



Art Works in Peoria...



ArtsPartners  
of Central Illinois Inc.

2009 ANNUAL REPORT 2010

# Art Works in Peoria..

just the same as it does anywhere. It opens our eyes  
to see through the eyes of another.

-Doug Leunig

# OUR MISSION

Founded in 1999, ArtsPartners of Central Illinois is a 501(c)(3) tax-exempt, not-for-profit organization that is dedicated to building awareness and economic viability of the arts in the Peoria area.

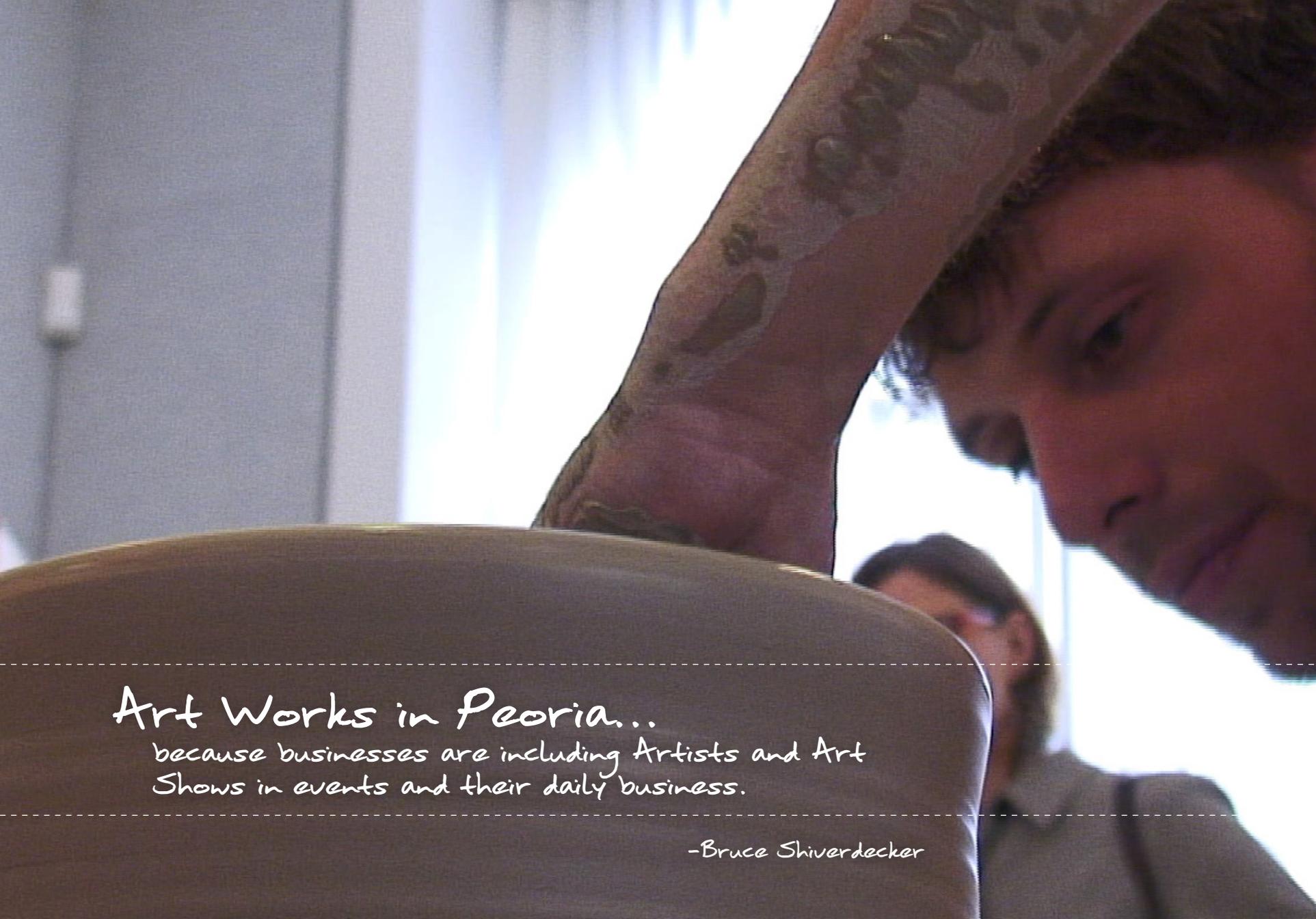
ArtsPartners seeks to expand educational opportunities and audiences for the arts and encourage public participation. It realizes its mission by:

- facilitating collaborative initiatives among arts organizations and other entities
- developing and implementing community-wide arts marketing activities
- creating and nurturing partnerships with the business community, the media, local agencies and educational institutions
- acting as a liaison and coordinator of arts information and resources
- offering professional development seminars to representatives from the arts community.



