

The City of Deerfield Beach Cultural Committee

MISSION STATEMENT

The mission of the Deerfield Beach Cultural Committee is to assist the City of Deerfield Beach in positioning Deerfield Beach as the city with the most desirable cultural environment for individuals and families as well as businesses both large and small by providing a cultural environment that is accessible, progressive and positive in design.

STRATEGY

- Provide multiple cultural events that compliment the positive lifestyle promoted by the City of Deerfield Beach.
- Ensure that all events are of the highest quality.
- Promote our beach, which is unique to Deerfield Beach and well-suited for hosting events.
- Seek sponsorship monies from appropriate local and national businesses to offset event expenses.
- Establish a financial reserve for future events.
- Fund existing Cultural Committee scholarships and, when possible, increase our financial commitment to fund additional scholarships for graduating Deerfield Beach High School seniors who choose the arts as a career path.
- Advertise events through the use of press releases, cooperative advertising and selectively placed paid advertising.
- Use the internet and our web page to solicit and secure Festival of the Arts participants, bill and receive payments from these participants (through the City of Deerfield Beach web page), and promote the Festival of the Arts and other events to the public.
- Increase the number of events when the time is appropriate, consider other events and position more events in western Deerfield.
- Create a rapport and working relationship other volunteer organizations in the City, i.e., the Historical Society, the Railroad Museum, etc.

SUGGESTED EVENTS

- Art Festival: scheduled annually for the last weekend in January.
- Music Festival: offering a variety of musical forms.
- Food Festival: offering foods representing local restaurants.
- Other possible events: Story-telling, dance and/or sporting events, home and garden tours, musical concerts.