

**2021 Art of Community RFP  
Grant Application Narrative (input into online form)**

**Organization Name**

Broward Center for the Performing Arts

**Mission**

The Broward Center for the Performing Arts builds community through the arts by delivering quality entertainment, educational opportunities and memorable moments that engage and inspire audiences, nurture collaboration and drive economic vitality.

**Organization History**

*Provide a brief history of your organization. Include major accomplishments, premiere projects and number of clients served in previous 12 months. Limit 300 words.*

Since 1991, the Broward Center for the Performing Arts (Broward Center) has been one of Broward County's most valuable community assets, presenting more than 700 events to more than 600,000 visitors each year and contributing more than \$130 million annually in local economic impact. Artistic presentations span multiple venues throughout the county and range from the best of Broadway to award-winning local and international cultural programming, including South Florida's own Miami City Ballet, Florida Grand Opera, Gold Coast Jazz Society and Symphony of the Americas. More than just performances, the Broward Center works to build community through the arts by offering a wide variety of educational programs and outreach activities that engage all segments of the diverse South Florida community, particularly the underserved. In partnership with the School Board of Broward County, the Broward Center has the largest free arts-in-education program in the country, which annually serves more than 100,000 students and has served more than 3.4 million students to date. The Broward Center also provides more than 100 community-based and non-profit organizations with technical and marketing support and assisted them in presenting professional-level performances in its venues. A leader in providing equal access to the arts for all, the Broward Center is a founding member of the Florida Coalition for Access to the Arts; was the first performing arts center in Florida to offer Audio Description for blind or low-vision patrons to hear narration of performances; and launched the first sensory-friendly performances in Broward County designed to be more welcoming for individuals with developmental disabilities.

**Board**

*Please describe how your Board is involved in building the capacity of your organization. Provide information on activities your Board engages in to support your organization, such as meeting schedule/frequency and financial and/or in-kind support. Do not list the names of your board members. Limit 200 words*

The Broward Performing Arts Foundation's Board of Directors is made up of 40 community leaders with the primary responsibility of providing the resources that help support the Broward Center's operations and mission-driven activities. All board members are required to make a minimum of a \$100,000 financial commitment upon joining, which may be paid outright or with a five-year pledge, and thereafter maintain active membership at the Foundation's Benefactor level

with a minimum donation of \$2,500 per year. Board members are expected to financially support all Foundation fundraising events. All board members were also required to support the ENCORE! Capital Campaign to renovate the Broward Center in 2014 and the recently completed campaign to renovate the Parker Playhouse. In addition to financial contributions, board members are expected to actively participate in the stewardship of donors and cultivation of prospects, attend bi-monthly board meetings (not missing more than one meeting annually) and serve on at least one board committee or task force.

## **Professional Development**

*What professional development does your board/staff participate in? Are any current staff members alumni of the Community Foundation of Broward's American Express Leadership Academy or Ready2Lead programs? Limit 200 words.*

In addition to internal leadership training and team-building activities, all Broward Center staff are highly encouraged and supported to seek out external opportunities for professional and personal development, whether it is attending an industry-specific conference or training within their respective field, participating in a leadership development program or serving on a board for another non-profit. The Broward Center partners with Dale Carnegie, Broward College and New Horizons to make ongoing professional development opportunities available at no cost to staff, who can select the most appropriate courses and trainings for their position, development needs, career goals and schedule. The Broward Center supports one staff member each year to participate in the year-long Leadership Broward program and has supported additional staff to participate in Leadership Florida, Leadership Fort Lauderdale, Women Leading Broward and other programs. Broward Performing Arts Foundation President Lisa Kitei is also an alumna of the Community Foundation of Broward's American Express Leadership Academy.

