



ArtsPartners
of Central Illinois Inc.

We are the economic driver of our area arts...

ArtsPartners of Central IL Inc. *Continued Funding Initiative*

ArtsPartners drives the arts in many ways — however, promotion of the local arts is not our only goal or agenda. **We make the business of art better.** ArtsPartners provides support, partnerships, infrastructure, leadership and guidance. We listen to the needs and goals of the local art community through monthly round table meetings. Through our meetings, we provide local arts groups education, experience and expertise. We have brokered media and newspaper costs, promoted online ticket sales, and instituted a speaker series. One example of our assistance to the local art community was obtaining a grant for a writing seminar that realized \$250,000 of new dollars this year alone. Art organizations cannot afford to promote the arts alone. Who do the local arts trust to provide quality and reliable programs and services? ArtsPartners.

▪ **Why should the Peoria Civic Center give up dollars they potentially need?**

According to Peoria Civic Center Authority Commissioner Dan Daley, “we see ArtsPartners as an investment.” At their August meeting, the Civic Center Authority voted unanimously to provide funding in the amount of \$75,000 annually for four years, totaling \$300,000 in funding.

ArtsPartners is an organization with a plan and a direction of moving the arts and community forward. We have spent the past year invigorating our organization, expanding our board of directors, and recruiting additional volunteers to promote our mission. Our mission includes:

Mission: Build the audience and economic viability of the arts

- by facilitating collaborative initiatives among arts organizations and other entities
- by expanding audiences
- by acting as a liaison and coordinator of arts information and resources
- by expanding educational opportunities
- by encouraging public participation
- by keeping the arts on the community agenda

Goal: Find, develop & implement partnerships and opportunities that enhance our quality of life for the arts and business communities.

We want to grow the **economics** of **all** of the arts. We have recently made a verbal agreement to be tenants of the Heartland Partnership. Our goal is to expand by enhancing our offerings to the community, but to do so without losing our signature identity. Our vision includes the nurturing and expansion of opportunities with the consortium of companies that cooperate with the Heartland Partnership. Our goal is to build relationships with agencies to provide

services that will help make our arts and artists **better at business**, including the facilitation of opportunities and partnerships. We are going to expand our online ticketing with an online arts community. Area artists and organizations will be able to display/showcase/sell art online. Anytime. Anywhere. Local artists/organizations will have access to free or greatly reduced web hosting and email services. The community will be able to blog, post, interact, sell, share, and communicate. Nobody has the ability to bring local entities together in the way that ArtsPartners does ... however, our local arts are already behind other cities.

Business services—we have been identifying those areas that we can help with saving organizations money. Partnerships—bringing business and arts people together for collaboration, development and expansion. We did a great job facilitating access for our arts partners to the PACVB contacts. We are a member, so our partners can access that information through our membership. There will be many more of these relationships to come! We plan to invest in our own full-time grant writer that we can offer to our arts partners. We are also exploring a large scale project that will include District 150 students, professional artists and Peoria pride.

ArtsPartners has the unique ability to do much more to enhance, grow and support the arts in our community. Please, continue to give us that chance. Without your support, ArtsPartners will not be able to survive. Perhaps there are other organizations waiting for the chance to replace us, but no organization can represent **ALL** art as we do.

▪ **Were these dollars seed money and should the organization be “on their own?”**

We'll let our past Mayor Grieves answer that.

“As you know I was Mayor in 2000 when the city council decided at that time to fund ArtsPartners through an intergovernmental agreement between the Civic Center Authority and the City Council. This was to be 2 1/2% of the revenue each year from the restaurant portion of the HRA tax. I believe it was the understanding of the council at the time that this was not to be seed money for a start up but binding commitment, as long as ArtsPartners could demonstrate that they were effective in promotion of the Arts which are so vital in promotion of our city. As a private citizen now, and one who is involved with the hospitality industry I not only pay a fair amount of this tax, but I feel ArtsPartners has done an outstanding job and would urge this council to honor the commitment our council made seven years ago.”

Lowell (Bud) Grieves
Mayor of Peoria 1997-2001

▪ **Why four years? Not just the standard two? We only approved one this last time.**

We truly want to be a player in applying for national grants. We feel many of our future large-scale plans can come to fruition with the additional funding through grants. With a one year investment, it is not even feasible to apply, as an organization must show stable funding for the length of the grant. A grant typically provides funding for 1-2 years. The approval for a grant can take up to 12 months. ArtsPartners has currently been unable to secure any of these grants, as our primary funding is from the City, which must be renewed every 2 years.

▪ **Where else do you receive funding?**

ArtsPartners receives annual operating funds from the Illinois Arts Council in a special class, similar to our Community Foundation, except that we do not have re-granting authorization. This put ArtsPartners in an awkward relationship with who we were trying to serve, so we declined that opportunity. Peoria is well-served by the Community Foundation for those dollars. There are no other organizations in our area applying in our category, so we are not taking funds from other local arts groups. Funds from the IAC are based on the organization's size and budget, and because our yearly budget is relatively small, the funds we receive are limited. We receive approximately \$6,000 - \$8,000 annually from the IAC. We did receive funding last year from a private foundation in Florida to cover our investment in the Discovery Forum. Caterpillar has indeed recognized our projects that build Peoria arts and architecture.

