

FRA Award Submission

Category: Cultural Enhancement

Submission: Mural Program



Description:

The Hallandale Beach Community Redevelopment Agency (HBCRA) kicked off a year-long public art project in collaboration with ArtServe, Broward County's award-winning arts incubator, and many talented, local street artists. This public project aimed to enhance and enrich the existing cultural fabric of the community by aiding in the attraction of more art-related activities, increasing business retention, and providing more opportunities for community engagement. During this "12 Months of Art" program, residents and visitors of Hallandale Beach were invited to look around and explore their community as blank walls turn into giant canvases with the help of talented public artists and innovative business owners.

Innovation - How the project used new ideas to solve problems or to carry out the project or program*

Utilizing public art to transform communities has been a powerful economic development tool for decades. What makes Hallandale Beach's program innovative is the use of the program in conjunction with other CRA programs such as our Façade Improvement Program Commercial Kitchen Grant program and our Interior Renovation Grant program. By combining these programs, we have been able to grow the impact of the CRA's investment and beautiful key corridors and attract additional investment in the community.

Community Impact - How the project improved economic, social, design, cultural assets of the community.

A mural program like the Hallandale Beach CRA's can be a good tool to build the careers of a local art community, help businesses thrive, enable communities to tell a story and let's every street, neighborhood, and community be a place where people feel safe and inspired. In addition it assists in stimulating the local economy by attracting additional businesses to the area.

Funding - How the project leveraged funding and in-kind assistance.

The Mural program has helped leverage funding and investments in the HBCRA zone in several ways, such as encouraging neighboring businesses to improve their facades, increasing a businesses visibility in turn driving up sales and lastly, by combining the mural program with other CRA programs (which require a match from the participating businesses) we are able to directly leverage funds from supporting businesses.

Problem Solving - How the project used problem-solving to address unique local issues*

A mural can take a boring bland façade and make it stand out on a busy business corridor. Studies have shown that a mural on a commercial façade can help drive up business revenue by 5-10% and in some cases businesses have seen a 50% increase. Our strategically placed murals have worked as gateways and welcoming signs to important corridors in the HBCRA. The Hallandale Beach Mural Program has helped businesses stand out, identify key corridors and welcome the community to hidden gems throughout Hallandale Beach.

Applicability to Other Communities - Why this project or program could be transferred to other communities

Every community has a story to tell and what was once considered counterculture, public art is now widely viewed as a tool to contribute to the success of communities and businesses. Our advice to communities considering implementing their own mural program would be to work with local artists and your community to tell a story that is uniquely yours and to integrate your program into other aspects of your economic development plans to ensure overall success.



Other Things to Tell the Judges - Mural Video Link:

https://drive.google.com/file/d/1TQnBNbKChypWN0jY4vM4B_RM4wePIN85/view?usp=sharing

