

Cultural Foundation of Broward



The Cultural Foundation of Broward, Inc. is a not-for-profit membership organization that provides private sector support and funding for cultural programs. Working together as a united force with Broward County Commission's Cultural Council and the Cultural Division, the Foundation

supplements the efforts to achieve a better Broward through private sector enhancement of the arts.

The Foundation sponsors the Moretti Award for artistic achievement which was created in the early 1980's. This gold-plated, bronze award was designed by abstract sculptor Henry E. Moretti. The Broward Center for the Performing Arts and Brazilian born Artist Dalva Duarte were the 2004 recipients.

Additionally, the *Emerging Artists Foster Fellowship Awards* for Broward-based artists supports animators, mixed-media artists, painters, video artists, filmmakers, and photographers; and the *Arts Teacher of the Year Award* is an annual recognition program sponsored by the Foundation in recognition of one arts teacher whose dedication to the arts in a Broward County school, has been of note. In 2004, Jeanne Halberg, Orchestra and Choir Director, Sawgrass Middle School was the honored recipient.

New Cultural Foundation Members

Anthony & Jayne Abbate	Kathy Heaven
Margaret Armand	Damian Huttenhoff
Dan Ayers	Barbara & Kenneth Kohl
Elaine Azen	Maureen Kohler
Bonnie Barnett	Dr. Louis & Robbie Kurland
Dr. & Mrs. Earl Barron	Renee & James Labonte
Earl & Donna Barron	Jack & Kay Latona
Michael L. Bassichis	Robert Legg
Mary Becht	Estelle Loewenstein
Barbara Taylor Beggs	Dr. & Mrs. Grover McDaniel
Earl Bosworth	Joan Mikus
Ruth Brown	Fran Mulcahy
Chris & Jim Burggraf	Dr. & Mrs. Hoa & Mai Nguyen
Laurie Caluwaert	Peter Palin
Melanie Camp	James Ridley
Dot & Keith Cobb	William & Mary Riedel
Lou Anne & Mike Colodny	Sally & Leonard Robbins
Barbara Cooper	Patricia Romeu
Rose Marie Cossick	Frederick Ruffner, Jr.
Dr. Claire Crawford	F.G. Ruffner, Jr.
Ralph & Pamela Dearden	Lois & John Schmatz
Jay Lewis Farrow	Tony Seguíno
Carol Fox	James Shermer
Dr. & Mrs. George Glantz	Georgette Sosa-Douglass
Edith Gooden-Thompson	Jean P. Sugarman
Sue & Gerald Gunzburger	Beth Talabisco
Mr. & Mrs. Howard Halberg	Diane Weinbrum
Dr. Robert & Judith Hand	Elayne & Sidney Weisburd
Marcia Hark	Teresa Widmer
Ken & Monica Hark	Roberta Young

MARKETING

Fiscal 2004 was a big year for the Cultural Division in the marketing and promotional arena. The Division received three *National Association of County Information Officers (NACIO)* Awards of Excellence for the Division website, the Park Bond, Lorna Jordan Invitation; and the fine arts magazine *Cultural Quarterly*.

The Division also received two Addy Awards, often referred to as the Grammy's of the South Florida advertising industry; a *Gold Addy* for *Cultural Quarterly*, and a *Silver Addy* for the Arts License Plate Campaign Poster *Get Going!*

These awards reflect dedication to creative marketing integrity of Division, to educate the community with an infiltration of material—press releases, brochures, posters, invitations, rack cards, and publicity campaigns geared to keep the public and the media constantly aware and present of the services and programs offered by the Cultural Division.

A big accomplishment for the marketing team, and division, was the completion of the *Public Art and Design Tour* on the Division website, which allows visitors to the website to surf the full spectrum of public art in the County, interacting with each artwork, by map; image; location; artist statement and biography; medium and some fun trivia on what was going on in the world at the time the artwork was created. The *Cooperative Marketing Program* featured nationally-known speakers on subjects such as *Generational Marketing*, *E-Marketing*, and *Strategic Planning*.

