

Memorandum



Date: March 17, 2016

To: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

A handwritten signature in black ink, appearing to read "Carlos A. Gimenez".

April 5, 2016
Agenda Item No. 2B7

Subject: Report Regarding the Creation of a Miami-Dade TV Program highlighting Miami-Dade County's Art in Public Places Program Accomplishments - Directive # 152140

The following information is provided in response to Resolution R-1021-15, adopted by the Board of County Commissioners (Board) on November 3, 2015, requesting the County Mayor or designee to prepare a report on the creation of a Miami-Dade TV (MDTV) Program highlighting Miami-Dade County's accomplishments through the Art in Public Places (APP) Program.

Over 40 years ago, the Board established one of the first public arts programs in the country by requiring that 1.5 percent of the capital costs of new public buildings in Miami-Dade County be allocated towards the APP Program in order to undertake art installations in public places across the community. Over the years, the program has acquired or commissioned over 650 works of art, with installations at Metrorail and Metromover stations, Miami International Airport (MIA), Zoo Miami, fire stations, libraries, police stations, and many other public spaces. Administered by the Department of Cultural Affairs, the APP Program is dedicated to enriching the public environment, and to preserving and enhancing Miami-Dade County's artistic and civic pride. The Program promotes collaboration and creative art projects that improve the visual quality of public spaces.

MDTV has already taken steps to highlight the APP Program's accomplishments. MDTV has been using social media to feature recent art installations including the Children's Courthouse art works, installations at MIA, and the sculpture near the Stephen P. Clark Center. As audiences have been steadily migrating from traditional media (television/radio) to web-based platforms such as YouTube and other social media, MDTV has been actively exploring ways to transform content to better fit the needs of our residents. The APP Program's content, due to its visual nature, particularly lends itself to placement on social media. Users have also shown a tendency to engage - by "liking" and "sharing" - strong visual content on County social media feeds. These channels have allowed the County to reach measurably large numbers of residents at a minimal cost. The Children's Courthouse art work posting on February 22, 2016, for example, appeared on the feeds of more than 60,000 Facebook users in its first 24 hours.

Video content is also featured through other online channels such as the County's YouTube page. MDTV will be creating a new Arts playlist on the platform, prominently featuring APP Program segments alongside other arts-related video content. This approach allows users to subscribe to and promote Miami-Dade County arts and culture content. Furthermore, MDTV will make sure to leverage other existing online programs by incorporating APP Program footage as part of its Miami-Dade Minute News segments.

MDTV recently met with Department of Cultural Affairs' staff to gather additional information about upcoming APP Program activities and to collaborate on ways to better feature APP Program content. Additional video shoots are currently being planned for ongoing placement of APP Program content across social media channels - Facebook, Twitter, Instagram, and YouTube. Furthermore, there are ongoing discussions to better understand the historical impact of the program. Once this footage and information is collected, MDTV will produce a television program to be aired online and on its television channel.

The APP Program exemplifies our County's progressive commitment to making our community's cultural life great. The Program enhances our artistic heritage, and serves to engage our residents and visitors through impactful creative works of art.

Pursuant to Ordinance No. 14-65, this memorandum will be placed on the next available Board meeting agenda.

If you have any questions or concerns, please feel free to contact Inson Kim, Director, Communications Department, at 305-375-2512.

- c: Abigail Price-Williams, County Attorney
Michael Spring, Senior Advisor and Director, Department of Cultural Affairs
Michael A. Hernández, Director of Communications, Office of the Mayor
Inson Kim, Director, Communications Department
Charles Anderson, Commission Auditor
Christopher Agrippa, Clerk of the Board
Eugene Love, Agenda Coordinator