

# THE SOUTH FLORIDA CULTURAL CONSORTIUM

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## SOUTH FLORIDA CULTURAL CONSORTIUM ACTIVITIES REPORT 2016-2017

The South Florida Cultural Consortium (SFCC) accomplished the following activities and programs in FY 2016-2017:

### A. REGIONAL MARKETING, OUTREACH AND PROFESSIONAL DEVELOPMENT

**1) Theatre League of South Florida:** Through the auspices of the Miami-Dade County Department of Cultural Affairs, the SFCC provided significant technical and financial assistance to the Theatre League of South Florida, the only service organization for the theater industry in the region. The Theatre League is an alliance of theatrical organizations and theater professionals dedicated to nurturing, promoting, and advocating for the growth and prestige of the South Florida theater industry.

**2) Regional Budget Advocacy and the Florida Cultural Arts Alliance (FCA):** The SFCC reinforced its role as advocate for strong arts policy and funding throughout the state through its leadership-level membership in the Florida Cultural Alliance. SFCC Board members continue to serve as officers in the statewide FCA. As a direct result of the strong advocacy by and leadership exercised through the Florida Cultural Alliance during the Legislative Sessions, the State's adopted total annual investment for the arts in Florida for FY 2016-17 was \$33 million, and nearly \$27.8 million in FY 2017-18.

**3) The Carbonell Awards:** The SFCC provided leadership through representation on the board and financial assistance to The Carbonell Awards, the regional non-profit that annually recognizes and honors excellence in theater and the arts. The Carbonell Awards, established in 1976, celebrates the extraordinary work of theatrical professionals in South Florida, and furthers the development of the next generation of working theater artists in our community.

### B. VISUAL AND MEDIA ARTISTS PROGRAM AWARDS

**1) 2017 Winners & Judges:** The SFCC awarded \$165,000 to 14 individual artists in Broward, Miami-Dade, Monroe and Palm Beach counties. A two-step jurying process was employed to adjudicate artists' works, first by a regional panel, with finalists being selected by a national panel through a competitive process. 340 applications were submitted, including 88 from Broward County artists, 7 from Martin County artists, 156 from Miami-Dade County artists, 19 from Monroe County artists, and 70 from Palm Beach County artists. The 2017 regional panel was comprised of Laura Marsh, Curator of Exhibitions, Hollywood Art and Culture Center (Broward); Ricardo Mor, Miami Center for Architecture and Design (Miami-Dade); Maria Elena Ortiz, Associate Curator, Perez Art Museum Miami (Miami-Dade); Alpesh Patel, Associate Professor and Graduate Director, Art & Art History, Florida International University (Miami-Dade); Sri Prabha, Artist, 2016 SFCC V&MA Award Recipient (Broward). The national panel consisted of: Hunter Braithwaite, Director, Cultural Counsel, New York, NY. Elysia Browery-Reeder, Executive Director, Museum of Contemporary Art, Detroit, MI; and Amy Mackie, Co-Director, PARSE, New Orleans, LA. Recipients of the awards were: from Miami-Dade County, Alan Gutierrez (\$15,000); Aramis Gutierrez (\$7,500); Amanda Keeley (\$7,500); Christina Petterson (\$15,000); Vickie Pierre (\$15,000); Julian Rodriguez (\$15,000); and Baron Sherer (\$15,000); from Broward County, AdrienneRose Gionta (\$7,500); Jenny

Larsson (\$7,500); Vincent Miranda (\$15,000) and Marla Rosen (\$15,000); from Palm Beach County, Raheleh Filsoofi (\$7,500) and Isabel Gouveia (\$7,500); and from Monroe County, Roberta Marks (\$15,000).

**2) Exhibition and Catalogue:** The annual exhibition of works by Visual and Media Artists award winners from the 2014 and 2016 cycles occurred at the Museum of Contemporary Art, 770 NE 125<sup>th</sup> Street in North Miami from June 8 – August 1, 2017. Recipients of the fellowships were honored at an opening reception. In addition, an exhibition of works by Visual and Media Artists award winners from the 2017 cycle is scheduled for the Art & Culture Center of Hollywood, 1650 Harrison Street in Hollywood from September 8 – October 22, 2017. This continues to be an essential feature of the Visual and Media Artists program, enabling South Florida artists to be shown in major exhibitions in the flagship visual arts institutions throughout the region. The annual exhibitions rotate across the counties, being hosted in a different County's major museum each year. As has been the practice every year since the program's inception, a catalogue of the winners is published and distributed specifically for the show.

