



COMMUNITY
FOUNDATION
OF BROWARD

For Good. For Ever.



Art of Community Challenge

Welcome

Introductions

Most memorable/impactful art experience

Art of Community

Why?

Six months of community dialogues with residents from throughout Broward pointed to three key issues:

- There is a lack of cohesion among communities and cultures which results in a lack of sense of community among residents
- Community issues were addressed in silos, limited the synergies of diverse view points and skills to address challenges
- Funding for arts programs has been reduced

Art of Community

Why Art of Community?

Art of Community

To increase a sense of community
through bold, unique
collaborative projects
that utilize arts
to address issues of public concern.

Art of Community

How?

- Investing \$500,000 a year.
 - \$2.5 million over the next five years
- Supporting **bold**, unique projects
- Awards up to \$100,000 for each project

Art of Community

...sense of community...

...a feeling members have of belonging, that members matter to one another and the group, and a shared belief that member's needs will be met through their commitment to be together
(McMillan and Chavis, 1986).

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...sense of community...

It is a key factor to people's connection to each other and where they live.

Four key elements must exist for individuals involved

- Being part of a group throughout the project
- Feeling they matter and are making a difference
- Gaining something from the experience
- Sharing in a common event and/or accomplishment

Art of Community

...through collaborative projects...

Collaboration across sectors and disciplines results in collective impact

- Group of stakeholders working together
- Sharing of ideas and to solve big issues
- Undertaking components where each excels (not doing the same thing)
- Each organization must contribute to the success of the project

Art of Community

...through collaborative projects...

Successful collaboration requires entities involved to:

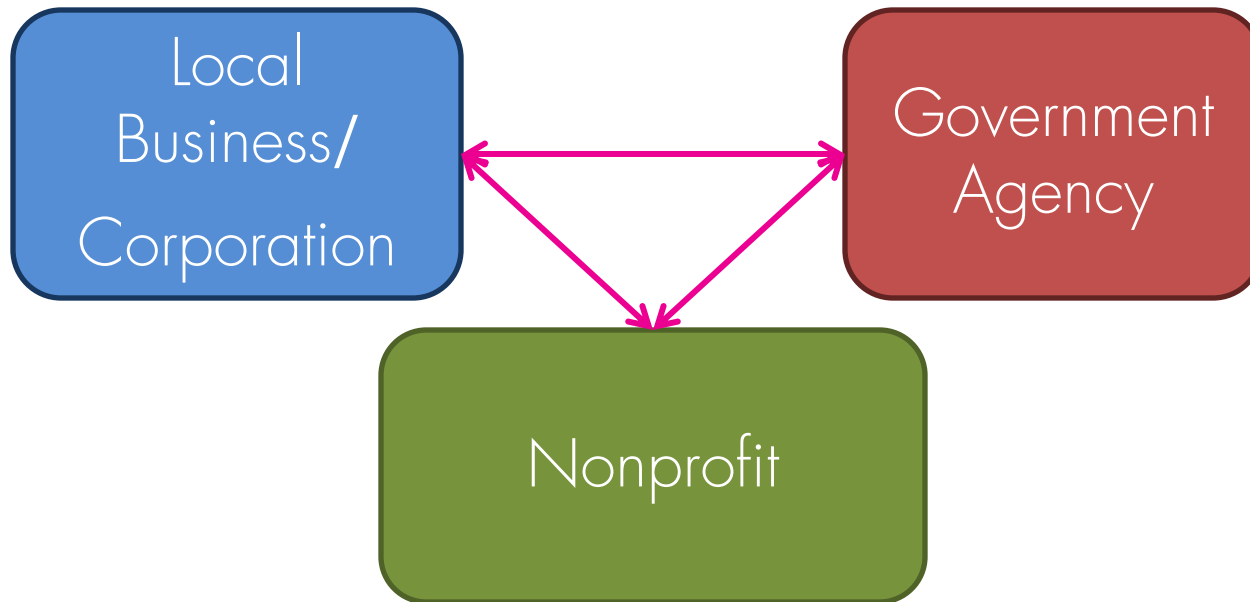
- Have a shared vision for the results
- Have a stake in the issue addressed
- Share the responsibility and accountability to achieve outcomes

All parties must utilize their strengths, grow from the experience, and share equally in celebrating the impact. Everyone wins.

Art of Community

...through collaborative projects...

across sectors and/or disciplines



Minimum of three. One will be the “lead agency”

Art of Community

...that utilize arts...

