by 20% by hiring local marketing firm to execute targeted PR campaigns
- Grow annual IGNITE Broward attendance by 30%

2.3. Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows.

Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

ACTIVITIES:

- Fund more artists and organization by increasing grants budget by \$1,200,000
- Partner with Community Foundation of Broward to double the number of Artist Support grants awarded
- Build the capacity of individual artists through Business Skills for Creatives workshops
- Award \$15,000 fellowships to resident visual and media artists from Broward through the South Florida Cultural Consortium Fellowship Program

- Engage additional municipalities in creating public art programs
- Graduate the first Level Three cohort of the Broward Teaching Artist Credentialing program certifying artists as teachers and welcome new cohorts to the program
- Expand cultural assets within historically Black and culturally significant neighborhoods through Destination Sistrunk, providing opportunities to experience and preserve the area's cultural tapestry by telling stories about the local community and the contributions of Black individuals throughout its history
- Facilitate professional support for neighborhood creatives, partnering with SongFest Broward, a music industry development workshop
- Provide artistic and creative production and workspace at The Porch, GOBA (Albert A. Tucker Gallery of Black Art), and The Circuit in the Destination Sistrunk Cultural Center for contemporary artists, musicians, dancers, performers, and producers to showcase their work and share their voices
- Promote cultural heritage tourism through Black Heritage Network, an initiative of the Division to promote Broward's most significant Black historical sites
- Encourage residents and visitors to pursue, engage, experience, and support arts and culture
- Maximize ROI of all sources of advertising and media placements
- Target online advertising, including geotargeted paid and organic social media, public relations, TV, radio, and e-blast campaigns
- Utilize outcomes data analysis to report and maximize efforts
- Re-launch Broward Arts Journalism Alliance to increase promotion of the arts
- Partner with additional venues and artists to grow IGNITE Broward event throughout Broward County

2.4. Partnerships & Collaborations (2000 characters)

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

The Division participates in government and cultural consortiums and cultivates partnerships in the business sector. Key initiatives include leading the Broward Days Arts and Culture Impact Team; chairing the Cultural Arts Council for the Greater Fort Lauderdale Chamber of Commerce; and partnering with the Broward County Black Chamber of Commerce.

Partners:

- South Florida Cultural Consortium: Formal agreement with 5 local arts agencies to select artists for Visual and Media Artist Fellowships
- Business for the Arts: Engages businesses to recognize the connection between cultural vitality, creative success, and economic development
- Visit Lauderdale: Provides support for Division grant programs and initiatives, particularly in promoting the County's diverse arts scene through the Destination Sistrunk partnership
- Americans for the Arts: Silver Premier level member

- **MAD:** Creative solutions firm and collaborator on IGNITE Broward
- **CODAworx:** Co-hosted annual summit on the economic impact of experiential art
- **The Grantsmanship Center:** Provides capacity-building program for grant recipients and local constituents
- **Community Foundation:** Provides \$10K in grants for new and experimental art projects
- **Grantees** such as NSU Art Museum, Museum of Discovery & Science, Broward Center for the Performing Arts, etc.

BUSINESS

- **Kickstarter Arts:** Advises nonprofits and artists on promoting their fundraising to an international market
- **Grantmakers in the Arts:** Facilitates conversations on capitalization and community workshops, providing a platform for area cultural funders and executives to discuss finances and approach funders for non-programmatic needs

GOVERNMENT

- **Fort Lauderdale-Hollywood International Airport and Port Everglades:** Collaborations on public art installations
- **Broward County Parks:** Provides youth arts education, public art, and serves as a Destination Sistrunk partner
- **Broward County Libraries:** African American Research Library and Cultural Center partners with Destination Sistrunk
- **The Children's Services Council of Broward County:** Supports increased arts involvement and exposure for children who may otherwise lack opportunities
- **City of Fort Lauderdale:** The city's new Office of Cultural Affairs formed a partnership with the County in 2022 to help facilitate the latest Arts & Economic Prosperity 6 (AEP6)

3. Project/Program Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

The Division collaborates with the Cultural Council and its committees for annual goal setting. Metrics and feedback are continuously evaluated using various methods to ensure programs align with Division goals:

