



Bailey Hall

Programmed for Growth

BAILEY HALL'S NEW DIRECTOR FINISHES HIS FIRST SEASON STRONG—AND JUMPS RIGHT INTO ANOTHER

BY ALYSSA FISHER

When Daniel Barnard joined Bailey Hall as its director in 2015, he and his advisory committee set a new branding standard with four buzzwords: hip, smart, engaging and authentic.

"Authenticity is huge for us," he says. "I could book a bunch of tribute shows because they're cheap. A bunch of rockers that aren't dead yet—people would come, but what would that really get you? You relive the past. It's a fun time. If a person has a healthy diet, an occasional bag of Doritos won't kill you. But you don't need to stay there."

For Barnard, the associate dean of cultural affairs and director of Bailey Hall at Broward College, it's art first, finances second. With a national award for adventurous programming under his belt, he was chosen in a nationwide search to build an audience for the 1,100-seat performing arts center—which hosts about 200 events annually—from "ground zero." He tackled it like a startup.

"Our intention is that when people

come to a show, they're not just a little bit satisfied—they're awed by it," he says. "That is the best way we can increase our audience. Even with that, it takes a while for it to unfold."

At least Barnard is moving in the right direction. As Bailey Hall begins to review the 2016-17 season—Barnard's first, which ended last month—it has noticed growth in the audience, says Lesli Franco, Broward College executive marketing director. Compared to the previous season, per-capita ticket revenue increased by 40 percent.

Even before the season ended, he already was working on marketing materials for the

2017-18 season. (Exclusive: It will feature the return of the Southern Circuit Tour of Independent Filmmakers screenings with post-movie discussions with the filmmakers. Other highlights will be the return of award-winning fiddler Natalie MacMaster, a theatrical adaptation of Jane Austen's *Sense and Sensibility* by Aquila Theater, and a new jazz series.) At the same time, he was thinking about what to show in 2018-19.

"There's not really a normal day, which



Daniel Barnard

Best Bets for May

The Fort Lauderdale Air Show

The Canadian Armed Forces Snowbirds will headline the event on Fort Lauderdale Beach, with demonstrations by the U.S. Air Force F-16 Viper and a U.S. Navy F/A-18F Super Hornet.

When: May 6-7

Where: 3110 E. Sunrise Blvd., Fort Lauderdale

"Some Aesthetic Decisions: Centennial Celebration of Marcel Duchamp's Fountain"

NSU Art Museum is celebrating the 100th anniversary of the famous and controversial piece with works by artists such as Jeff Koons and Andy Warhol that address beauty, value and judgment.

When: May 14-Sept. 3

Where: 1 E. Las Olas Blvd., Fort Lauderdale

"Mamma Mia!"

The charming musical is on its farewell tour. Groove to Abba's catchy tunes as they drive the whimsical tale of an unforgettable wedding.

When: May 19-21 (five performances)

Where: Broward Center for the Performing Arts, Fort Lauderdale

is why I like it," he says. "It's perfect for someone with ADD, as I have."

Barnard—who also produces the Fort Lauderdale Fringe Festival and serves on the Fort Lauderdale International Film Festival's board of directors—didn't plan to go into cultural programming. In truth, he wanted to be a rock star ("Which I failed miserably," he deadpans).

Several years ago, after earning a bachelor's degree in vocals, a master's in theory and composition, and a doctorate in composition, after jobs as a professor and a choral director, he was asked to create his first chamber music series. It shared a skill with composing: thinking about how the audience is going to react. It quickly became his passion.

"I wake up thinking about it," he says. "The most valuable [contribution] I give to the community is by making, what I hope are, inspired curatorial choices."