

**COMMUNITY SERVICES
CULTURAL DIVISION**

Fiscal Year 2007 - 2nd Quarter

Goal Statement

To provide support and services to the visual arts, literary arts, performing arts, and museums for Broward County residents and visitors to enhance the community's cultural environment.

Performance Measures	FY 2006 Year-to-Date	FY 2007 Year-to-Date	FY 2007 Projected	
Number of grants/artist residencies distributed	89	86	112	
Number of cooperative advertisements	372	3,461	2,100	1
Number of magazines/promotional literature distributed	54,000	54,000	272,000	
Number of technical assistance/information to patrons	322,339	315,424	650,000	
Number of technical assistance/information to patrons per assigned staff	20,146	19,715	40,625	
Number of Cultural Information Center patrons	6,643	4,999	13,000	
Number of inquiries on automated systems (hotline calls and website)	209,240	387,533	500,000	2
Number of workshop participants	1,570	2,237	3,100	3
Number of Public Art and Design services provided	46	44	56	
Number of cultural organizations serving Broward County	554	554	554	
Number of cultural organizations receiving County financial support	100	96	100	
External customer satisfaction rating	99	98	98	
Percent of responses to telephone inquiries in one business day	95	98	96	
Percent of responses to written inquiries in five business days	98	99	98	
Cost of technical assistance per patron served	N/A	12	18	

Notes:

- 1 The increase in the number of cooperative advertisements from FY 2006 year-to-date is due to an additional cable television ad campaign funded by a grant from the National Endowment for the Arts.
- 2 The increase in the number of inquiries on automated systems from FY 2006 year-to-date is due to website traffic correlating to the increased publicity surrounding the 30th Anniversary of Broward County Public Art and Design and the 30th Year events.
- 3 The number of workshop participants from FY 2006 year-to-date has increased due to the additional workshops relating to The Broward Light Project in Huizinga Park and the opening of the Hollywood ArtsPark in Young Circle.