

2020 Florida Redevelopment Association Roy F. Kenzie Awards

Award Entry Category: Cultural Enhancement

The Hallandale Beach Arts and Culture in Public Places Program

Award Application Summary

The HBCRA established the Arts and Culture in Public Places Program which is dedicated to enriching the public environment, enhancing the artistic and civic pride, and serving to create an art and cultural identity for the City. It includes the creation of a Cultural Arts Initiative, development of a Arts and Culture in Public Places Ordinance to include creative funding structures and a Cultural Arts Committee, a strategic partnership with ArtServe to create arts programming such as the 12 Months of Art, and beautification initiatives including the Commercial Business Mural Program and the Neighborhood Enhanced Paint Program (Paint The Town).

The 12 Months of Art Program

12 Months of Art not only brought the entire diverse community of Hallandale Beach together through live paintings of 35 fire hydrants, transformation of a local park through vibrant, beautiful murals painted by 5 local artists, and the attendance of over 300 residents who attended a series of movie nights in the park, but has created a new cultural experience that is rebranding and reshaping the community as told through numerous news stories garnered from these efforts

The Neighborhood Enhanced Paint Program (Paint The Town)

The Enhanced Paint Program (EPP) Beautification Project officially known as "Paint the Town (PTT)" is the only initiative of its kind in the State of Florida. The objective of this beautification program is to eliminate slum and blighted conditions by addressing the appearance of all dilapidated or substandard housing in the CRA. To date, 61 single and multi-family homes have been selected and have undergone beautification. This initiative was provided to homeowners free of charge.

Project Links

[View PowerPoint Presentation Online](#)

[ArtServe Promo Video](#)

Media Coverage Links

[WLRN](#)

[Broadway World](#)

[Island Origins Magazine](#)

