

# 2010-2011

ANNUAL REPORT



ArtsPartners  
of Central Illinois Inc.



## ARTSPARTNERS OF CENTRAL ILLINOIS, INC.

### OUR MISSION

Founded in 1999, ArtsPartners of Central Illinois, Inc. is a 501c3 tax-exempt, not-for-profit organization whose mission is to build awareness and strengthen the arts as an economic catalyst for the Peoria area.

It realizes its mission by:

- facilitating collaborative initiatives among arts organizations and other entities
- 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
- offering professional development seminars to representatives from the arts community.

### STAFF

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

### VOLUNTEERS

Barb Kenny, Web Calendar & Educator's Guide  
Gretchen Pearsall, E-Newsletter

### INTERNS

April Anderton  
Liz Lappin  
Regina Powell

### WEB & GRAPHIC DESIGN

Jake Hamann, OneFire Media

# Arts Works in Peoria

## OFFICERS

Susan Goergen, President  
George Brown, Vice President  
Kristan McKinsey, Secretary  
Jeremy Kellem, Treasurer

## BOARD MEMBERS

Dr. Peter Couri  
Jacob Grant  
Chris Gray  
John Kim  
James Polk  
Deborah Totten  
Barbara Waldorf  
Jonathan Wright

"The cultural artistry and creativity that is prevalent throughout the Peoria area is nothing short of magnificent and far superior to other cities our size. Our friends at ArtsPartners have been absolutely wonderful and supportive in helping us bring this culture to the attention of the many visitors who regularly visit our area and those who will soon do so. We are confident that our strategic alliance with ArtsPartners will increase the quantity of visitors coming to our area in search of our unique cultural surroundings."

**Bob Marx**

President/CEO  
Peoria Area Convention & Visitors Bureau



## HIGHLIGHTS & ACCOMPLISHMENTS

### SHOWCASING THE ARTS

Throughout 2010-2011, ArtsPartners deployed a full cross-media campaign with a strong television, radio, print and online presence. Our media partners included:

- **WTVP-TV** for showcasing the creative work of regional arts organizations and producing public service assets that promotes upcoming arts events with statewide appeal.
- **WEEK-TV** and **WTVP-TV** for airing numerous Art Works public service announcements about the value of the arts to our community's economic and cultural development.
- **WCBU 89.9 FM** for hosting the Out and About series that engages local arts representatives in discussions about upcoming arts events and airing for Live Theatre League reviews of local theatrical productions.

*In total, in-kind donations from our media and community partners over the past year were just under \$200,000.*

### ARTS AWARENESS & VISIBILITY

- **ArtsPartners.net.** ArtsPartners' interactive website served as a key resource for comprehensive, up-to-the-minute arts and cultural information about all of the arts playing in the Peoria area. Visits to the site averaged 2,500 hits a month and 30,000 a year.
- **Calendar of Events.** Published a hard-copy calendar of events, which is distributed to area hotels each month to ensure visitors are well aware of the arts playing in the area every day.
- **Online Ticket Sales.** Accessible at ArtsPartners.net, the sophisticated yet easy-to-use ArtsTix page continues to revolutionize ticket buying for our ArtsPartners and their patrons. High-impact sales have attracted new and younger audiences whose purchasing habits and access to information are defined by online culture. To date, more than 4,100 tickets have been sold, generating nearly \$80,000 for nearly two dozen arts groups.

- **ARTSChecks.** Increased use of ARTSChecks gift certificates as a way to build new audiences for the arts. ARTSChecks are available on ArtsPartners' online ticket sales page and can be purchased with a credit card.
- **ArtsPartner of the Year.** Recognized Vic Burnett as the 2010 ArtsPartners of the Year, acknowledging his long-term exemplary support and service to the local arts.
- **Peoria City Hall: A Visitor's Guide of Peoria's Greatest Treasure.** ArtsPartners' latest full-color catalog continues to provide high visibility in key locations throughout the community. This stunning reference and tour guide, written by Dr. Peter Couri, photographed by Doug and Eileen Leunig, and designed by Nicole Blackburn, exquisitely showcases the rich art and history of Peoria's City Hall.



Dr. Peter Couri shares with the audience during a tour of historic artwork found at Peoria City Hall

- **ARTS.Happening.** Published and distributed this monthly e-newsletter that reaches roughly 1,000 ArtsPartners.
- **What's Playing in Peoria.** This popular weekly e-newsletter lists weekend arts activities playing in the Peoria area.
- **ArtsPartners Educator's Guide.** Published and distributed to area teachers, the 2010-2011 ArtsPartners Educator's Guide is a major K-12 resource used for planning arts-related field trips and extracurricular arts activities.



## HIGHLIGHTS & ACCOMPLISHMENTS

### COMMUNITY BUILDING

- **Art Works** ArtsPartners continued to promote NEA Chair Rocco Landesman's Art Works theme throughout 2010-2011, culminating in the creation of a poster collage of the Peoria skyline that was given to Rocco by Congressman Aaron Schock in the spring of 2011. The poster consisted of 2,700 arts-related images contributed by Peoria-area artists.
- **ARTS Celebration.** At the request of Congressman Schock, ArtsPartners assisted in gathering members of the Peoria-area arts and business community together for a "Celebration of the Arts" at Wildlife Prairie Park on August 8, 2011. The event included a discussion about the arts as a vital component of our area's economic and cultural growth. Special guest at the celebration event was NEA Chair Rocco Landesman.
- **Sustaining Communities.** ArtsPartners was selected to serve as a regional partner for the Heart of Illinois Sustainability Consortium, a regional partnership created through a U.S. Department of Housing and Urban Development planning grant program. The program aims to promote economic and environmental sustainability by crafting a long-range plan that investigates housing, transportation, workforce, land use, availability of food, arts and culture, and natural resources.
- **Engaging the Underserved.** ArtsPartners helps to expose the arts to new audiences by offering free performances and dress rehearsals by the Peoria POPS and Eastlight Theatre to children and underserved clients from various United Way programs.