- **Rubrics, questionnaires, surveys:** Distributed at public programs and workshops, analyzed by staff and Council during the mid-year and annual planning process, at the end of the fiscal year, after workshops, review panels and at the time of any administrative code or policy discussion
- **Financial, demographic and program information:** Analyzed from grantees' applications and reporting
- **ArtsCalendar.com:** Traffic tracked with Google Analytics; Broward.org/ArtsWeekly

social media reports internally monitored

- **Workshop attendance**
- **Audience subscriptions via MailChimp, consistently growing at a rate higher than industry and government averages**
- **Media tracking with Google Alerts**

The Division's grant evaluation process includes a review panel comprised of local citizens and peers representing a broad and diverse range of artistic and cultural viewpoints, professions, and backgrounds. The evaluation process includes:

- **Internal review: Staff ensures compliance, assists grantees with revisions and evaluation**
- **External Review: Panel publicly evaluates proposals in artistic quality, community benefit, and organizational capacity, providing funding recommendations using a mathematical formula**
- **Performance measures: Used to evaluate support and services, reported quarterly, and are shared with the public online**

This information helps evolve programming to meet community needs, as seen in the recent restructuring of the Division's grant program. Outcomes are shared with the public in the Division's annual report, Annual Cultural Forum, and continuously on the Division's homepage, blog, and media releases.

E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Total number of individuals who will be engaged?

2270485

1. What is the estimated number of events related to this proposal?

2,785

2. What is the estimated number of opportunities for public participation for the events?

13,667

3. How many Adults will participate in the proposed events?

1,774,844

4. How many K-12 students will participate in the proposed events through their school?

36,931

5. How many individuals under the age of 18 will participate in the proposed events outside of their school?

451,518

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved?

7,192

6.2. Number of Florida artists directly involved?

4,197

7. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

7.1. Race Ethnicity: (Choose all that apply) *

No specific racial/ethnic group

7.2. Age Ranges (Choose all that apply): *

No specific age group.

7.3. Underserved/Distinct Groups: *

No specific underserved/distinct group

8. Describe the demographics of your service area. (2000 characters)*

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

Broward County, with an estimated 2023 population of over 2 million and a growth rate of nearly 1% in the past year according to the most recent US census data, is the second-largest county in Florida and welcomes more than 14 million visitors annually. The county's population includes diverse demographic groups, with a median age of 40.5. It is home to a

minority-majority population, with 35% of residents born outside of the US, far exceeding the national average. The largest racial/ethnic groups are White (34%), Hispanic/Latino (32%), and Black (31%). The Hispanic population growth rate is at least three times as high as the countywide population growth rate. Broward County has a higher percentage of Black, non-Hispanic residents compared to the state, with over 27% versus approximately 15% statewide. Approximately 42% of residents speak a non-English language, higher than the national average.

The county exhibits demographic variations across different areas. Coastal tracts have predominantly White populations, while the southern part of the county and certain tracts have predominantly Hispanic populations. The western area of Fort Lauderdale has a substantial Black population.

In terms of income, the median household income in Broward County was \$64,522 in 2021. However, 12.8% of the population lives in poverty, an increase from the year prior. The percentage of Hispanic or Latino families with children living in poverty in Broward is twice as high as White families and nearly four times higher among Black or African American families. Broward County has 195,466 persons with disabilities, with over 19% living below the poverty line and 74.8% not in the labor force. The county has the highest concentration of same-sex couple households in the country.

The Division is committed to providing arts experiences that are accessible to all populations and building a sense of community throughout South Florida.

9. Number of individuals your members/organizations are serving?

3,000,000

10. Select all that apply to your organization? *

- Advocacy
- Arts Education
- Convening of Arts & Culture
- Community Building
- Cross-Sector Collaborations
- Manage/Operate Cultural Facilities
- Cultural Planning
- Cultural Tourism
- Access for All Initiatives
- Grant Maker – Artists
- Grant Maker - Organizations
- Marketing
- Mentoring/Internships
- Present Programming
- Produce Programming
- Professional Development/Technical Assistance – Artists

- Professional Development/Technical Assistance – Organizations
- Professional Development/Technical Assistance - Teachers
- Public Art

11. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

The collaboration between Broward Cultural Division and creative solutions firm MAD resulted in the highly successful IGNITE Broward festival of art, light, and sound in January 2023. The festival experienced significant growth, with over 40,000 guests of all ages engaging with various temporary digital art experiences across multiple locations, a 300% increase from the year prior.

