

ANNUAL REPORT

2012-2013



ArtsPartners
of Central Illinois Inc.



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*

OFFICERS

Chris Gray, *President*

Kristan McKinsey, *Vice President*

Barbara Waldorf, *Secretary*

Jeremy Kellem, *Treasurer*

BOARD MEMBERS

Steven Fairbanks

Paul Gordon

Stephen Heinemann

Jennifer Morris

Stephen Peterson

Leslie Williams Seiler

Jonathan Wright

VOLUNTEERS

Barb Kenny, *Web calendar*

Gretchen Pearsall, *E-newsletter*

WEB DESIGN

Jake Hamann, *OneFire Media Group*

02 | COMMUNITY

The Arts draw our community together.

ArtsPartners also 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.



“We are grateful to count ArtsPartners of Central Illinois as one of our most important allies and partners in our efforts to elevate the arts in Illinois. This past year, Arts Alliance Illinois was pleased to collaborate with ArtsPartners to inform policymakers and the community at-large about the impact of the arts on the economy, workforce, and community vibrancy in the Peoria region. We look forward to continuing our work together to ensure that the arts play a central role in making Illinois a great place to live, work, and raise a family.”

Ra Joy
Executive Director
Arts Alliance Illinois

03 | SHOWCASING THE ARTS

Throughout 2012–2013, ArtsPartners’ cross-media campaign included the following activities to promote and showcase the arts:

WTVP-TV

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

WCBU 89.9 FM

Hosted the Out and About series, engaging arts representatives in discussions about upcoming events and airing Live Theatre League reviews of local theatrical productions.

WOAM Radio

ArtsPartners’ Executive Director, Suzette Boulais, joined Roger Monroe on Friday mornings for “Breakfast with Royce and Roger” to talk about weekend arts events.

ArtsPartners.net

Our website continues to be a key resource for comprehensive, up-to-date arts and cultural information about all of the arts playing in the Peoria area.

Calendar of Events

Published a hard copy calendar of events and distributed it to local hotels each month to ensure visitors are aware of the arts activities taking place in the area every day. The calendar can also be found online at ArtsPartners.net.

Online Ticket Sales

Provided online ticket-buying for arts patrons. To date, we have sold 6,488 tickets, for a total of \$169,881.50.

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 that lists weekend arts activities playing in the Peoria area via email and Facebook.

ArtsPartners Facebook Page

The “likes” from 2012 to 2013 nearly tripled, going from 600 to nearly 1,600.



Photo: Jenny Parkhurst

04 | ARTS AWARENESS + VISIBILITY

All About The Arts

Collaborated with dozens of artists in numerous marketing endeavors to coincide with the opening of the Peoria Riverfront Museum, showcasing the value of art to central Illinois.

Illinois: Art In The Works

Assisted WTVP-TV on a special Illinois Arts Council project in which the station produced a dozen short-form programs featuring central Illinois artists at work. Programs aired in the fall of 2012 and throughout 2013.

Art and Soul

Used \$50,000 in Our Town grant funds from the National Endowment for the Arts for a project plan that will engage the underserved and strengthen Peoria neighborhoods.

ArtsPartners Educator's Guide

Published online and distributed to area teachers, this is a significant K-12 resource used for planning arts-related field trips and extracurricular arts activities.

ArtsPartner of the Year

Recognized Doug and Eileen Leunig as ArtsPartners of the Year, acknowledging exemplary and long-term support and service to the local arts.

Art Lives in Central Illinois

Continued to share and distribute this dynamic publication about our local area artists at local arts events, to area educators and at key community meetings, including the 2013 One State Together in the Arts conference in Moline.



Photos: Craig Stocks

05 | COMMUNITY BUILDING

Americans for the Arts Economic Survey

Collaborated with Arts Alliance Illinois in conducting arts surveys at Greater Peoria Area arts performances in conjunction with a study for Arts & Economic Prosperity IV. The study measured the economic impact of nonprofit arts and cultural organizations and its audiences in the Greater Peoria Area. Results of the study were shared in March 2013 at the Peoria Riverfront Museum with a special presentation by Randy Cohen of Americans for the Arts.

