

ONE CITY TOGETHER IN THE ARTS



ArtsPartners
of Central Illinois Inc.

[2008-2009 ANNUAL REPORT]



OUR MISSION

Founded in 1999, ArtsPartners of Central Illinois is a 501c3 tax-exempt, not-for-profit organization that is dedicated to building awareness and economic viability of the arts by

- facilitating collaborative initiatives among arts organizations and other entities
- expanding audiences
- acting as a liaison and coordinator of arts information and resources
- expanding educational opportunities
- encouraging public participation.

ArtsPartners realizes its mission by developing and implementing community-wide arts marketing activities; by facilitating collaborations among the arts organizations; by creating and nurturing partnerships with the business community, the media, local agencies, and educational institutions; and by offering professional development seminars to representatives from the arts community.

The City of Peoria and the Peoria Civic Center Authority have committed 2.5 percent of the collected restaurant tax to ArtsPartners as an economic investment, recognizing that a rich cultural environment is an economic benefit to the entire Peoria area.



ArtsPartners
of Central Illinois Inc.

STAFF, OFFICERS & BOARD MEMBERS

STAFF

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

VOLUNTEERS

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

OFFICERS

Tory Jennetten, President
Ann Johnston Rea, Vice President
Deborah Totten, Secretary
Henry Balfanz, Treasurer

BOARD MEMBERS

Gin Burwitz
Emily Ferrell
Barbara Hartnett
Jeffrey Huberman
Jeremy Kellem
Brooke Leverton
Maryann Morrison
James Polk
Jonathan Wright



MEDIA SATURATION

Throughout 2008-2009 ArtsPartners deployed a full cross-media campaign – including television, radio, print, news media, and online that:

- brands Peoria and Central Illinois as an arts capital of the Midwest
- promotes area arts and cultural events including exhibits and performances
- links these events to the websites and calendars of major arts, educational, commercial, and governmental institutions

In total, our in-kind donations from our media partners over the past year exceeded \$400,000. Some of our media partners include:

WTVP-TV for showcasing the creative work of our regional arts organizations and for producing public service assets that promote upcoming arts events with state-wide appeal

WMBD-TV/Fox 43 for directing viewers to our website as an arts information resource

WCBU 89.9 FM for hosting our weekly Hidden Treasures series that focuses on local public arts “jewels” in our community

WCBU 89.9 FM for its weekly Out and About series that engages local arts representatives in discussions about upcoming arts events

WOAM 1350 AM (until its cancelation last fall) for its Friday morning interviews with our area arts and culture representatives who discussed upcoming arts events

The Peoria Journal Star for the special, discounted advertising rate negotiated by ArtsPartners that provides a dedicated group block for arts organizations that advertise in the paper's Thursday Cue section

The Peoria Times-Observer for the Artist's RENDERING series that profiles Peoria area artists, arts leaders, and arts patrons

The Morton Times-Observer for its Artist's RENDERING series which focuses on Morton area artists, arts leaders and arts enthusiasts

ARTS AWARENESS AND VISIBILITY

ArtsPartnersWebsite: 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 ArtsPartners website averaged 2,500 hits a month and 30,000 a year.

ArtsPartners Calendar of Events: Published a hard-copy ArtsPartners Calendar of Events, which is distributed to area hotels each month to ensure area visitors are well aware of all the arts playing in the area every day.

ArtsChecks: Increased distribution and use of ArtsPartners ARTSChecks Gift Certificates as a method for building new audiences for the arts. For better convenience, ArtsChecks are available on the ArtsPartners ArtsTix online ticket sales page and can be purchased with a credit card.

Online Ticket Sales: Accessible through the highly interactive ArtsPartners website, this sophisticated but easy-to-use ArtsTix page continues to revolutionize individual buying for all the ArtsPartners and their patrons. High impact sales have attracted new younger-demographic audiences whose buying habits and access to information is defined by the online culture. To date, over 2,400 tickets have been sold through the website generating \$32,000 in seats sold for nearly two dozen arts groups. Some of the groups who have utilized our online service include Central Illinois Youth Symphony, Community Children's Theatre, Fine Arts Society, Heritage Ensemble, Morton Civic Chorus, Old-time Piano League, Opera Illinois League, Peoria Area World Affairs Council, Peoria Area Civic Chorale, Peoria Art Guild, Peoria Park District, Peoria Pops Orchestra, and Three Sisters Folk Art.



ARTS AWARENESS AND VISIBILITY
(continued)

ArtsPartner of the Year: Recognized arts philanthropists Dr. George and Norma Kottemann as our 2008 ArtsPartner of the Year. Held at the Waterhouse in the heart of the Warehouse District the award ceremony was attended by nearly 100 corporate, cultural, educational, and city leaders.

The ART of Structure: Our latest, widely distributed, full-color, public architecture catalog continues to enjoy high visibility in key locations throughout the community. This stunning reference and tour guide establishes and showcases Peoria as an astonishingly culturally rich center with historical and contemporary traditions of architecture available to citizens and tourists alike. It complements our existing public art catalog, In Plain Sight.

“ArtLinks”: Deployed “ArtLinks” to connect local and regional artists and arts organizations to area not-for-profit charitable events, especially silent auctions. The success and popularity of this initiative increases revenues for local charities and provides visibility and productive partnerships for local artists and arts organizations.

ARTS.Happening: Published and distributed ARTS.Happening, the popular monthly e-newsletter that reaches an e-list of over 1,500 ArtsPartners.