To measure the impact of IGNITE Broward and other cultural initiatives, the Division relies on multiple sources of data. Attendance figures are gathered through the final reports submitted by grant-supported nonprofit cultural organizations, municipalities, and artists. Partnerships with activities and events also provide recorded attendance numbers. Additionally, the Division's outreach and marketing efforts, including cultural activities, publications, and social media posts, help gauge resident engagement with the cultural offerings.

With increased financial investment in the arts from Broward County, including the addition of a Cultural & Artistic Facilities (“C&A Facilities”) Capital Support grant award opportunity, and the continued commitment to developing inclusive programming, the Division expects a concurrent increase in the impact numbers throughout the grant term.

12. In what counties will the project/program actually take place? (Select a minimum of one) *

- Broward

13. What counties does your organization serve? (Select a minimum of one)*

- Broward

14. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

The Division has largely transitioned back to in-person programming but continues to offer some events in a hybrid model, such as free virtual grant application workshops and an annual virtual Grantsmanship Center seminar in the fall, providing valuable resources and support to artists and cultural organizations.

In addition to the Division's efforts, Broward's arts and cultural organizations continue to embrace virtual platforms. They offer a diverse range of virtual events, tours, and downloadable resources that serve to stimulate the mind, complement home-school programs, and encourage exploration of new places. These virtual events and resources are shared through ArtsCalendar.com, a platform produced by the Division that serves as a central hub for cultural activities and information in Broward County. By utilizing virtual formats and making resources available online, the Division and local organizations continue to engage the community, even beyond physical attendance, and promote access to arts and culture in a digital landscape.

15. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

Broward County is home to nearly 350 diverse arts and cultural organizations, with the largest portion in Performing Arts, followed by Folk & Culture and Multi-Disciplinary categories. Nearly 30% of these organizations have budgets under \$500,000, with more than 50% under \$100,000.

Broward County's increasing investment in the arts highlights its vital impact on the local economy and quality of life. The nonprofit arts and culture sector is a \$414.2 million industry, supporting 11,000 jobs and generating \$40 million in revenue. Audiences spend \$148 million annually, leveraging an additional \$265.7 million in local business spending. For every \$1 invested, \$9 is returned to the government. Programs attract visitors from 120 countries, supporting the state's tourism industry.

In FY22, the Commission provided over \$4 million to support arts organizations, including grants and individual artist projects. Broward's arts community thrives with over 1,400 cultural events. The Division's programs also have a significant impact on artists as entrepreneurs. The Business Skills for the Modern Creator Institute helps artists develop their businesses with information designed to help increase sales and grow their businesses. Over 800 artists have completed the program since its inception.

The Division offers various education and outreach programs. The Broward Teaching Artist Credentialing Program is a three-level professional development program for Broward teachers. The Arts Education Directory features teaching artists, cultural educators, and organizations providing standards-based programming for children. The Division's Destination Sistrunk Cultural Center includes an art gallery, event/production space, and a recording studio providing affordable and free services for music artists, as well as the

annual Jazz at the Circuit and SongFest community events.

In advocacy, the Division leads the Arts & Cultural Impact Team of the Broward Days arts advocacy group, chairs the Cultural Council of the Greater Fort Lauderdale Chamber of Commerce, and partners with the Broward County Black Chamber of Commerce and Florida Alliance for Arts Education.

16. Marketing and Promotion

16.1. How are your marketing and promoting your organizations offerings? *

- Billboards
- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Pay Per Click (PPC) Advertising
- Podcast
- Radio
- Organic Social Media
- Paid Social Media
- Television
- Other

16.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

DIGITAL COMMUNICATIONS

Broward.org/Arts

Funding information, grant applications, calls-to-artists, Division-hosted workshops and events, press releases and directories of local organizations, arts educators and Public Art & Design works.

ArtsCalendar.com

Arts and culture-related events, news, classifieds, and opportunities; local organizations, artists and venues. Grant recipients upload their programs and events to the free site.