**ArtsPartners**  
of Central Illinois Inc.





*Art Works in Peoria...*

*because businesses are including Artists and Art Shows in events and their daily business.*

*-Bruce Shiverdecker*

#### **STAFF**

Suzette Boulais, Executive Director  
Carolyn Kenny, Administrative Assistant  
Nancy Schweitzer, Administrative Assistant

#### **VOLUNTEERS**

Barb Kenny, Web Calendar and Educator's Guide  
Carol McGuire, Artist's Rendering  
Gretchen Shearer, E-Newsletter

#### **OFFICERS**

Susan Goergen, President  
Henry Balfanz, Vice President  
Brooke Leverton, Secretary  
Jeremy Kellem, Treasurer

#### **BOARD MEMBERS**

George Brown  
Emily Ferrell  
Jacob Grant  
Barbara Hartnett  
Tory Jennetten

John Kim  
Kristan McKinsey  
James Polk  
Deborah Totten  
Jonathan Wright

## **STAFF, OFFICERS & BOARD MEMBERS**

# HIGHLIGHTS & ACCOMPLISHMENTS

## SHOWCASING THE ARTS

Throughout 2009-2010, ArtsPartners deployed a full cross-media campaign with a strong television, radio, print and online presence. Our partners included:

- **WTVP-TV** for showcasing the creative work of regional arts organizations and producing public service assets that promote upcoming arts events with statewide appeal
- **WEEK-TV** and **WTVP-TV** for airing numerous Art Works public service announcements about the value of the arts to our community's economic and cultural development.
- **WCBU 89.9 FM** for hosting our weekly *Hidden Treasures* series that focuses on public arts "jewels" in the community, as well as the weekly *Out and About* series that engages local arts representatives in discussions about upcoming arts events
- **The Peoria Times-Observer** for the *Artist's RENDERING* series that profiled Peoria-area artists, arts leaders and arts patrons
- **The Morton Times-Observer** for its *Artist's RENDERING* series that focuses on Morton-area artists, arts leaders and arts enthusiasts.

**In total, in-kind donations from our media partners over the past year exceeded \$300,000.**



*Art Works in Peoria...  
because it brings people together.*

*-Stephen Stone*

# HIGHLIGHTS & ACCOMPLISHMENTS

*Art Works in Peoria...*

## ARTS AWARENESS AND VISIBILITY

- **ArtsPartners.net.** The ArtsPartners website served as a key resource for comprehensive, user-friendly, up-to-the-minute arts and cultural information about all the arts playing in the Peoria area. Visits to the interactive website averaged 2,500 hits a month and 30,000 a year.
- **ArtsPartners Calendar of Events.** Published a hard-copy calendar of events, which is distributed to area hotels each month to ensure visitors are well aware of the arts playing in the area every day.
- **Online Ticket Sales.** Accessible at ArtsPartners.net, the sophisticated yet easy-to-use ArtsTix page continues to revolutionize individual buying for all of our ArtsPartners and their patrons. High-impact sales have attracted new and younger audiences whose purchasing habits and access to information are defined by the online culture. To date, more than 592 tickets have been sold, generating \$11,714 in seats sold for nearly two dozen arts groups.
- **ARTSChecks.** Increased use of ARTSChecks gift certificates as a method for building new audiences for the arts. For convenience, ARTSChecks are available on the ArtsPartners online ticket sales page and can be purchased with a credit card.
- **ArtsPartner of the Year.** Recognized Illinois Central College and Kathy Chitwood of Eastlight Theatre as the 2009 ArtsPartners of the Year, acknowledging their exemplary support and service to the local arts.
- **Peoria City Hall: A Visitor's Guide of Peoria's Greatest Treasure.** ArtsPartners' latest, full-color catalog is enjoying high visibility in key locations throughout the community. This stunning reference and tour guide, written by Dr. Peter Couri, photographed by Doug and Eileen Leunig, and designed by Nicole Blackburn, exquisitely showcases the rich art and history of Peoria's City Hall.
- **ARTS.Happening.** Published and distributed this popular monthly e-newsletter that reaches more than 1,500 ArtsPartners.
- **What's Playing in Peoria.** Introduced and distributed this popular weekly e-newsletter to Friends of the Arts e-news and Facebook lists about weekend arts activities playing in the Peoria area.
- **ArtsPartners Educator's Guide.** Published and distributed to area teachers, the 2009-2010 ArtsPartners Educator's Guide is a major K-12 resource used for planning arts-related field trips and extracurricular arts activities.



