

ANNUAL REPORT



ArtsPartners
of Central Illinois Inc.

2013-2014



01 | OUR MISSION

Founded in 1999, ArtsPartners of Central Illinois, Inc., is a 501(c)(3) tax-exempt, not-for-profit organization whose mission is to build awareness and strengthen the arts as an economic catalyst for the Peoria area.

ArtsPartners accomplishes this mission by:

- **Facilitating collaborations** among arts organizations and other groups.
- **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.
- **Expanding audiences and educational opportunities** for the arts community and beyond.
- **Encouraging public participation** and keeping the arts on the community agenda.

STAFF

Suzette Boulais, *Executive Director*

Carolyn Kenny, *Administrative Assistant*

Marcia Beltran, *Administrative Assistant (Contracted)*

OFFICERS

Christopher Gray, *President*

Jennifer Morris, *Vice President*

Barbara Waldorf, *Secretary*

Jeremy Kellem, *Treasurer*

BOARD MEMBERS

Steven Fairbanks

Paul Gordon

Stephen Heinemann

Kristan McKinsey

Stephen Peterson

Leslie Williams Seiler

Jonathan Wright

VOLUNTEERS

Joy Gray, *Web Calendar*

Louise Hodge, *Publication Distribution*

Barb Kenny, *Web Calendar*

Gretchen Pearsall, *E-newsletter*

Craig Stocks, *Website Maintenance*

02 | OUR COMMUNITY

The Arts draw our community together.

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.



“ArtsPartners has truly become a community treasure house of ideas, information and connections. I so appreciated the organization’s help in making last fall’s Citywide Celebration of Women Artists a great series of events and exhibits. ArtsPartners was instrumental in creating the perfect logo, arranging meetings with key arts leaders, conducting the ‘Arts Means Business’ session, publicizing the events, and offering lots of useful suggestions on issues related to promoting the month-long event. The organization was helpful at every turn, and the energy and enthusiasm exuded by the staff were especially appreciated.”

Channy Lyons

Director, Citywide Celebration of Women Artists

Photos: Tracey Frugoli, Tom Ruhland

03 | SHOWCASING THE ARTS

Throughout 2013–2014, ArtsPartners’ cross-media campaign included the following activities:

WTVP-TV

Showcased the creative work of regional arts organizations and produced public service spots to promote upcoming arts events.

Illinois: Art in the Works series

Promoted WTVP-TV’s special Illinois Arts Council project in which our local PBS television station produced a dozen short-form programs in the fall of 2013 featuring central Illinois artists at work. Programs aired throughout 2014.

WCBU 89.9 FM

Co-hosted the Out and About weekly radio program, engaging arts representatives in discussions about upcoming events playing in the Peoria area.

ArtsPartners.net

Completely revamped our website, making it more colorful, visually appealing, and user-friendly. Our website continues to serve as a key resource for comprehensive, up-to-date arts and cultural information about all of the arts playing in the Peoria area.

Online Ticket Sales

Provided online ticket-buying for arts patrons. To date, we have sold 7,021 tickets for a total of \$196,495.50.

ARTS.Happening

Published and distributed this monthly e-newsletter that is received by over 1,000 ArtsPartners.

What’s Playing in Peoria

Published and distributed this popular weekly e-newsletter via Constant Contact and on Facebook, that lists many of the weekend arts activities playing in the Peoria area.

ArtsPartners Facebook Page

Continued to build our “likes” through this social media outlet. In 2014, our Facebook page reached over 1,750 “likes.”



Photo: Kevin May

04 | ARTS AWARENESS + VISIBILITY

IGNITE PEORIA!

Joined with the Peoria Civic Center and Peoria Area Convention and Visitors Bureau in developing and promoting an arts and creativity-filled day designed to “ignite” the passion of the arts in the entire community. On August 9, 2014, the event showcased nearly 100 arts and cultural activities at the Peoria Civic Center and drew over 6,300 attendees.