Events

Hosted more than 45 events and workshops with +13,000 RSVPs.

Email (MailChimp)

20,000+ subscribers; promotes grants and relief funding, opportunities for creatives, events, professional and community development, advocacy. Increased open and click-through rates via targeted email lists.

Data Collection (jotform)

Collect data, surveys and applications from constituents, grant recipients, council members and other county agencies to further diversity, inclusion, and advancement.

County-wide Distribution

County's Office of Public Communications promotes Division content and events to more than 6,000 County employees, residents, and commissioners' constituents.

Press and Media

- Press releases announce news and initiatives
- Blogs published on ArtsCalendar.com
- Broward Arts Journalism Alliance hires local writers to cover cultural news ensuring arts writing remains a valued mode of engagement

Visual Storytelling/Videos

- Short documentaries on creation of public art projects and community events
- Use iPhone, gimbal and built-in social media services to livestream behind-the-scenes footage, public art installations, artist interviews, etc.

SOCIAL MEDIA

Instagram

@BrowardArts account is the second-most followed County profile, following Visit Lauderdale. Key insights include:

- 161% growth in profile visits
- 74,091 accounts reached (monthly average)
- 14,000+ likes on content/posts
- 146 total posts (including 29 call-to-artists posts)
- 37.5% increase in followers
- *Key trend:* Reels and short-form videos took the stage

Facebook

@BrowardArts shares news and promotes informal and immediate conversation. Key insights include:

- 19% increase in followers
- 18% increase in content likes
- 719% increase in link clicks
- 174% increase in page views
- *Key trend:* Application workshops and call-to-artist posts received the most clicks

@ArtsCalendar shares events with residents and visitors showcasing Broward's diverse arts scene while highlighting grantees. Key insights include:

- 489% increase in followers

- 7.9% increase in content likes
- 95.7% increase in link clicks
- 157.1% increase in page views
- *Key trend:* Announcements of new exhibitions and events at NSU Art Museum received the most likes, link clicks, and shares

Twitter

@BrowardArts shares content applicable for the local arts and culture sector

- .6% increase followers (6,761 followers total)
- 1,204% increase in content likes
- 1,223% increase impressions
- 1,571% increase in retweets

@ArtsCalendar account shares local arts and cultural events and opportunities for the public utilizing destination marketing techniques to grow cultural tourism

- .2% increase in followers (2,924 total)
- 1,204.8% increase in content likes
- 1,224.2% increase impressions (11,000)
- 1,571.4% increase in retweets

YouTube

- Platform to virtually view workshops, events, and content. SEO and closed captioning in multiple languages increased viewers and accessibility.

ADVERTISING

Paid advertising placements via:

- Mainstream radio stations
- Regional newspapers and local magazines
- National arts-related publications
- Streaming television services like Hulu
- Targeted, paid eblasts (engagement list marketing)
- Paid editorial
- Geofencing campaigns
- Mural commissions

\$215,000+ spent on advertising, select results:

- 278% Facebook click-through-rate higher than industry benchmark
- One Facebook video received 41,642 clicks, which resulted in 1,358,795 impressions
- 77,780 paid eblast opens for 7,370 total clicks
- Geofencing campaign returned a CTR 60% higher than industry benchmark
- 7,000,000+ total impressions/reach

F. Impact - Access for All Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

The Division understands the significance of providing access to arts and culture programming for all individuals, recognizing that art has the power to build communities and foster inclusion of people of all abilities. The Division is committed to ensuring that its programs and advocacy efforts are accessible to everyone and is supported by a diverse Board of Directors.

Broward County has a policy of providing equal opportunity and equal access to County services, programs, activities, and facilities for all qualified individuals with disabilities. In compliance with the Americans with Disabilities Act (ADA) of 1990, the County ensures that no qualified individual with a disability shall be excluded from participation in or denied the benefits of its services, programs, activities, or aspects of employment.

To further its efforts in promoting accessibility, the Division restructured its grants program in 2021 with a specific focus on creating greater access and inclusion in the grant-making process. ADA compliance has always been mandatory for all Division grantees.

