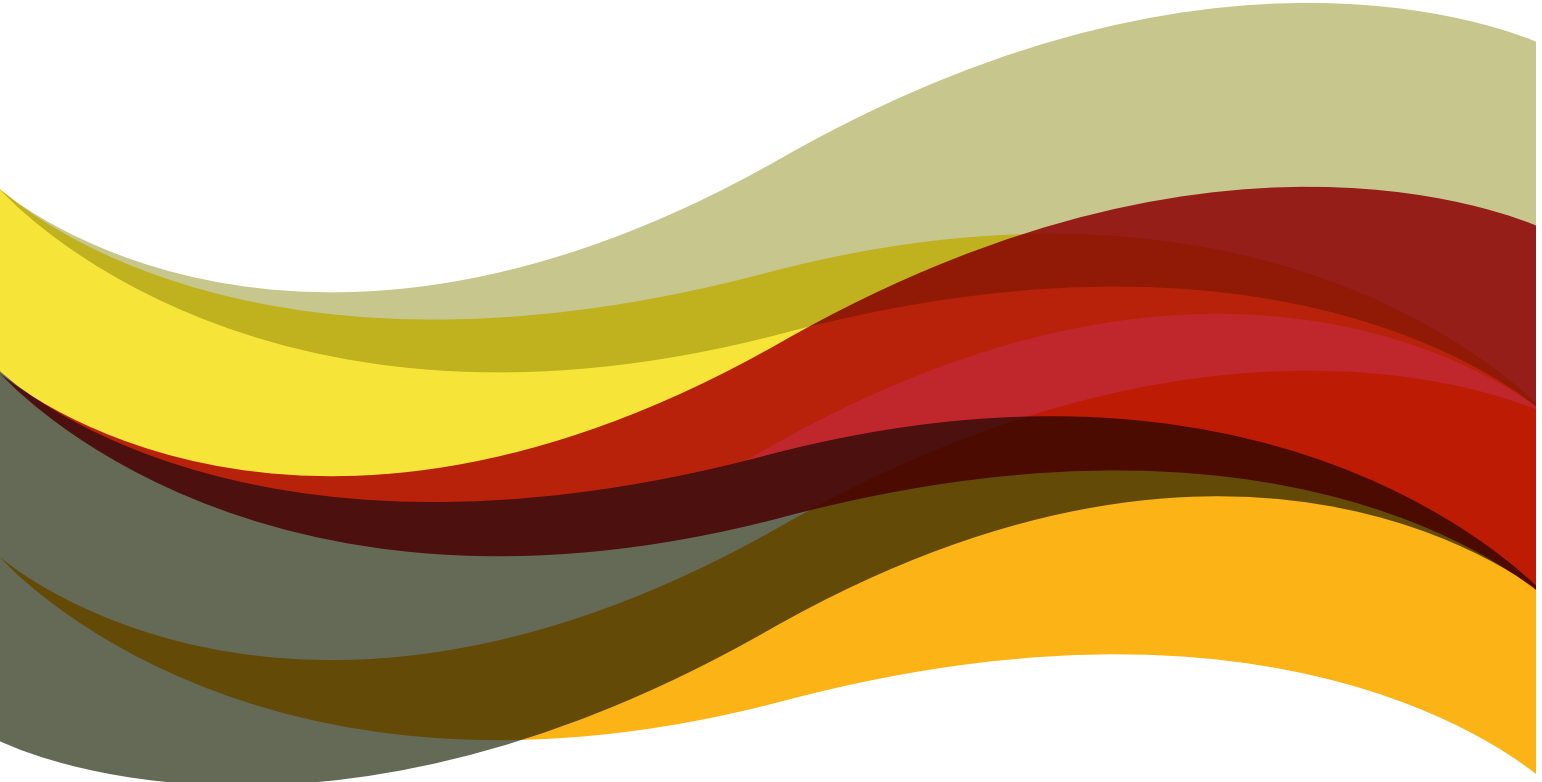


2007-2008 ANNUAL REPORT

2007-2008

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.