These projects position our community with a great quality of life that Caterpillar needs to attract top executives and managers. There are a few individuals who donate to us as a thank you for our outreach programs. ArtsPartners does not request donations from local corporations, as we feel that would take dollars away from local arts groups.

▪ **Where do your dollars go?**

We have a full time Executive Director, Suzette Boulais, and a part time position that is split between two people and a full-time dedicated volunteer. Our salary costs are about 52% of our budget, our office is about 12%. The rest (36%) goes into services, marketing/promotion, memberships and reference/opportunity publications. Remember—we are only a \$114,000 organization, and very lean. We depend heavily on volunteers and networking.

▪ **Show me the money! Or rather, show me the documented economics!**

You asked, we listened. Please refer to our complete report we provided, but our accomplishments show from the economic impact study we secured from Bradley University's MBA Senior Josh Strom, from the \$75,000 investment the city makes in ArtsPartners, we provide over \$900,000 in value through averted marketing costs, web management and as the centralized online ticket sales provider to the arts. Over 10 times the city's investment.

▪ **Why should the city spend money on art groups?**

We're part of the **existing** “R” portion of the HRA tax through the Civic Center and directed by you, the Council. Richard Florida, who we brought to Peoria for the first Discovery Forum, explains this best.

August 10, 2007

Dear Council Members:

It has come to my attention that you are considering the annual funding request for ArtsPartners of Central Illinois. I urge you to grant this organization full funding. ArtsPartners serves a vital role in Peoria's efforts to establish a thriving arts community, which is essential for attracting future business and investment

In April 2004, I was the keynote speaker at your city's *Discovery Forum: A Celebration of Creativity*, which was sponsored by ArtsPartners and Peoria NEXT. I was impressed with the diverse group of scientists, government leaders, educators, business executives, and artists who came together to move your community forward as a Creative Class city.

In my research on the Creative Class, I have analyzed and determined the essential qualities -- amenities, culture, and tolerance -- necessary for cities to thrive as centers of commerce and innovation. With ArtsPartners' assistance, Peoria is enhancing those qualities. Peoria is becoming known as an artistic center and a welcoming home for professional artists. With your support, ArtsPartners can continue to attract and cultivate the Creative Class in Peoria.

Sincerely,
Richard Florida
Professor of Business and Creativity
Rotman School of Business
University of Toronto

What do the arts groups think about ArtsPartners?

Take a look at the following quotes from some of our arts partners. You will see quotes from the Peoria Symphony, Peoria Players, Bradley University, Community Children's Theater, ICC, Peoria Ballet, Contemporary Arts Center, Central Illinois Jazz Society, etc.

The Peoria Symphony Orchestra commends ArtsPartners for their ongoing promotion of the arts, artists and arts organizations of central Illinois. ArtsPartners continues to facilitate free televised promotions on WTVP, and the PSO also benefits from the discounted Peoria Journal Star advertising rates negotiated by ArtsPartners. PSO Marketing Director Dan Aspell was recently profiled by the Peoria-Times Observer, resulting in very positive coverage of the Symphony; this was again facilitated through ArtsPartners. The PSO believes that ArtsPartners has made, and continues to make, a positive impact on the state of the arts in our area.

-Dan Aspell, Marketing Director
Peoria Symphony Orchestra

It is through the programs and advocacy of ArtsPartners working with individual artists, arts organizations, businesses, and government agencies from across the region that Peoria's future can, in part, be realized. ArtsPartners has repeated devoted energies and resources to regional audience development, one of several key initiatives focused on strengthening area arts organizations, with direct economic impact on the Central Illinois region. On-line ticket sales, community arts advocacy activities, and arts education programs such as Arts Career Day are all viable activities marshaled by ArtsPartners to enhance the arts in our community. ArtsPartners is a vital link in the economic and cultural future of Peoria and significant consideration should be given to continuation and increasing its funding. To quote Richard Florida; "creativity requires a supportive environment that provides a broad array of social and cultural as well as economic stimuli." I urge you to continue and expand your support for ArtsPartners.

-George Brown, Chair
Department of Theatre Arts, Bradley University

ArtsPartners has been helpful to Peoria Players with getting the word out about our organization. This assistance includes featuring Peoria Players in the WEEK-TV Treasure Chest series, showcasing our performances on WTVP-TV, and providing a booth at the recent 25th anniversary celebration at the Peoria Civic Center. Our city needs an organization such as ArtsPartners to highlight and promote each arts group that is necessary for Peoria's cultural and economic growth.

-Nicki Haschke, Business Administrator
Peoria Players Theatre

Community Children's Theatre greatly appreciates Arts Partners' assistance to our organization through online ticket sales and promotions of our events with WOAM and WTVP. Our summer production of ANNIE was a complete sell out. Thanks for all your help.