Organizations that receive funding are required to include accessibility icons in their marketing materials, and samples demonstrating accessibility are requested as supporting documents during the grant application process. Grantees must also verify that their funded programs take place in ADA-compliant facilities and complete a series of ADA-related questions.

The Division ensures that its programs are open to all and are scheduled in ADA-accessible venues. Reasonable accommodations for special needs are provided upon request, including access to interpreters and services such as signing. Large print and recorded versions of all publications are made available, and accessibility icons are included on workshop marketing materials and website announcements. The Division's website is translated into multiple languages, including Spanish, Portuguese, French, and Creole.

All electronic publications are fully accessible, with the Division website undergoing an accessibility audit conducted by the Division's Office of Public Communications. The audit included the replacement of PDFs with ADA-accessible documents. Alternate text is included in all sections, and an accessibility checker is used to identify and fix any issues that may hinder individuals with disabilities from reading and interacting with the documents. The

website adheres to standards for accessible design set forth by the U.S. Department of Justice under Title II of the ADA and follows content accessibility guidelines provided by the World Wide Web Consortium.

The Division conducts an annual review of its ADA compliance procedures to ensure that they remain up to date. The most recent evaluation demonstrated that all procedures are in line with current accessibility standards and guidelines.

The Division's commitment to accessibility not only enhances the quality of life for people with disabilities but also enriches the overall cultural fabric of the community by ensuring that everyone can participate in and benefit from the diverse range of arts and cultural offerings in Broward County.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Chantel Seamore

4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed? 6/1/2023

5. What efforts has your organization made to provide programming for all? (2000 characters)

To expand inclusiveness, grant workshops include sessions conducted in Spanish, and applications are available in Spanish and Creole. Opportunities to increase equity in grantmaking brought recognition that the most beneficial funding the County can provide is

General Operating Support (unrestricted dollars), offering organizations flexibility to use the funds where they identify the greatest need.

As the voice for the arts in Broward, the Division advocates for diverse representation at the county level and supports artists of all cultures and organizations of all sizes. Workshops and capacity-building programs are free to attend. Marketing materials are provided in Spanish, Portuguese, French, and Creole. ASL interpretation is also provided. To reach new audiences and promote equity, the Division conducted a marketing campaign exclusively in Spanish on its BrowardArts Instagram account for the virtual workshop, Emprendimiento Creativo. For Public Art, The 'Walking Sticks with Stories to Tell' sculptural installation, referencing West African traditions, enhances a high-traffic area near the African American Research Library and Cultural Center.

The Division supports programs such as Embrace Music Foundation, connecting children with musicians; Indian Regional & Culture Center of Florida; Japan Arts; Holocaust Documentation & Education Center; Gay Men's Chorus of South Florida; Brazilian Voices; Louise Bennett-Coverley Heritage Council sharing Jamaica's folkloric culture; Women In Music AYO, a space for women to create; Encore Performing Arts Center offering affordable youth performing arts workshops and free community performances.

BAJA amplifies local artistic voices and tells the stories of our grantees and the communities they serve. The Community Engagement program continues to develop the Destination Sistrunk Cultural Center in the historically Black Sistrunk neighborhood, aiming to create a cultural asset full of arts activities.

The Division is dedicated to presenting experiences, like IGNITE Broward, grantee events, public art unveilings, and artist program support events, that are free to engage and interact with while utilizing virtual technology and non-creative sector platforms like Hulu to expand its reach. Not inclusive of IGNITE Broward and grant workshops, an average of 13 free events and workshops are presented each year.

G. Management and Operating Budget Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

The Division's history dates back to 1976 when the Art in Public Places Board was created by the Board of County Commissioners. In 1979, the Council on the Arts was established, and in 1983, it merged with the Libraries Division to become the Office of Cultural Arts. In 1991, the Cultural Affairs Division was formed as a separate entity from the Library Division. Presently, the Division consists of 16 full-time staff members specializing in Finance/Administration, Public Art and Design, Grantmaking, Community Engagement, and Marketing.

The Cultural Council plays a crucial role in preserving and expanding the county's artistic resources. Comprising 24 residents, the Council advises and supports the work of the Cultural Division. Its members are appointed by the County Commission, the League of Cities, Greater Fort Lauderdale Alliance, Broward County Schools, and other representatives.