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

Bruce Budde
Emily Ferrell
Susan Goergen
Barbara Hartnett
Jeffrey Huberman
Maryann Morrison
Norma Rossi
Charity Shultz

ARTS AWARENESS AND VISIBILITY

- In March 2008 ArtsPartners relocated its headquarters to a more visible location in Peoria's downtown Warehouse District at La Ville de Maille building at 820 SW Adams Street, one block south of O'Brien Baseball Field. Through this move ArtsPartners hopes to play a more vital role in developing the downtown Warehouse area into an arts and cultural district.
- **Media Saturation:** Throughout 2007-2008 ArtsPartners deployed a full cross-media campaign - including television, radio, print, and internet news media 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; and
 - provides easily accessible and user-friendly calendars and schedules of artistic and cultural events.

This robust campaign generated over \$400,000 in in-kind media placements at WTVP-TV, WOAM 1350 Radio, WMBD-TV, FOX-43, WCBU-FM, Peoria Times-Observer, Morton Times-Observer and the Peoria Journal Star.

- **ArtsPartners Website:** 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:** ArtsPartners published a hard-copy of its calendar of events and distributed it to area hotels each month to ensure area visitors are well aware of all the arts playing in the area every day.
- **ArtsChecks:** ArtsPartners increased distribution and use of its ArtsChecks Gift Certificates as a method for building new audiences for the arts. For better convenience, ArtsChecks are now 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, ArtsPartners has sold 1,647 on-line tickets for a total of \$20,718 in generated income for participating arts groups. Some of the organizations we have sold tickets for include: Fine Arts Society, Community Children's Theatre, Heritage Ensemble, Peoria Pops, Three Sisters Park, Peoria Park District, Central Illinois Youth Symphony, Morton Civic Chorus, Peoria Area Civic Chorale, Old-Time Piano Playing Contest as well as the Peoria Area World Affairs Council.

ARTS AWARENESS AND VISIBILITY (CONT.)

- **ArtsPartner of the Year:** Recognized sculptor Nita Sunderland as 2007 ArtsPartner of the Year. Held at Lakeview Museum, the award ceremony was attended by nearly 100 corporate, cultural, educational, and city leaders.
- **The ART of Structure:** Our new, widely distributed, full-color, public architecture catalog has enjoyed 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 the popular monthly newsletter, ARTS.Happening, which reaches over 1,500 ArtsPartners by email.

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 Community Foundation to produce our new public architecture catalog, The ART of Structure.
- **Illinois Arts Council:** Received operational funds for general overhead.

PROFESSIONAL DEVELOPMENT

- **Roundtable Discussions:** Roundtable discussions were held throughout the year for area arts leaders on topics such as developing artist’s relocation programs, gauging the art community’s interest in pursuing the development of a community performing arts center, offering group health insurance to artists and creating arts packages for the Peoria Area Convention and Visitors Bureau.

The ART of Structure



ARTS.Happening



EDUCATION

- **ArtsPartners Educators' Guide:** Published and distributed to area teachers the 2007-2008 ArtsPartners Educators Guide, a major K-12 resource used for planning arts-related field trips and extra-curricular arts activities.
- **United Way Dress Rehearsals:** Partnered with United Way to provide young children and clients of United Way programs opportunities to attend free dress rehearsals of major arts events, including productions by Eastlight Theatre and Peoria POPS.
- **Economic Impact Report of ArtsPartners:** Printed an updated report, The Arts As Big Business: Arts Spending In The Peoria Area And Its Economic Impact, that determined the economic impact of ArtsPartners as \$920,000, nearly 12 times the value of ArtsPartners' allocation from the City of Peoria.

ADDITIONAL COMMUNITY PARTNERSHIPS AND ORGANIZATIONAL INITIATIVES

- Partnered with the Peoria Area Convention And Visitors Bureau to win a statewide arts conference, One State Together in the Arts, to be held in June 2009. This Illinois Arts Alliance/

Illinois Arts Council conference is estimated to bring an additional \$80,000 to the local area economy.