**3) Applicant Workshops:** Technical assistance to applicants was provided through a series of application preparation workshops led by Amanda Sanfilippo, Curator and Artist Manager for the Art in Public Places Program of the Miami-Dade County Department of Cultural Affairs. For FY 2017, workshops occurred as follows: September 2, 2016 (at 12 Noon) – The Arts Council of Stuart & Martin County offices in Martin County; September 2, 2016 (at 2:30 PM) – Cultural Council of Palm Beach County offices in Palm Beach County; September 20, 2016 – ArtServe in Broward County; September 23, 2016 – Tropic Cinema in Monroe County; and September 28, 2016 – Center for Visual Communication in Miami-Dade County.

## C. REGIONAL ARTS IN EDUCATION INITIATIVES

**1) Regional Teaching Artists Certification Initiative:** The SFCC continued to advance its initiative to establish a Regional Certification Program for Teaching Artists with the objective of creating standards, parameters and/or curricula for certification that are common among the five counties. Regional certification is designed to elevate the quality and professionalism of South Florida's teaching artists, provide more employment opportunities and improve communities' arts education programs through the region. Arts for Learning Miami (A4L), contracted by the SFCC following a national RFP process for Professional Arts Education Services, completed Phase 1 services in FY 2013-14. The Phase 1 deliverables included: conducting research on regional, national and international models and soliciting input from regional stakeholders including teaching artists, non-profit cultural organizations, local arts agencies, teaching artist service organizations and umbrella groups, educators, school system representatives and administrators and universities; creating a curriculum blueprint outlining coursework and equivalencies required for certification; developing a community-based residency component as a key part of the curriculum; identifying, cultivating and prioritizing with key stakeholders to implement the certification program; and determining a phased work plan and preliminary budget estimate to advance the work. FY 2014-15 Phase 2 accomplishments included piloting the Endorsement Module. As part of the pilot, A4L led selected artists through the endorsement process, including engaging them in a live teaching practicum before an expert panel, with 3 of the candidates successfully achieving Endorsement, and anticipated to serve as faculty for training and certifying Teaching Artists. During FY 2015-16, those 3 Endorsed master Teaching Artists collaborated with Arts for Learning in developing a robust certification curriculum and recruiting candidates, in order to begin the process of the formal certification of additional teaching artists. The curriculum design incorporates a 10 session training module: five sessions with a Master Teaching Artist, providing mentorship to the student Teaching Artist; and five demonstration sessions led by the student Teaching Artist and observed by the Master Teaching artist, with a specific focus on lesson planning, standards, developmental variabilities, inclusion strategies, etc. Tragically and unexpectedly, one of the 3 Endorsed master Teaching Artists passed away. The timeframe by which to complete this final pilot phase implementation was impacted and extended. A4L will continue to build and develop the basic Certification Module in preparation for launch in 2017-18, beginning with Pre-K through 12 levels first, as well as specialization certification opportunities (e.g., special needs, arts integration, art therapies, etc.), and explore opportunities to promote this project state-wide and nationally.

**D. PLANS FOR FY 2018**

During FY 2018, the SFCC will continue work to:

- Continue, through its contract with Arts for Learning Miami, the Endorsement and Certification of teaching artists:
  - implementing certification level training, and refining the process and curriculum as needed
  - confirming practicum locations in Broward, Miami-Dade and Palm Beach counties
  - recruiting artists to participate in the Endorsement/Certification program
  - convening and facilitating planning meetings with the Endorsed artists who will be leading the certification trainings, and
  - coordinating partnership and visibility opportunities for this project statewide and nationally, with entities aspiring to develop similar efforts or variations thereof in their service areas, such as Florida Alliance for Arts Education, practicum site partners, the school districts in Broward, Martin, Miami-Dade, Monroe and Palm Beach counties, the Young Audiences network, the State of Florida Division of Cultural Affairs, the California Teaching Artist Support Collaborative, etc.
- Facilitate other regional arts in education, marketing, outreach and professional development initiatives, including:
  - workshops examining fundraising through social media
  - extending previous professional development series, and
  - continuing to explore the development of regional services for the industry (e.g., e-ticketing services for non-profit arts groups; a regional shared calendar of events database, etc.)
- Support the work of individual Visual and Media Artists by:
  - continuing to confer at least eleven \$15,000 Visual and Media Artist awards, as budgeted for FY 2018;
  - organizing an exhibition of the 2018 winners' work, planned for a flagship visual arts institution in Palm Beach County;
  - exploring expanded ways to support the work of awarded artists, such as: establishing a dynamic, online presence for a virtual gallery and/or catalogue of their work; identifying strategies to acquire works for collections; etc.