# HIGHLIGHTS & ACCOMPLISHMENTS

## COMMUNITY BUILDING

- **Art Works.** In November 2009, the local arts community rolled out the red carpet for National Endowment for the Arts Chairman Rocco Landesman, who visited Peoria to kick off his “Art Works” national tour. During his visit, Landesman visited several local arts galleries and organizations, held an economic roundtable discussion with key city leaders, participated in an hour long Q&A session at WTVP-TV, and capped off the day by taking in an Eastlight Theatre performance of the musical *Rent*, produced especially—and enthusiastically—for his visit. ArtsPartners played a key role in bringing Chairman Landesman to Peoria and is leading the charge to bring the creative community together to become a strong voice for the arts as a vital component of the Peoria area’s quality of life and economic development.
- **SHIFT Sessions.** Following Chairman Landesman’s visit, ArtsPartners and the Peoria area responded with the SHIFT initiative, a collaboration of artists and arts organizations working to increase unity and visibility within the local arts community. Quarterly SHIFT discussions have engaged members of the arts community in lively discussions that have resulted in additional collaborations and partnerships that serve and strengthen the arts.
- **Serving the underserved.** ArtsPartners helps to expose the arts to new audiences by offering free performances and dress rehearsals to children and underserved clients from various United Way programs.

ArtsPartners Executive Director Suzette Boulais, NEA Chairman Rocco Landesman and Eastlight Theatre Executive Director Kathy Chitwood interact with the audience at WTVP during Rocco’s visit to Peoria.

# AN ECONOMIC INVESTMENT

Recognizing that a rich cultural environment is an economic benefit to the entire region, the City of Peoria and the Peoria Civic Center Authority have committed \$75,000 annually to ArtsPartners as an economic investment. ArtsPartners gratefully acknowledges our funders:

## CITY OF PEORIA

Jim Ardis, Mayor  
Clyde Gulley, Jr.  
George Jacob  
Dan Irving  
James Montelongo  
Timothy Riggerbach  
Gary Sandberg  
Ryan Spain  
William Spears  
W. Eric Turner  
Barbara Van Auken

## PEORIA CIVIC CENTER AUTHORITY

Peter Couri, Chair  
Laraine Bryson  
Kenneth Goldin  
Bob Marx  
Patrick Roesler  
Dan Silverthorn  
Mark Thompson  
Leonard Unes

ArtsPartners diversified its funding through successful grant applications to enhance and underwrite major annual and ongoing initiatives:

- Illinois Arts Council. Received operational funds for general overhead.
- Community Foundation of Central Illinois. Received grant funds through the George A. Fulton Charitable Fund and the Caterpillar Community Leadership Fund to produce *Peoria City Hall: A Visitor's Guide of Peoria's Greatest Treasure*. ArtsPartners also received funding from the Taylor & Corinne French Fund/Fine Arts Education and the Eugene and Harriett Swager Fund for Public Art for a sculpture display in downtown Peoria.

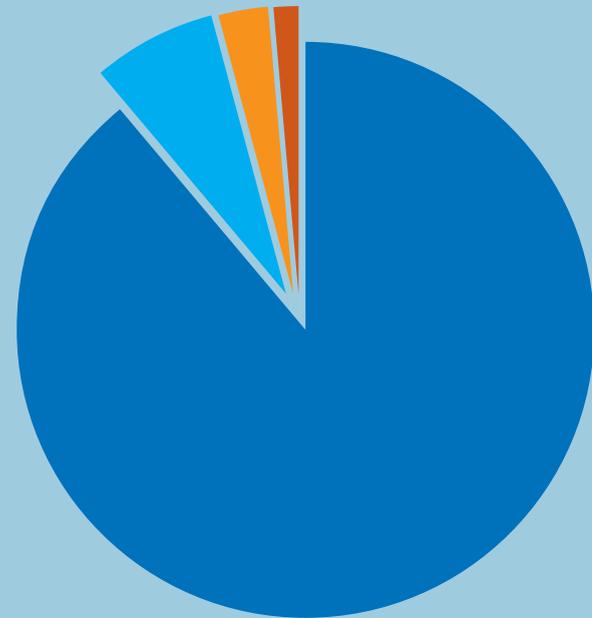
*Art Works in Peoria  
so that you can Play in Central Illinois.*

