

CULTURAL DIVISION

Fiscal Year 2008 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 2007 Year-to-Date	FY 2008 Year-to-Date	FY 2008 Projected	
Number of grants/artist residencies distributed	86	94	107	
Number of cooperative advertisements	3,461	975	3,100	1
Number of magazines/promotional literature distributed	54,000	54,152	96,300	2
Number of technical assistance/information to patrons	315,424	656,377	1,300,000	
Number of technical assistance/information to patrons per assigned staff	19,715	41,024	81,250	
Number of Cultural Information Center patrons	4,999	7,808	13,500	
Number of inquiries on automated systems (hotline calls and website)	387,533	519,233	975,000	3
Number of workshop participants	2,237	2,543	4,000	
Number of Public Art and Design services provided	44	64	46	4
Number of cultural organizations serving Broward County	554	554	554	
Number of cultural organizations receiving County financial support	96	112	105	
External customer satisfaction rating	N/A	4.97	N/A	5
Percent of responses to telephone inquiries in one business day	98	95	96	
Percent of responses to written inquiries in five business days	99	100	98	
Cost of technical assistance per patron served	12	11	14	

Notes

- 1** The decrease in the number of cooperative advertisements is due to a decrease in cable TV ads sponsored by a NEA grant completed in FY07, and the late start date of the cooperative marketing agreement due to budget uncertainty.
- 2** Cultural Quarterly will no longer be printed as of April 2008; therefore, 3rd quarter data will be lower than FY2007.
- 3** The hotline has been discontinued as of 10/1/2007 due to budget constraints. This does not impact the number of inquiries on automated systems due to continuing increase of website use.
- 4** The number of Public Art and Design Services provided is higher than expected due to an unanticipated increase in Conservation projects.
- 5** 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.