We believe the arts

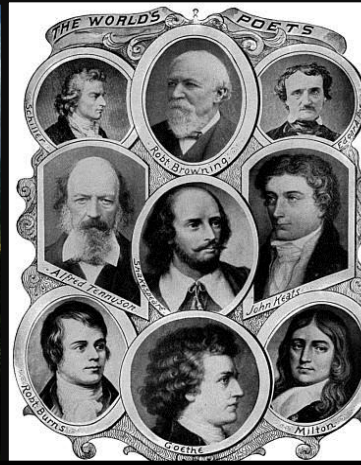
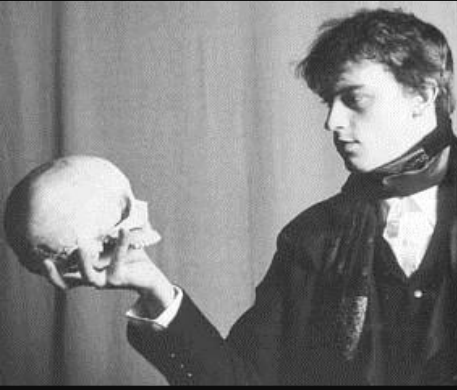
- Have the **power to bond people to each other and their community through a universal language.**
- Can **bridge different community sectors** and/or disciplines to work collaboratively using *creativity and innovation*.
- Have the **power to be utilized more to address significant community problems.**

Arts are a tool to accomplish the goal!

Art of Community

...that utilize arts...

...personal expression, **music**, **DANCE**,
drama, **theater**, **CREATIVE WRITING**, *literature*,
painting, *sculpture*, *folk arts*, photography,
crafts, **public art**, *media*, and **architecture**,
to name just a few.



Art of Community

...to address issues of public concern.

- Fit with mission and focus
- Relevant to Broward

Criteria

- One lead organization
- Demonstrate impact on an important community issue.
- Innovative, unique, and bold projects
- Use the arts to make an impact on issues
- Involve residents who are not already working together
- Collaborations involve at least three organizations
- Involve at least one professional artist
- Provide an evaluation component:
 - Increase in residents sense of community
 - Impact on community issues addressed
 - Value of the arts as a tool to solve the issue addressed

Qualifications

- All nonprofits, for-profits corporations, government, and local authorities **that serve Broward** may apply.
- The designated lead agency must demonstrate the collaboration has acquired a 1:1 match with minimum 50% cash and 50% in-kind.
- Programs must present a new or expanded **innovative** initiative.
- Must take place in Broward and engage Broward residents

Process

Nonprofit

Local Business/
Corporation

Government
Agency

Local Artist

- Identify an important community issue that moves and motivates you.
- Create a collaboration of at least three organizations/ agencies (from different disciplines or sectors) that care about the issue as you do and can help produce change.
- If you're not a professional artist, go get one to help you get your art on!
- Excite, engage & involve Broward residents in the project.
- Submit a proposal for a cool, innovative new project that will make a difference on the issue.

Review the next three community projects.

“Are they a fit for Art of Community?”

City of Philadelphia City Mural Arts Program

Design in Motion: The Recycling Truck Project, a city-wide public art and graphic design project produced in collaboration with The Design Center at Philadelphia University, the City of Philadelphia Streets Department Recycling Office to coincide with the introduction of Philadelphia's city-wide single-stream recycling program. The twenty recycling trucks feature artwork created by Big Picture students in response to their study of historical and contemporary textiles which feature elements drawn from The Design Center's textile collection.



Restorative Justice :City of Philadelphia Mural Arts Program

To use mural-making and art education as a means of combating and preventing crime and its impact on communities.

The Mural Arts Program is part of the Philadelphia Anti-Graffiti Network. It addresses issues around crime and delinquency by increasing the programs available to adult inmates at local correctional facilities, ex-offenders re-entering their communities, juveniles arrested for minor crimes and in residential placement, chronically truant youth, residents of crime-impacted neighborhoods and victims of crime. Coordinates with local home improvement company and local art museum to support project.



EvacuSpots: City Assisted Evacuation Plan [CAEP] Neighborhood Pick-Up Points Project: Call to Artists



The City of New Orleans' Office of Homeland Security and Emergency Preparedness, and the citizen's volunteer group Evacuteer.org, work together to assist car-less residents leave the city during mandatory evacuations.

The primary function of the public art is to provide ongoing awareness of the evacuation points to all citizens. This is a prime opportunity to enrich, educate, and serve the community through public art.

All proposed work should be of a scale and material suitable for outdoor display, designed to withstand an outdoor, high traffic, unmonitored environment with very limited maintenance required. The works must be securely anchored, and able to withstand hurricane force winds.

Through working with the community and local artists and design professionals in a project charrette, we learned the importance of narrowing in on a way-finding icon as the central project goal.

Questions?

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Art of Community

How can the Community
Foundation help you with your
projects?

Art of Community

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projects?