The Public Art & Design program, launched in 1976, aims to enhance the aesthetic appeal of Broward County. In 1995, the allocation from county construction projects increased to two percent, distributed for art (70%), project support (15%), and conservation (15%). The program has gained international recognition and has been acknowledged as among the world's finest public art by Australia's Images Publishing in their book *Designing the World's Best Public Art*. The Division has also received five Americans for the Arts Year in Review public art awards, highlighting its commitment to advancing art and design. More recently, "Exuberance," by Alice Aycock (installation completed in 2019) received an international Merit Award from CODAworx's 2022 CODAwards, and the WESTAF (Western States Arts Federation), which runs the leading national Public Art Archives, selected "Walking Sticks," by Claudia Fitch (installation completed in 2021) for inclusion in its national public art map.

The Division has prioritized advocacy initiatives, particularly in supporting arts education at the local, state, and federal levels with the Broward Teaching Artist Credentialing program which graduated 10 teaching artists in FY22. Additionally, the Division continuously adapts its programming to meet the evolving interests and needs of the arts community, expanding its digital programs and resources for artists, organizations, and the public.

2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

The Division's fiscal condition for FY 2024-2025 is expected to grow through a substantial request of additional funding from the County, which is noted in the included budget. General

Fund revenues are utilized to support the agency's programming. To address the needs of artists and organizations in a challenging economy, the Division will seek additional funding through collaboration with Visit Lauderdale to market cultural tourism programs and develop an annual signature event highlighting cultural diversity, and through the promotion of the State of the Arts License Plate Program.

Grant funding is provided by the Broward County Board of County Commissioners during each year's budget process. Unlike many counterparts funded by hotel/motel taxes, the Division primarily relies on appropriations from the County's General Fund. Despite the pandemic's challenges, the Commission has approved a \$1.55 million increase in the Division's FY23 budget, which includes a \$1 million C&A Facilities Capital Support grant award program.

3. Completed Fiscal Year End Date (m/d/yyyy) * 9/30/2022

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$1,088,944	\$1,624,038	\$1,806,140
2. Personnel: Programmatic	\$33,328	\$44,490	\$35,670
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$5,300,045	\$6,778,525	\$7,242,871
5. Outside Fees and Services: Other	\$390,690	\$56,050	\$80,000
6. Space Rental, Rent or Mortgage			
7. Travel	\$7,251	\$39,410	\$38,320
8. Marketing	\$64,752	\$101,620	\$120,106
9. Remaining Operating Expenses			
A. Total Cash Expenses	\$6,885,010	\$8,644,133	\$9,323,107
B. In-kind Contributions			

	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
C. Total Operating Expenses	\$6,885,010	\$8,644,133	\$9,323,107
Income			
10. Revenue: Admissions			
11. Revenue: Contracted Services			
12. Revenue: Other			
13. Private Support: Corporate			
14. Private Support: Foundation			
15. Private Support: Other			
16. Government Support: Federal			
17. Government Support: State/ Regional	\$79,293	\$150,000	\$106,000
18. Government Support: Local/ County	\$6,964,303	\$8,794,133	\$9,429,107
19. Applicant Cash			
D. Total Cash Income	\$7,043,596	\$8,944,133	\$9,535,107
B. In-kind Contributions			
E. Total Operating Income	\$7,043,596	\$8,944,133	\$9,535,107

5. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

Not applicable.

6. Paid Staff

Organization has no paid management staff.

- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

7. Hours *

- Organization is open full-time
- Organization is open part-time

8. Does your organization have a strategic or long range plan?

- Yes
- No

H. Management and Proposal Budget Page 8 of 12

1. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)

Save each individual line within the budget.