“The Arts Mean Business” Campaign

In conjunction with National Arts and Humanities Month in October 2013, ArtsPartners promoted our “Arts Mean Business” theme on PBS WTVP-TV, NBC WEEK-TV, on the marquee outside the Peoria Civic Center, and on our Facebook page. Thirty local business leaders gave their insights as to why the arts are important to our economic and cultural enrichment. Many thanks to the professional photographers who took the stunning photos for the “Arts Mean Business” campaign and contributed to its success: Doug and Eileen Leunig, Tracey Frugoli, and Craig Stocks.

ArtsPartner of the Year

Recognized Bob and Joan Ericksen as 2013 ArtsPartners of the Year, acknowledging their dedication to enriching the lives of thousands of area children, and for educating the entire community through their many arts and sciences programs.

Citywide Celebration of Women Artists

Assisted in various aspects of planning, preparing, and executing the citywide exhibitions and activities of women artists, from connecting artists to a variety of venues, suggesting presenters for local discussions about arts, designing the logo for the Celebration, adding information to our web calendar regarding the activities, with the ArtsPartners Executive Director serving as a moderator at the November 5, 2013, “Arts Mean Business” panel discussion.

Peoria Magazine’s iBi 2013 “Women of Influence”

ArtsPartners Executive Director Suzette Boulais was selected along with eight other area women for the honor of this distinction for serving as a tireless leader in the area of the arts.

Illinois: 2013-2014 Art in the Works series

Assisted WTVP-TV on a special Illinois Arts Council project in which WTVP-TV produced a dozen short-form programs featuring central Illinois artists at work. Programs aired in the fall of 2013 and throughout 2014.

\$1,000 Ameren Grant

ArtsPartners applied for and received Ameren grant funds that were used to redesign and update our website.

Art and Soul

Wrapped up the Our Town grant project. This National Endowment for the Arts supported creative placemaking project was designed to implement arts initiatives in the South Side of Peoria with the goal of transforming the area into a lively, beautiful and sustainable community.

Peoria Magazine’s iBi Article: ArtsPartners

ArtsPartners Executive Director Suzette Boulais was featured in the October 2013 issue for explaining ArtsPartners unique role as “Collaborator, Connector, Convener, and Consultant...” throughout the Peoria area arts community.

05 | COMMUNITY BUILDING

Illinois State Committee on Museums, Arts & Cultural Enhancement

Served as host to this group when they visited Peoria in April 2014, providing information and insight into the needs of Peoria to enhance our city's growth in the area of Arts and Culture.

Better Block

Served as the community partner for the August 2014 Better Block project at Main Street and Sheridan Road, a city-supported effort to showcase best practices in urban design and creative placemaking with a primary goal of facilitating meaningful changes to public policy and practice in Peoria.

Bright.Brilliant.Community.

Completed our sustainability grant project in May 2014 as a community partner for the Heart of Illinois Sustainability Consortium, a regional partnership created through the U.S. Department of Housing and Urban Development (HUD) that promotes economic and environmental sustainability in the areas of housing, transportation, workforce, land use, food availability, arts and culture, and natural resources.

Public Art Walking Tour

Assisted the Peoria Area Convention and Visitor's Bureau in creating a public art walking tour for the Illinois Music Educators Association's annual convention held at the Peoria Civic Center. ArtsPartners' Board Member Barb Waldorf also served as a member of the Public Art Sculpture Committee that is working to bring public art to the Downtown and Warehouse District, as early as 2015.

Live Theatre League of Greater Peoria

Collaborated with local theater groups to promote local theatre productions.

Art Lives in Central Illinois

Continued to share and distribute this dynamic publication about our local artists at area arts events and community presentations.