## **Organization's Annual Budget**

██████████

### **Tax ID**

592657043

### **Staff\_Size**

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### **Web Site**

[www.browardcenter.org](http://www.browardcenter.org)

## **Project Information**

## **Art of Community**

*The goal of Art of Community is to embed the arts into the DNA of Broward in ways that ignite creativity and build community pride and identity.*

**Art Project Name – Limit project name to 10 words/50 characters**

Arts for Action: Black Voices

### **Artists**

*Professional artists can add insight and value to a project. Their community experiences and ability to spark creative problem solving provide valuable opportunities to inspire original solutions to community issues. More than one artist may be used. Projects may use artists from outside South Florida; however, local artists are preferred. (Transportation expenses to Broward for non-local artists may not be expensed to Community Foundation's line items.)*

**Full Name of Artist (if already chosen)**

Black Violin

**Why did you choose the aforementioned artist(s)?**

*Describe their credentials and track record doing these types of projects. Limit 300 words.*

Combining music styles and influences that include jazz, hip-hop, funk and classical, Black Violin is composed of two classically-trained violinists, Kev Marcus and Wil B, who first met playing violin in the Dillard High School Orchestra in Broward County and grew up coming to performances at the Broward Center. They have since become a highly acclaimed professional touring duo, performing an average of 200 shows a year across the world and helping to keep classical music at the forefront for the younger generation. The band's recent record, *Stereotypes*, debuted at #1 on the Billboard Classical Crossover Chart and #4 on the Billboard R&B Chart. The group has steadily built a devoted following and diverse touring base — culminating in such triumphs as two sold-out shows at the Kennedy Center for the Performing Arts with the National Symphony Orchestra commemorating the 50<sup>th</sup> anniversary of Dr. Martin Luther King Jr.'s death — while occupying a musical lane that's entirely its own. In 2018, Black Violin was announced as the official artist for Bethune Elementary School in Fort Lauderdale as part of the Turnaround Arts program, a national education reform effort of the Kennedy Center, that infuses arts into struggling schools. In recent years, Black Violin has played several sold-out shows at both Parker Playhouse and the Broward Center, and they have been active partners and advocates for the Broward Center's arts-in-education programs. Throughout their careers they have consistently demonstrated their willingness and ability to challenge conventions and expectations while also drawing new and diverse audiences to their art. As the Black Lives Matter movement began to grow earlier this year, Black Violin approached the Broward Center about working together to create new programs that would bring the local community closer together through the arts – and the seed for the Arts for Action series was planted.

**Art of Community Project Description**

***The objective with this RFP is to use arts as a tool or catalyst to heighten awareness, deepen knowledge, and mobilize action on social justice issues. We are looking for projects that will***

***1) Build community or civic engagement, create dialogue around social justice issues.***

***2) Help residents address social justice problems and build relationships.***

***3) Address any of the many social justice issues.***

***Describe step by step, how you will address the outcomes stated in the RFP. Your response must paint a picture of how you will engage residents, what social justice issue will be addressed and why. Make sure to include the implementation activities of this project.***

The Broward Center will partner with Broward-based classical/hip-hop duo Black Violin to present Arts for Action: Black Voices, a year-long series of events designed to raise awareness, educate, inform and drive action for social change through the arts. The project will focus specifically on lifting Black voices that are vital to the Broward community with an emphasis on how the arts and artists can be a force for change in addressing vital issues of social justice and racial inequality. With Black Violin’s Kev Marcus and Wil B as the Broward Center’s first-ever “Impact Curators,” the project will engage other local and national artists of color, cultural influencers and Broward residents in unique forms of story-telling and dialogue complemented by live performances across a variety of artistic genres, with the goal of bringing audiences of all races and backgrounds together to work toward solutions. Given the uncertainty surrounding the COVID-19 pandemic and the timeline for returning to in-person performances at full capacity, the Broward Center’s project will begin with virtual experiences and transition to in-person events as appropriate and allowable, culminating in a community-wide outdoor festival in February 2022.

Primary project activities to address the stated outcomes will include:

- A minimum of six livestreamed, online events utilizing a platform such as StreamYard or Zoom that will feature engaging dialogue with artists and/or industry professionals and residents. The Broward Center and Black Violin will work together to select the theme for each conversation and leverage their extensive relationships within the community to secure high-caliber artists as the featured guests, with a focus on highlighting Black voices. In addition to Black Violin themselves, participating artists may include, but will not be limited to, the following: cast members from the touring Broadway production of

[REDACTED]

[REDACTED] and other local and national professionals in the performing and visual arts fields. A minimum of two events will also focus on engaging and building bridges to those outside of the arts, such as law enforcement and elected officials, in order to further break down barriers and promote meaningful dialogue about social justice.