-Linda Elegant Huff, Fine Arts Coordinator
Peoria Park District, Community Children's Theatre

While ArtsPartners has assisted my performance groups and others greatly with local promotional opportunities, in my opinion the more important contributions have been ones of advocacy rather than marketing. Without ArtsPartners advocating for the arts in Central Illinois to groups like the Illinois Arts Council, Illinois Arts Alliance, and the National Endowment for the Arts - you would see more groups requiring financial support from our municipality to survive. I think we know realistically what their fate would be if that were the climate.

-Andrew Driscoll, Owner/Director
The Waterhouse, Inc.
Howlin' on Water...Dueling Pianos
The Prairie Cabaret Theatre (formerly the Apollo Professional Theatre Company)

The Central Illinois Youth Symphony has worked with ArtsPartners and their online ticket sales program this past year, which has allowed us to save money on advertising, as well as save a lot of time taking orders via phone for our concerts and fundraisers. This in turn has given our small staff much more time to take care of other business that occurs at these busy times.

-Renee Chernick, Manager
Central Illinois Youth Symphony

ArtsPartners has been instrumental in supporting the marketing and promotional costs of Illinois Central College's Performing Arts Center by co-presenting arts-career education day to public school Juniors and Seniors, coordinating our participation in the Peoria Civic Center 25th Anniversary Celebration, supporting our advertising expenditures by securing an ArtsPartners cost rate with the Peoria Journal Star, offering us online ticket services, and encouraging us to consider partnering with other Greater Peoria organizations to create entertainment packages.

-Stephen K. Stone, Manager
Performing Arts Center, Illinois Central College

Suzette has invited me to WOAM to share about events at the Contemporary Art Center. We are grateful for the opportunity of free publicity.

-William Butler, Executive Director
Contemporary Art Center of Peoria

The ArtsPartners organization is critical to the health of artists, arts business and the cultural wealth of Peoria and the surrounding community. Without their participation and guidance significant linkages and timely communications between educators, practicing artists, audiences and other constituencies would not be possible. They have established the arts as an important part of the identity of the region.

-Paul Krainak, Chair
Department of Art, Bradley University

All of the Central Illinois arts organizations are blessed to have ArtsPartners as an active advocate for our needs. Eastlight Theatre has directly benefited through the WEEK-TV Treasure Chest series, WOAM Radio interviews, discounted Cue ads in the Peoria Journal Star and the set up of our online ticket ordering system. **ALL of these things were made possible because of ArtsPartners!** Most Central Illinois arts organizations are small with small budgets - ArtsPartners gives us help we can get nowhere else. What a fabulous organization for our community to have!

-Kathy Chitwood, Executive Director
Eastlight Theatre

My business has benefited tremendously from Arts Partners programs such as the WTVP arts spots, WOAM radio interviews, the Artist's Rendering feature in the Peoria Times-Observer, as well as listings on the Arts Partners website. Arts Partners has been an invaluable aid to my arts and entertainment based business here in Central Illinois, making possible free publicity and marketing that would easily have cost thousands of dollars.

-Mitch Williams, owner
Mitch Williams Magic Productions

ArtsPartners provided the Central Illinois Jazz Society with time on the WOAM radio interviews to notify the public about our monthly jazz programs. One of our volunteers was also featured in the Peoria Times-Observer Artist's Rendering to provide free publicity about our organization. We plan to start using the discounted ads in the Journal Star through the Cue section in August 2007.

-Dick Marsho
Central Illinois Jazz Society

I just wanted to thank you for the service you provided once again. You have been a constant source of support and information by helping connect all of our non-profit organizations with businesses around our city. In my job as a special events coordinator and artist I have been able to, with confidence, refer many groups to your organization for information as they always have a positive response. Thank you once again for all your help making our city grow.

-Amy Boettcher
Something Unique Studios

The TazWood Dance Company has benefited from the exposure that it received from the WEEK-TV Treasure Chest series feature. This, in turn, has boosted our visibility in the community.

-Mary Dexter
The TazWood Dance Company

I'm no longer in the Peoria area but have been sharing the ArtsPartners e-mails with my local Allied Arts Council as we are in the planning process for a Cultural Arts Center for both visual and performing arts. ArtsPartners may not only have an economic impact on Peoria, but on other cities across the nation as well, as you set standards for the function of this type of organization from which others may learn and grow in their own communities.

-Lois Hartwig

Arts Partners has helped Wheels O' Time Museum increase visibility to the community through free or discounted advertising which has had an impact on our marketing budget.

Wheels O' Time has participated in several of the opportunities created by Arts Partners: WEEK-TV Treasure Chest, WOAM radio with Royce and Roger, display at City Hall, published in the free Educator's Guide, included in the Arts Partner's exhibit at the Civic Center 25th Anniversary exposition, and had the opportunity to purchase discounted ads in the Cue section of the Journal Star. Arts Partners has created an environment for interaction with other representatives of attractions in the area through monthly meetings.

-Bobbie Rice, Marketing Director
Wheels O' Time Museum