

# INTRO

Broward County's dynamic community always leads the way for its local arts agency, the Broward County Cultural Division. In 2004 Broward County Board of County Commissioners received the County Arts Leadership Award from the National Association of Counties (NACo) and Americans for the Arts. The award was a salute to the Commission's commitment to making a richer life for Broward citizens through its generous support for capital development, grants to local arts and cultural groups, public art and design projects and integrating the arts into economic development and community planning.

The playing field for arts and culture is wide and vast, and quickly developing Broward County into a national and international hot spot in its very own right. The U. S. culture and arts industry generated \$134 billion in economic impact and supported 4.6 million jobs in 2001.

Florida's contribution to this number was an astounding \$9.3 million (6.9%) in total economic impact on the state's economy. And it is growing at both the local and state level. Culture and the arts contribute to Florida's work force with 34, 200 cultural and arts-related businesses, that employed 156,497 people in 2004.

Today Broward's creative industry has more than 4,000 (11% of state) arts-related businesses, employing more than 19,000 (12% of state) people. Together with VisionBROWARD partners, a community economic development partnership, the Cultural Division continues to focus on implementing innovative strategies which will link and drive creative industries into the future, information-based economy.

If we subscribe to the notion that creative employee pools attract quality business, and that businesses are attracted to communities with a thriving cultural environment, it is easy to see why the mission of the Broward Cultural Division—to *enhance the cultural environment of Broward County through the development of the arts*—continues to carve the way for new ideas. Creating a cultural mosaic, and encouraging dynamic, multi-ethnic artists to share world perspectives is a growing trend.