- A minimum of three performances by prominent Black artists, including Black Violin and other professional artists to be determined, that will be held for live audiences in unique Broward Center spaces, both indoor and outdoor, in order to enhance opportunities for interaction and engagement. Each performance will also include a pre- or post-show conversation between the artist and residents. All live events will strictly adhere to the most current CDC social-distancing guidelines.
- A grand finale festival in February 2022 that will be free to the public and bring a wide variety of community partners, artists and residents together in Esplanade Park adjacent to the Broward Center. Timed to coincide with Black History Month, the outdoor festival will provide an opportunity to showcase the stories captured throughout the project in digital format as well as incorporate new performances, exhibits and experiences from other artists and partners in an accessible outdoor setting. In addition to a professional headline performer, the Broward Center will issue a call for submissions from local artists across a variety of art forms to participate in the project.

As part of the implementation plan, the Broward Center will partner with the Racial Equity Institute to facilitate training for all Broward Center staff and project partners at the outset of the project, which will help all participants to better understand the systemic racial inequities the project seeks to address.

In addition, the Broward Center and Black Violin are in the process of forming an advisory panel of other Black cultural influencers that will help shape and/or directly play a role in the program content throughout the year. Advisors confirmed to date include:

- Neki Mohan, an award-winning journalist who is the CEO of her own consulting and media company. Most recently, she anchored a #1-rated morning show at the ABC affiliate in Miami for over a decade. A compelling storyteller, her reporting has taken her across the Caribbean, the US and around the world. She has covered red carpets, world leaders and some of the biggest news stories at 10 TV stations in five cities.
- Gregory Reed, an award-winning and highly sought-after photographer. A recipient of the inaugural Black Owned Media Alliance Photo Journalist of the Year award in 2017, Gregory's work has appeared in The Miami Times, Legacy Magazine, The Miami Herald, Sun-Sentinel, and international publications. He was a featured photographer with the prestigious 2016 side-by-side exhibit of Obama White House Photographer Pete Souza. Mr. Reed currently as Vice Chair of the Broward Cultural Council and is also a member of the Old Dillard Foundation.

### **Project Start Date**

3/1/2021

### **Project End Date**

3/31/2022

**Project Budget**

\$100,000

**Requested Amount**

\$100,000

**Creative Art Form:**

*What is the creative art form you are using? How will residents be involved in the process?*

*Limit 100 words*

The project will utilize multiple art forms, including music, theater, dance, visual arts and storytelling, and reach residents through virtual and in-person events. In addition to experiencing art, residents will have the opportunity to engage in conversation with the artists and each other during the events. The project's advisory panel includes several residents of color, and partnerships with organizations such as the African-American Research Library, Urban League and others will be utilized to encourage more involvement from traditionally underserved residents. A new email address, [impact@browardcenter.org](mailto:impact@browardcenter.org), will also be established and promoted to solicit ideas and feedback directly from residents.

**Social Justice Issue, Target Population and Geographical Focus**

*1) What is the specific social justice issue that your project will address?*

*2) Describe why this is important to the residents or participants?*

*3) Where in Broward this project take place? Please list venue, city and/or other descriptive information. Limit 300 words*

The Broward Center's project will focus specifically on how the arts and artists can be a force for change in addressing vital issues of racial inequality. The disproportionate effects of COVID-19 on communities of color, combined with the widespread social unrest and calls for justice tied to tragic events in 2020, have laid bare the very real consequences of systemic racism that still pervades our society today. Broward residents experience these effects when they take their children to school, when they apply for jobs, when they try to rent or buy a home, when they shop, when they interact with law enforcement and the legal system, and more. New and innovative approaches are needed to help end the inequities that have plagued our community for far too long. As one of South Florida's largest cultural institutions, and with a mission to build community through the arts, the Broward Center recognizes both the duty and the opportunity it has to draw on its considerable resources and partnerships to help create a better, more inclusive, and more equitable world for Broward residents and society at large. This project will help fill a void in the community by amplifying the voices of Black artists and activists while at the same time providing a welcoming forum for residents of all races and backgrounds to come together for cultural experiences and open dialogue that will help drive action for social change. Project activities will primarily take place at the main Broward Center complex in downtown Fort Lauderdale, utilizing a combination of virtual, indoor and outdoor spaces to create meaningful, interactive experiences

between artists and residents. The project will culminate in a one-day outdoor festival in February 2022, which will take place at Esplanade Park adjacent to the Broward Center.

