



Broward County

Legislation Text

File #: 20-460, Version: 1

Broward County Commission Regular Meeting

Director's Name: Bertha Henry

Department: County Administration

Division: Cultural Division

Information

Requested Action

MOTION TO AUTHORIZE Cultural Division to create a program under which Cultural Division staff will provide administration of public art programs for Broward County municipalities in exchange for a negotiated fee, in an amount equal to or greater than the costs to be incurred by County, and to authorize the County Administrator to approve and execute agreements between the County and each city to perform such services in a form to be reviewed and approved for legal sufficiency by the Office of the County Attorney.

Why Action is Necessary

Authorizes Cultural Division staff to negotiate with cities for the provision of public art administration services and authorizes the County Administrator to execute agreements between the County and cities.

What Action Accomplishes

This action will allow staff to negotiate with the cities and provide Public Art administration services for a fee in an amount equal to or greater than the costs to be incurred by the County.

Is this Action Goal Related

Yes

Previous Action Taken

None

Summary Explanation/Background

THE CULTURAL DIVISION RECOMMENDS APPROVAL OF THE ABOVE MOTIONS.

This item supports the Board's value of cultivating community culture, arts, recreation, and life-long learning and goals relating to providing diverse artistic, cultural, educational, and historical amenities and programs that contribute to a vibrant, multi-cultural, and economically viable community.

The Broward County Board of County Commissioners (Board) created the Public Art & Design program in 1976 to enhance the visual environment for the citizens of Broward County, to integrate the design work of artists into the development of County capital improvement projects, and to promote tourism and economic vitality of the County through the artistic design of public spaces. Since that time, more than 250 artworks have been commissioned for County facilities and spaces.

Eight Broward cities currently have public art Ordinances and there is an increasing need for public

art administrative services as the number of Broward municipalities wishing to establish public art programs grows. Public art administrative services may encompass a broad range of activities such as facilitating the artist selection process, establishing pre-screened pools of artists, developing guidelines and master plans, or working with community stakeholders. In the course of planning for public art, the City of Dania Beach and City of Fort Lauderdale have expressed an interest in procuring the Cultural Division's administrative expertise to provide program support.

Cultural Division staff are experts in arts management and have educational backgrounds in art, art history, graphic design, and music. The Cultural Division's Public Art & Design section manages the selection of artists, oversees the design, fabrication, and installation of public art, and coordinates conservation of the art collection. Staff also conducts charettes and workshops for the community to learn about public art, facilitates engagement activities of artists, organizes exhibitions, coordinates partnerships with entities wishing to place public art on County property, and develops media plans. The Public Art & Design section has an established track record of working collaboratively with Broward municipalities as demonstrated by the nine murals that were commissioned in partnership with cities for Broward 100.

The cost to each city would be determined based on the services requested and staff time required to complete the service. County ordinance 1-88(a)(7), which establishes the Public Art & Design program, would be used as a guideline when negotiating service fees (Exhibit 1).

Approval of this motion would allow the Cultural Division to further contribute to the cultural environment and cultivate a distinctive cultural identity for Broward County.

Source of Additional Information

Phillip Dunlap, Director, Cultural Division, (954) 357-7456

Fiscal Impact

Fiscal Impact/Cost Summary

There is no additional fiscal impact to create a program, negotiate with the cities, or to draft a standard form agreement.