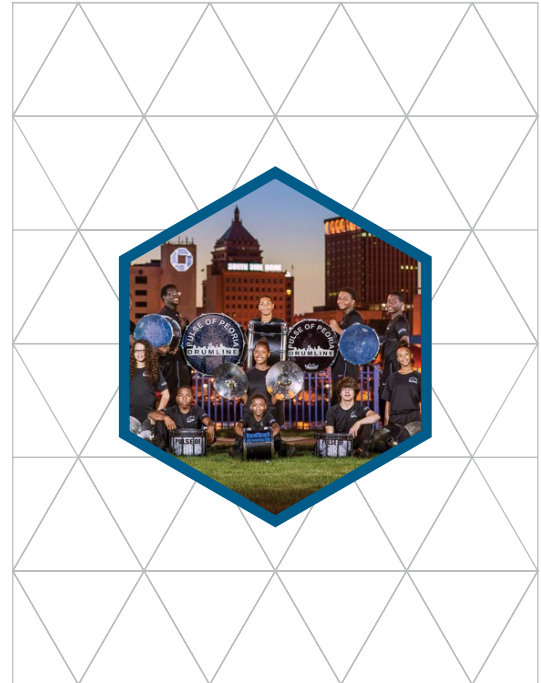


Photo: Craig Stocks

06 | AN ECONOMIC INVESTMENT

OUR FUNDERS

The City of Peoria and the Peoria Civic Center Authority have committed a portion of collected hotel/restaurant/amusement taxes to ArtsPartners as an economic investment, recognizing that a rich cultural environment is an economic benefit to the entire Peoria region.

CITY OF PEORIA

Jim Ardis, Mayor
Beth Akeson
Chuck Grayeb
Elizabeth Jensen
Casey Johnson
Jim Montelongo
Denise Moore
Timothy Riggerbach
Ryan Spain
W. Eric Turner
Chuck Weaver

PEORIA CIVIC CENTER AUTHORITY

Dan Silverthorn, *Chair*
Patrick Roesler, *Vice Chair*
Laraine Bryson, *Secretary*
Robert Manning, *Treasurer*
Harold Burdess
Kenneth Goldin
Sylvia Hasinger
Jim Scroggins
Ryan Spain
Leonard Unes
Don Welch



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



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



Photos: Tracey Frugoli, Jeff McSweeney, Stacy Peterson

07 | CONNECTIONS + PARTNERSHIPS

Community Involvement through Connections + Partnerships

Every year, ArtsPartners is afforded opportunities for artists throughout the central Illinois region to showcase their work and participate in arts-related events. These advantages are available thanks to the many partnerships and connections that recognize art and cultural activities make communities more attractive places to live, educate residents and deepen learning, help bring a community to life, and contribute to the economic growth of a community.

The following is a list of businesses, events, and programs ArtsPartners invited our local arts community to take part in:

Illinois Artisans Program of the Illinois State Museum Artist Call-out

Peoria Meet Up: Start Up Peoria – *Protecting Your Intellectual Capital and Creations*”

Peoria POPS Free Concert for United Way Participants

Folepi’s Gifts Galore - *Fine Art and Gift Show*

Arts in Education Spring Celebration Program – *Musical Instrument Collection for Washington Tornado Victims*

Habitat for Humanity - *5th annual Habitat Art Auction*

Corn Stock Theatre Temporary Gallery for the show ART

Peoria Riverfront Museum - *Meet and Greet area Legislators*

Heart of Illinois Fair Photography Contest call-out

IGNITE Peoria! Event

Making it easy to Follow your “Art”

A team of marketing executives assisting the Evanston Arts Council reached out to ArtsPartners to inquire about our promotional and marketing efforts. Following the conversation, we received this email:

We deemed ArtsPartners’ efforts to communicate with their constituency as a “best in class” of exceptional consumer-centric and practical marketing. Our consulting team was tasked with surveying the landscape of regional arts organizations throughout Illinois to see what kinds of examples achieved their stated missions best. When we investigated ArtsPartners’ website, it became clear that they made the sound choices to create a powerful, but accessible advocacy for the arts in central Illinois, and to do so with the participating audience insights front and center. From the choice of relevant photography to the simplicity of platforms — and especially through the innovative use of calendaring and ticketing capabilities, it’s clear that other organizations can learn a lot from ArtsPartners’ strategic leadership. They make it easy and inviting to “follow your arts.”