Bright.Brilliant.Community

Continued to serve as a partner for the Heart of Illinois Sustainability Consortium, a regional partnership created through the U.S. Department of Housing and Urban Development that promotes economic and environmental sustainability in the areas of housing, transportation, workforce, land use, food availability, arts and culture, and natural resources.

Congressional Arts Competition

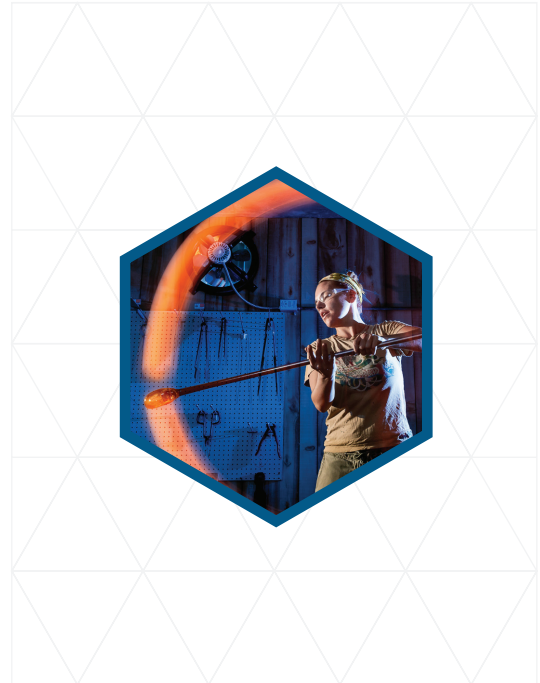
Recruited ArtsPartners board members to serve as judges for Congressman Aaron Schock's annual competition for area high school students.

Playing Peoria Blog

Partnered with photojournalist Craig Stocks in recruiting artists to feature on his Playing Peoria Blog
www.playingpeoria.com.

Live Theatre League of Greater Peoria

Collaborated with local theater groups to promote local theatre productions.



Photos: Craig Stocks

06 | AN ECONOMIC INVESTMENT

OUR FUNDERS

The City of Peoria and the Peoria Civic Center Authority have committed a portion of collected restaurant 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
Casey Johnson
Jim Montelongo
Denise Moore
Timothy Riggerbach
Ryan Spain
W. Eric Turner
Chuck Weaver

PEORIA CIVIC CENTER AUTHORITY

Dan Silverthorn, *Chair*
Patrick Roesler
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: Craig Stocks

07 | CONNECTIONS + PARTNERSHIPS

A strong base of support for the arts helps make a community a more attractive place to live, educates residents and deepens learning, brings a community to life, and contributes to the economic growth of a community. The following is a list of businesses, events and programs that our local arts communities were invited to take part in via a series of ArtsPartners communications and callouts:



Photo: Lynne Marsho

Community Involvement through Connections + Partnerships

Peoria County Highway Department - *"All About the Arts" display*

The Bishop Hill Fiber Guild's 32nd Annual Spin In and Fiber Arts Show

Peoria Art Guild - *Nude Attitude Juried Art Exhibit*

Arts Alliance - *Arts at the Core Summit*

Peoria Heights Christmas Walk

Peoria County Bar Association Logo Design Contest

Habitat For Humanity - *2x4's Silent Art Auction*

Canton Art Festival

Trewyn K-8 School - *"Practice Makes Perfect" program*

The Community Foundation of Central Illinois - *Community Arts Grant*

East Peoria Levee District's - *"Arts on the Promenade"*

Oliver's Pizza & Pub

Illinois Artisans Program - *Spring Juried Exhibit*

EPIC (formerly PARC) - *Outdoor Market*

City of Peoria - *Stella Stewart Award*

Citywide Celebration of Women Artists

Arts+Culture Listening Sessions

08 | 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 how vital art and cultural activities are to a community.



