

CULTURAL DIVISION

Fiscal Year 2008 1st 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 2007 Year-to-Date	FY 2008 Year-to-Date	FY 2008 Projected	
Number of grants/artist residencies distributed	73	85	107	
Number of cooperative advertisements	910	736	3,100	
Number of magazines/promotional literature distributed	28,000	28,000	96,300	
Number of technical assistance/information to patrons	128,200	282,598	1,300,000	
Number of technical assistance/information to patrons per assigned staff	8,013	17,662	81,250	
Number of Cultural Information Center patrons	2,731	3,221	13,500	
Number of inquiries on automated systems (hotline calls and website)	146,237	216,501	975,000	
Number of workshop participants	868	1,537	4,000	
Number of Public Art and Design services provided	44	51	46	
Number of cultural organizations serving Broward County	554	554	554	
Number of cultural organizations receiving County financial support	95	112	105	
External customer satisfaction rating	N/A	N/A	N/A	1,2
Percent of responses to telephone inquiries in one business day	98	92	96	
Percent of responses to written inquiries in five business days	99	100	98	
Cost of technical assistance per patron served	16	9	14	

Notes

- 1 The County implemented a new customer satisfaction survey in FY2008 in order to collect more actionable information. Ratings are on a scale of 5.0 (highest) to 1.0 (lowest). Prior year performance and current targets are shown as "N/A" because the survey questions and calculation methodology have changed.
- 2 Measure will reported in 2nd quarter.