Kellogg Consulting Alumni Network (CAN)

John Schroeder, *Market Research Professional*

Scott Hughes, *Marketing Consultant*

Daniel Ng, *Marketing Professor*

08 | ARTSPARTNERS OF THE YEAR



Photo: Stacy Peterson

“What an honor it was to humbly accept the 2013 ArtsPartners of the Year Award on behalf of those who have helped us carry the mission of the Sun Foundation these past 40 years.

As we looked around the room upon receiving the award, we saw several special people who have received the ArtsPartners honor in the past who played a major role in the work of the Sun Foundation: Doug and Eileen Leunig and Vic Burnett.

In the audience we were also pleased to acknowledge two major leaders of the Sun Foundation: Clean Water Program Chair Karen Zuckerman and Sun Foundation Board Chair Lorraine Schwass.

The ArtsPartners' award has great meaning to us as it represents a vital organization that has united the Arts community, changed the culture, and brought the Arts to the forefront of community life.

We thank ArtsPartners for this great honor and to all who shared with us our treasured moment in the sun.”

Bob and Joan Ericksen

2013 ArtsPartners of the Year

09 | WE IGNITED PEORIA

On Saturday, August 9th, the Peoria Civic Center and ArtsPartners of Central Illinois hosted the first-ever IGNITE Peoria, a celebration of creativity featuring a range of events to inspire innovation, release artistic vision and spark the imagination of the community.

According to all who attended, that mission was accomplished. Far exceeding expectations, the event had a tremendous turnout, bringing more than 6,300 people to downtown Peoria to touch, feel, taste, see and interact with the local arts community.

Look for IGNITE Peoria to return bigger and better than ever in 2015!



“ Each and every year, ArtsPartners steps up to lead key initiatives that exemplify the importance of arts in our community. In 2014, ArtsPartners brought together more than 80 artists to display their work at IGNITE Peoria. The event featured theater, fashion, literature, and even a car show.

It’s the arts that make a city special. As Peoria works to attract and retain talented individuals and innovative businesses, the importance of a vibrant arts community is critical. That’s what was on display at IGNITE Peoria thanks to a strong collaborative effort among ArtsPartners, the Peoria Civic Center, the Peoria Area Convention and Visitors Bureau and the City of Peoria.”

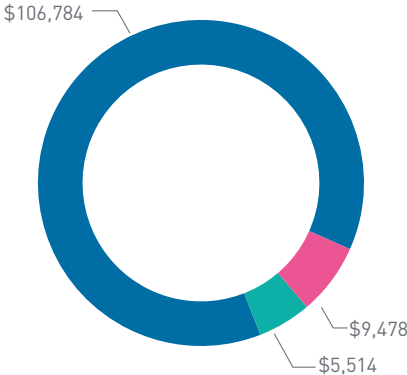
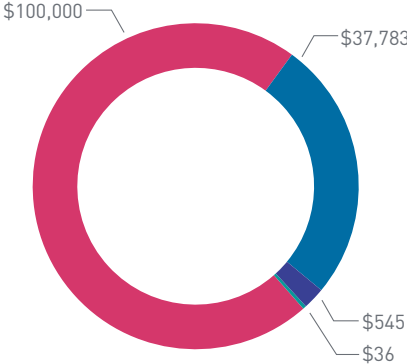
Ryan Spain
Peoria City Councilman



10 | FINANCIAL HIGHLIGHTS

INCOME: \$138,364

- ▲ **Restaurant Tax Proceeds** \$100,000
- ▲ **Grant Income** \$37,783
- ▲ **Contributions** \$545
- ▲ **Interest and Other Income** \$36



EXPENSES: \$121,776

- ▲ **Program Services** \$106,784
- ▲ **General Administrative Costs** \$9,478
- ▲ **Contracted Program Services** \$5,514

*Non-operating pass-through activities: ArtsTix, ArtsChecks, Live Theatre League, Better Block, IGNITE Peoria, Public Art Sculpture Walk



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