- Partnered with NPR affiliate, WCBU Radio 89.9 FM, on the development of two new arts-related programs: Peoria's Hidden Treasures, a segment that airs every Monday and is based on ArtsPartners public art catalog, In Plain Sight. Written and recorded by historian Channy Lyons, this segment highlights and discusses some of Peoria's most historic pieces of public art. Another new program, Out and About, airs every Friday during the noon hour and discusses some of the upcoming weekend arts events playing in the Peoria area.
- Collaborated with Easter Seals in a holiday ornament-making project that engaged local artists and children of Easter Seals programs and garnered a wealth of publicity for ArtsPartners in local area publications.
- Partnered with the MortonTimes-Observer newspaper to offer our Artist's Rendering feature which highlights the work of Morton area artists.
- Promoted and supported several artists who held art exhibits at the WTVP Gallery: Bill Hardin, Satellite City Commission and Michael Adams.

ArtsPartners
Educators' Guide



Economic Impact
Report of ArtsPartners



ArtsPartners gratefully acknowledges our funders:

PEORIA CITY COUNCIL

Jim Ardis, Mayor
Clyde Gulley, Jr
George Jacob
Robert D. Manning
James Montelongo
Patrick Nichting
Gary Sandberg
Ryan Spain
William Spears
W. Eric Turner
Barbara Van Auken



PEORIA CIVIC CENTER

Peter Couri, Chair
Rebekah Bourland
Laraine Bryson
Daniel Daly
Kenneth Goldin
Brent Lonteen
Robert D. Manning
Daniel Murphy
Dan Silverthorn
Leonard Unes

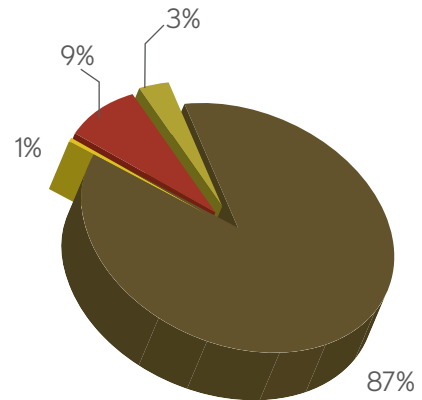


This program is partially supported by a grant from the Illinois Arts Council, a state agency.

2007 - 2008 INCOME SOURCES AND EXPENDITURES

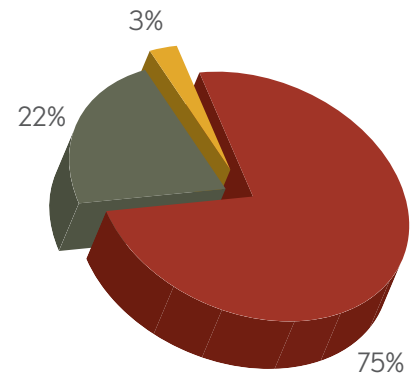
INCOME SOURCES: \$85,521*

- Restaurant Tax Proceeds - \$75,000
- Grant Income for Operations - \$7,760
- Interest and Other Income - \$2,686
- Contributions - \$375



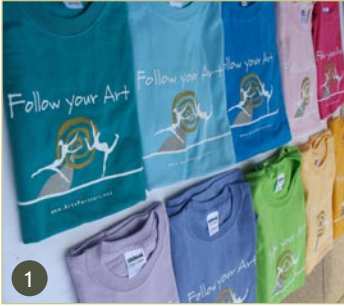
EXPENDITURES: \$116,095*

- Program Services - \$87,071
- General Administrative Costs - \$25,541
- Contracted Program Services - \$3,483



*Throughout 2007-2008, media in-kind donations exceeded \$400,000 and are not reflected in the above charts.

Note: The financial information above reflects the 2007-2008 fiscal year from September 1, 2007 through August 31, 2008.



1. ArtsPartners Follow Your Art tee shirts 2. Roundtable discussion at the Contemporary Art Center 3. Cirque du Soleil at the Peoria Civic Center 4. Photo of Peoria Art Guild exhibit highlighted in ArtsPartners Economic Report 5. Signage outside ArtsPartners new office at 820 S.W. Adams 6. Photo of Yo Yo Ma highlighted on ArtsPartners home web page at www.artspartners.net 7. Cast members from Charlotte's Web at Peoria Players Theatre 8. Contemporary Art Center's William Butler as the ArtsPartners guest on Breakfast With Royce and Roger

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ArtsPartners
of Central Illinois Inc.