Photo: Craig Stocks

“Being chosen the 2012 ArtsPartners of the Year was a tremendous moment in our lives. ArtsPartners does outstanding work in bettering our community—managing everything from obtaining grants for public arts projects to connecting artists with collaborators to connecting the public with the artists. ArtsPartners has become the ‘hub’ for arts in central Illinois.

All that work cannot be done, though, by the small ArtsPartners staff and limited resources. While we were chosen for the honor of ArtsPartners of the Year based on our work in the past, we feel that with the title comes the responsibility of the future. We continue to pitch in and help ArtsPartners promote and expand the arts in central Illinois. We are thankful there are others who feel the same way and together we are fostering a creative, vibrant community that makes central Illinois a great place to live, work and make art.

Thanks for always being there.”

Eileen and Doug Leunig
2012 ArtsPartners of the Year

09 | ART IN THE WORKS

WTVP celebrated the contributions of local artists to Illinois' culture and economy in its second year producing the interstitial programming series titled, *Art In The Works*. Illinois is home to a colorful array of artists, creators, performers and makers, each sharing one important thing in common: they are all making their art work in and for Illinois...and beyond. Each of the 14 short programs was shot in high definition by the WTVP Production team, and edited by Senior Producer Todd Pilon. *Art In The Works* is a collaboration of WTVP and ArtsPartners of Central Illinois and its members, and is made possible by a grant from the Illinois Arts Council, a state agency.

“*Art In The Works*, last year's collaborative project between WTVP and ArtsPartners of Central Illinois, is the poster child for showcasing the positive impact of state funding on the arts community. The project was so successful and so valued by the Illinois Arts Council that it has been funded for a second year of production. ArtsPartners' access to area artists is critical to the continuing success of the project, and it gives the gravitas necessary to attract the talented artists we want on the programs. As we prepare for a second season, we at WTVP know that consistent high quality and the potential success of the endeavor is predicated on again having ArtsPartners of Central Illinois as a valued collaborator.”

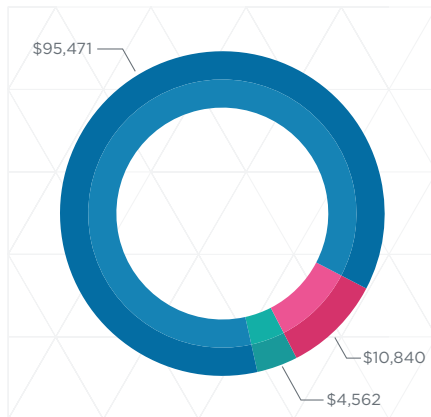
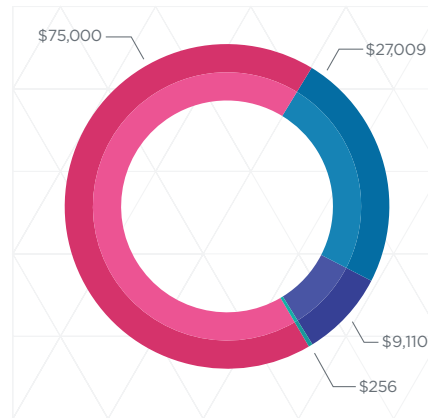
Chet Tomczyk
President & CEO
WTVP



10 | FINANCIAL HIGHLIGHTS

INCOME: \$111,375

- ▲ **Restaurant Tax Proceeds** \$75,000
- ▲ **Grant Income** \$27,009
- ▲ **Contributions** \$9,110
- ▲ **Interest and Other Income** \$256



EXPENSES: \$110,873

- ▲ **Program Services** \$95,471
- ▲ **General Administrative Costs** \$10,840
- ▲ **Contracted Program Services** \$4,562

* Non-operating pass-through activities:
ArtsTix, ArtsChecks, Live Theatre League



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*Photos: 1 Emily Hoerdemann, 2, 3, 4, 5 Craig Stocks
Annual Report design: Marco Boulais*