To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Arts Assistant	\$25,000	\$25,000	\$0	\$50,000
Totals:		\$25,000	\$25,000	\$0	\$50,000

2.2. Personnel: Programmatic *

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Arts marketing professional development (webinars and workshops facilitated by the Division in partnership with nation's leading digital arts marketing firm, Capacity Interactive)	\$15,000	\$15,000	\$0	\$30,000
2	Virtual and in-person workshops	\$25,000	\$25,000	\$0	\$50,000
Totals:		\$40,000	\$40,000	\$0	\$80,000

2.5. Outside Fees and Services: Other *

2.6. Space Rental (match only) *

2.7. Travel (match only) *

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Broward Arts Journalism Alliance (hiring local writers to tell the stories of the arts in Broward)	\$25,000	\$25,000	\$0	\$50,000
2	Artscalendar.com production	\$35,000	\$35,000	\$0	\$70,000
3	Content production (video production, photography, etc.)	\$25,000	\$25,000	\$0	\$50,000
Totals:		\$85,000	\$85,000	\$0	\$170,000

2.9. Remaining Proposal Expenses *

2.10. Amount of Grant Funding Requested:

\$150,000

2.11. Cash Match:

\$150,000

2.12. In-Kind Match:

2.13. Match Amount:

\$150,000

2.14. Total Project Cost:

\$300,000

3. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

3.1. Revenue: Admissions *

3.2. Revenue: Contracted Services *

3.3. Revenue: Other *

3.4. Private Support: Corporate *

3.5. Private Support: Foundation *

3.6. Private Support: Other *

3.7. Government Support: Federal *

3.8. Government Support: Regional *

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	General Fund Appropriation for Proposal	\$150,000	\$150,000
Totals:		\$0	\$150,000

\$150,000

3.10. Applicant Cash *

3.11. Total Project Income:

\$300,000

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	50%
B.	Cash Match	\$150,000	\$150,000	50%
	Total Cash	\$300,000	\$300,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$300,000	\$300,000	100%

4. Additional Proposal Budget Information (optional) (1000 characters)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

Not applicable.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9 Form PT.PDF	33 [KB]	6/8/2023 1:53:10 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
990 Statement.pdf	80 [KB]	6/8/2023 1:53:44 PM	View file

1.3. Documentation of official Local Arts Agency designation

File Name	File Size	Uploaded On	View (opens in new window)
-----------	-----------	-------------	----------------------------

File Name	File Size	Uploaded On	View (opens in new window)
Local Arts Agency Designation.pdf	341 [KB]	6/8/2023 1:54:09 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
Broward Cultural Council 2023.pdf	Broward Cultural Council	Members of the 2023 Broward Cultural Council	91 [KB]		View file
Cultural Division Org Chart June 2023.pdf	Org Chart	Broward Cultural Division Organizational Chart	83 [KB]		View file
IGNITE Broward 2023.pdf	IGNITE Broward 2023	Recap of IGNITE Broward 2023 with stats, social media report and link to video	7627 [KB]		View file
SFCC Exhibition Catalogue.pdf	SFCC Exhibition Catalogue	The South Florida Cultural Consortium Catalogue was produced by Broward Cultural Division to document the artwork created by talented regional artists selected for the fellowship.	3215 [KB]		View file
ABOUT - AEP6 survey and media.pdf	AEP6 Survey and Media	Administered by Americans for the Arts, AEP6 will examine the economic impact of the arts and culture in Broward County and spearheaded by the Broward Cultural Division in partnership with the City of Fort Lauderdale's new Office of Cultural Affairs.	1185 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Dania Beach Public Art Plan.pdf	Dania Beach Public Art Plan	City leaders saw the potential to transform Dania Beach for the benefit of citizens, while highlighting its charm, character, potential, and history through public art, and they hired our County agency to oversee and create a comprehensive Public Art Master Plan.	6791 [KB]		View file
FL Arts Economy social media highlights.pdf	Florida Arts Economy Social Media Highlights		2431 [KB]		View file
Paid Social and Media Report - Broward Cultural Division.pdf	Paid Social and Media Reporting	October 2021 - September 2022	2037 [KB]		View file
Stategrant-coverletter-24-25 FINAL.pdf	Cover Letter	Letter to Panel from Broward Cultural Division Director Phillip Dunlap	1061 [KB]		View file
Grants ADA DEI Recap.pdf	Cultural Division FY24 Grantee ADA DEI Recap	FY24 General Operating Support and Program Support Grantees' ADA and DEI Information	207 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8) (a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 59-6000531 expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; Section 215.197, Florida Statutes, Florida Single Audit Act; and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.286, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Broward County and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Phillip Dunlap