### **Impact/Success**

*Describe what success will look like? What will be different/changed because of this project?*

**Limit 200 words**

The Broward Center’s project aims to successfully bring Broward residents of all races and backgrounds together through a shared interest in the arts and provide a safe, inclusive space where they can build relationships through moderated yet open conversations about emotionally-charged topics. The Broward Center stages will become platforms for sharing the stories of marginalized community members who have long felt ignored, unseen or unheard. Listening to the experiences of prominent Black artists will encourage others to find their voice and provide pathways for self-expression through the arts. The Broward Center’s staff and partners will be ready to better understand and join forces to address issues of concern related to racial justice. Community leadership will have the opportunity to hear non-traditional voices and be encouraged to seek new solutions from within the Black community, giving Black artists and activists a seat at the table for planning and decision-making.

### **Project Summary**

*Why we should be excited about supporting your project? Limit 100 words*

The ██████████ Foundation’s support will enable the Broward Center to bring national touring artists and arts activists Black Violin to serve as its first-ever “Impact Curators,” helping to shape a curated series of social and arts programs that look honestly and frankly at race – online, onsite at the Broward Center and out in the community. The year-long project will culminate in a free event in Esplanade Park that showcases Black voices to a wide variety of audiences, and it will serve as the model for future Arts for Action series that address other social justice issues of importance to Broward residents.

### **Partner/Collaborating Organizations (If Applicable)**

*While not necessary, you may wish to collaborate with other organizations for your Art of Community Project. Successful collaboration requires the organizations 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 entities must utilize their strengths, grow from the experience, and share equally in celebrating the impact. Letters of commitment from each collaborator must be included with this application and clearly state their involvement and responsibilities.*

**Partner Organizations (If Applicable):**

***List the project partners and state their roles? Limit 200 words***

The Broward Center's primary collaborator on the project is Black Violin, whose involvement will include, but is not limited to, performing at events, identifying and bringing in additional artists, curating the artistic experiences, leading panel discussions and conversations with residents and cross-promoting the project across their extensive marketing channels. The Broward Center anticipates a high level of collaboration on the project from other artists and community organizations, but commitments have not yet been formalized as of the time of grant application.

**General Project Details**

***How will you measure your project's achievement of:***

***1) Building community or civic engagement and create dialogue around social justice issues.***

***2) Help residents address social justice problems and build relationships.***

The Broward Center will measure increases in community engagement, relationship-building and dialogue around racial justice through the following metrics:

- Number of participants per event
- Number of return participants to more than one event
- Increase in diversity of audience at events
- Number of first-time participants at Broward Center events
- Number of artists engaged
- Number of new artists engaged
- Number of visitors to Arts for Action/Social Justice webpage
- Level of social media reach and engagement related to events
- Zip code analysis to assess geographic distribution of participants
- Number and range of community partners
- Number of new partners and/or funders engaged
- Positive public perception, as measured by media coverage, recognition by local government and other agencies, consumer response and feedback.

***What are the indicators of success? Limit 100 words.***

Indicators of success will include steady or increased attendance at events over the course of the project; customer loyalty, as evidenced by repeat attendance; increased diversity in audiences and artists; and a significant number of new community partners. More than just numbers, the Broward Center will also utilize digital documentation of the project activities, participant surveys and debrief sessions with the advisory panel members and project partners to help determine the project's success in creating dialogue around issues of racial injustice and building relationships that will drive social change.

***Will this be a one-time project? If not, then how will this project be sustained and over what period of time? Limit 200 words***

Arts for Action: Black Voices is intended to be a year-long project, with the [REDACTED] Foundation as its first and most significant funder. The Broward Center's vision is to build upon the foundation of this pilot program to launch similar Arts for Action series in the future that will address other social justice issues, such as LGBT+, human rights, education, health and others, based on identified community needs. Each series is likely to incorporate different curators, artists, partners and funders, but they will all have a similar focus on combining artistic experiences with meaningful opportunities for dialogue among artists, residents and community leaders that will help build relationships and drive action toward social change.