*-Edward Lee Lamoureux*



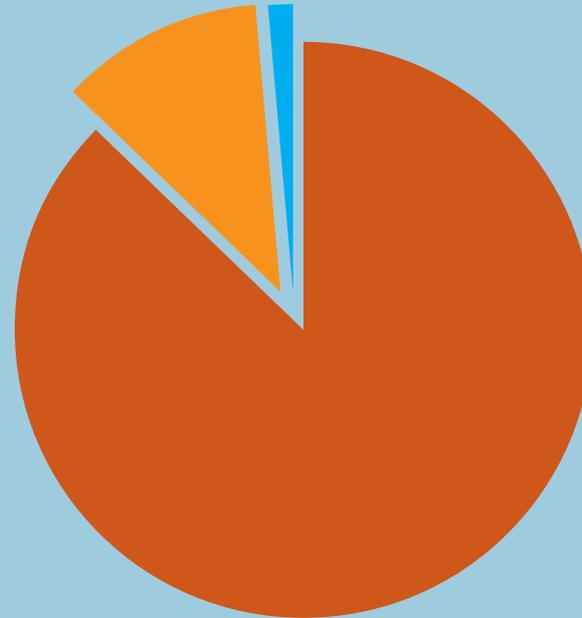
PHOTO COURTESY OF DOUG LEUNIG

## Income Sources



Restaurant Tax Proceeds	89%
Grant Income for Operations	7%
Interest and Other Income	3%
Contributions	1%

## Expenditures



Program Services	87%
General Administrative Costs	11%
Contracted Program Services	2%

## FINANCIAL HIGHLIGHTS

### INCOME SOURCES: **\$84,141**

Restaurant Tax Proceeds	\$75,000
Grant Income for Operations	\$5,790
Interest and Other Income	\$2,351
Contributions	\$1,000

### EXPENDITURES: **\$92,602**

Program Services	\$80,840
General Administrative Costs	\$10,604
Contracted Program Services	\$1,158

# 2009-2010 PARTNERSHIPS

1. The **Cub Scouts** asked for arts groups to give overviews of their organizations for ideas for possible participation by the Scouts.
2. ArtsPartners sent out a notice on behalf of the **Peoria Area Convention & Visitors Bureau** asking for arts groups to submit their events for inclusion in its annual visitor's guide.
3. **Fine Art America** asked ArtsPartners to send a notice announcing that artists can advertise in their publication.
4. **Trewyn School** of Peoria School District 150 asked ArtsPartners to send a notice asking for participation from artists and arts groups to help educate and get kids involved in local arts programs.
5. **Eastlight Theatre** asked for artists to create special works of art for display in conjunction with the *Joseph and the Amazing Technicolor Dreamcoat* show.
6. A call went out to artists to participate in an arts party sponsored by the **Bohemian Art Society** to benefit the local **Toys for Tots** program.
7. The **Peoria Area World Affairs Council** asked for help in spreading the word to local artists about its recently launched logo design competition.

8. ArtsPartners sent a notice that **Illinois Central College** was looking for artist participation in an event for its welding program to show how welding fits into the arts.
9. The **Morton Chamber of Commerce** wanted artists to submit proposals for its logo contest for the Taste of Morton and Morton Pumpkin Festival.
10. **Copper River Coffee and Teas** asked for art submissions to hang in its café.
11. The local publication **News & Views for the Young at Heart** asked for ideas for its behind-the-scenes arts column.
12. **Grumbacher Paint** was looking for accomplished artists who can teach two-hour workshops at a major retailer.
13. ArtsPartners sent a call out to artists to submit work for the **Peoria Art Guild's** Art Fair at Junction City.
14. Gallery 353 at the **Speakeasy Art Center** was seeking submissions for its 2010-2011 exhibit schedule.
15. The **Central Illinois Green Expo** was looking for art to be an integral part of its large two-day event and encouraged artists with a special interest in the environment to participate.

# Art Works in Peoria...

16. ArtsPartners sent a notice on behalf of **Congressman Aaron Schock** announcing that he was looking for art to display in his new office.
17. ArtsPartners sent a notice on behalf of **Habitat for Humanity** asking for art donations for a fundraising event.
18. ArtsPartners sent a notice on behalf of **Wildlife Prairie State Park** asking for submissions for a juried art competition.
19. Amy Boettcher, organizer of the **Fairy Fair and Tea for Father's Day** weekend at the Shoppes at Grande Prairie, was looking for a dozen artists to sell their artwork while author Sandra McCone promoted her children's books.
20. ArtsPartners sent a notice on behalf of **Quest Charter Academy** letting artists know they were looking to hire an art teacher.
21. ArtsPartners sent a notice on behalf of **PARC** about donations of art to include in its silent auction at the organization's annual benefit.
22. ArtsPartners sent a notice on behalf of the **Tazewell County Art Guild** looking for artists to participate in its 2010 Art Fair.



**ArtsPartners**  
of Central Illinois Inc.

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820 SW Adams Street  
Peoria, IL 61602

[www.ArtsPartners.net](http://www.ArtsPartners.net)

**Phone:** (309) 676-2787 | **Fax:** (309) 676-0290



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