The ART of Structure



ARTS.Happening

EDUCATION & COMMUNITY PARTNERSHIPS

ArtsPartners Educator’s Guide: Published and Distributed to area teachers the 2008-2009 ArtsPartners Educator’s Guide, a major K-12 resource used for planning arts-related field trips and extra-curricular arts activities.

Serving the Underserved: To develop new arts patrons by exposing the arts to new audiences, ArtsPartners collaborated with our major organizations and corporations to treat hundreds of children and underserved clients from various United Way programs to free performances and dress rehearsals. This exciting partnership is a very effective short-term strategy for increasing attendance at current cultural events as well as a highly sustainable long-term strategy for building an entire new, aggressively diverse demographic of patrons for the arts in our community.

One State Together in the Arts in Peoria: In June 2009, ArtsPartners served as the official host for the annual convention of the state of Illinois’ premiere arts advocacy organization: The Illinois Arts Alliance. The convention, titled One State Together In the Arts, brought more than 300 arts, business, education, and community leaders from all over Illinois to the Hotel Pere Marquette to strengthen their leadership skills. In two days, this important event generated nearly \$100,000 in direct spending for the Peoria area economy. In addition, we presented



to the state cultural and civic leaders the best and brightest of Peoria’s leading artists and arts organizations in a dazzling array of programs, performances, exhibitions, and guided tours to every cultural venue in the Greater Peoria Area. ArtsPartners also acquired extensive professional photographic and video assets that completely documented this extraordinary event, giving us archival and promotional materials for years to come.

ArtsPartners produced “The City As A Stage”, an artistic and musical video based on the Illinois Arts Alliance/Illinois Arts Council One State Together In the Arts Conference held at the Hotel Pere Marquette in Peoria, Illinois on June 1 and 2, 2009. The montage includes excerpts from a speech made by guest presenter James Early of the Smithsonian Institute along with welcoming remarks by Peoria Mayor Jim Ardis. Local artists, musicians and performers set the conference stage by serving as “street performers” at the Hotel Pere Marquette and by showcasing the wealth of Peoria’s arts scene during several Monday Evening With the Arts Bus Tours. The montage captures the spirit in which Peoria as the host city embraced this conference experience by capturing the conference’s See Change theme occurring right before everyone’s eyes. The video can be seen at the following link: “<http://bit.ly/artspartners>”



ArtsPartners Educators' Guide

PROFESSIONAL DEVELOPMENT

Marketing Workshops and Seminars: Throughout the year ArtsPartners produced and hosted a series of roundtable discussions, workshops, and seminars for representatives of the arts community to develop their professional skills and strategies. Topics ranged from effective marketing techniques to group advertising, securing legacy gifts, working with the media, establishing partnerships with the hospitality industry, arts advocacy, and packaging the arts to increase local tourism.

FUNDING DIVERSIFICATION

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

CAT Foundation/Community Foundation Grants: Received underwriting grants from the CAT Foundation and the Local Tourism Reserve Fund to promote and conduct the One State Together in the Arts Conference held on June 1 and 2 at the Hotel Pere Marquette.

Illinois Arts Council: Received operational funds for general overhead.



One State Together in the Arts



PEORIA CITY COUNCIL

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



PEORIA CIVIC CENTER

Peter Couri, Chair
 Rebekah Bourland
 Laraine Bryson
 Kenneth Goldin
 Brent Lonteen
 Daniel Murphy
 Dan Silverthorn
 Leonard Unes



This program is partially supported by a grant from the Illinois Arts Council, a state agency.

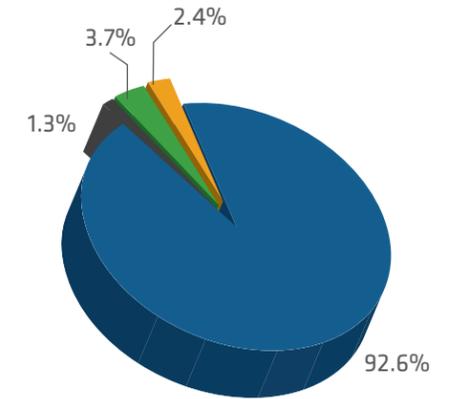
ArtsPartners gratefully acknowledges our funders:



2007 - 2008 INCOME SOURCES AND EXPENDITURES

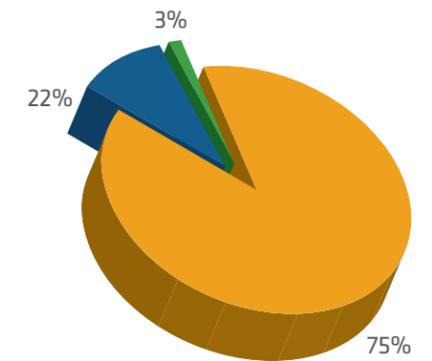
INCOME SOURCES: \$80,960*

- Restaurant Proceeds - \$75,000
- Grant Income for Operations - \$3,010
- Interest and Other Income - \$1,900
- Contributions - \$1,050



EXPENDITURES: \$83,427*

- Program Services - \$73,500
- General Administrative Costs - \$8,900
- Contracted Program Services - \$1,027



*Throughout 2008-2009, media in-kind donations exceeded \$400,000 and are not reflected in the above charts.

Note: The financial information above reflects the 2008-2009 fiscal year from September 1, 2008 through August 31, 2009.

ArtsPartners of Central Illinois, Inc.

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Mission, Staff, Officers
& Board Members

Media Saturation, Arts
Awareness & Visibility

Partnerships, Development
and Funding

Income and
Expense Figures

Photo
Gallery