## AN ECONOMIC INVESTMENT

Recognizing that a rich cultural environment is an economic benefit to the entire region, the City of Peoria and the Peoria Civic Center Authority have committed \$75,000 annually to ArtsPartners as an economic investment. ArtsPartners gratefully acknowledges our funders:

### CITY OF PEORIA

Jim Ardis, Mayor  
Beth Akeson  
Clyde Gulley, Jr.  
Dan Irving  
Timothy Riggenschach  
Gary Sandberg  
Ryan Spain  
William Spears  
W. Eric Turner  
Barbara Van Auken  
Chuck Weaver

### PEORIA CIVIC CENTER AUTHORITY

Dan Silverthorn, Chair  
Patrick Roesler, Vice Chair  
Laraine Bryson, Secretary  
Robert Manning, Treasurer  
Kenneth Goldin  
Leonard Unes  
Sylvia Hasinger  
Harold Burdess  
Ryan Spain  
Bob Marx



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

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

- Illinois Arts Council. Received operational funds for general overhead.
- Illinois Arts Council. Received a special grant to for an arts assessment program to assist arts educators in evaluating the effectiveness of their arts programs.
- Community Foundation of Central Illinois. Received funding from the Taylor & Corinne French Fund/Fine Arts Education and the Eugene and Harriett Swager Fund for Public Art for a sculpture by Fisher Stolz called "Event," now on display in the lobby of the newly renovated section of the Peoria Civic Center.



# Arts Works in Peoria

## 2010-2012 PARTNERSHIPS

### Connecting the Arts to the Community

ArtsPartners was pleased to facilitate the success of the following events by engaging local artists and arts organizations to participate in:

- Illinois Cultural Data Project Training Sessions
- An NEA webcast panel discussion for the "Creative Placemaking" project
- "The Role of Art in Transforming Communities," a discussion by the Green Drinks Peoria initiative
- Peoria Convention & Visitors Bureau forum about attracting more tourists to the region
- The Heart of Illinois Sustainability Consortium luncheon presented by The Tri-County Regional Planning Commission
- Congressman Aaron Schock's Art Show at the Peoria Civic Center by volunteering services to set up and work the event
- The City of Peoria's September 11th Remembrance event by providing entertainment

"ArtsPartners has been an incredibly great partner to work with over the last year. When called to help they have assisted with recommending excellent judges and volunteers for the yearly Congressional Art Show I host and they can always be counted on to offer sound advice when asked. Further, ArtsPartners was instrumental in helping to pull together the events surrounding NEA Chairman Rocco Landesman's recent visit to Peoria. This joint effort led to many in the arts community to remark afterwards that they had never before seen such a large number of local artists who were able to come together to showcase the talents of Central Illinois."

*Congressman Aaron Schock*  
IL-18

- Peoria Heights' Duryea Days by providing stage entertainment
- Illinois Artisans group's various programs
- Wildlife Prairie State Park's "Wildlife Scary Park" Halloween event.

ArtsPartners assisted local businesses and organizations by informing artists and arts organizations about the following arts-related opportunities:

- Methodist Medical Center needed arts instructors for their Encore! program
- Robert Morris University had summer interns available to work with local arts groups
- Central Intermediate School in Washington, IL was seeking volunteers to work with students
- Peoria Symphony Orchestra held auditions for singers and actors for their 2011-2012 season
- The Iona Group of Morton held auditions for an actor in one of their productions
- The Washington Historical Society held a logo design contest
- Morton's BBQ Throw Down held a logo design contest.



Jacob Grant molds a piece of pottery in his studio



## 2010-2012 PARTNERSHIPS

### Connecting the Arts to the Community

At the request of the following organizations, ArtsPartners invited artists to sell, display and donate art:

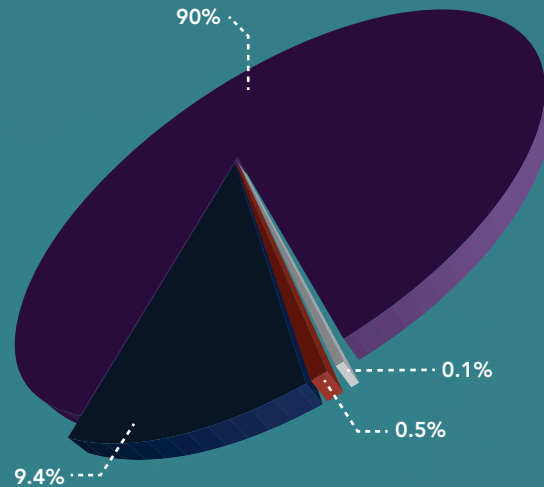
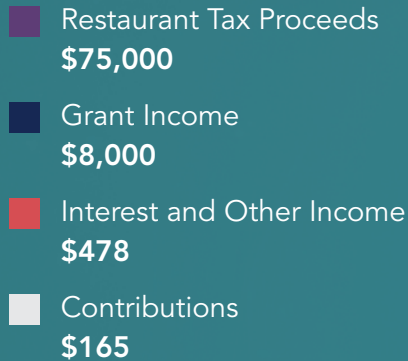
- Copper River Coffee and Teas
- The Neighborhood Arts Collective at the Cornerstone Building
- St. Philomena Grade School annual benefit
- March of Dimes annual fundraiser
- The Cornerstone Underground Art Society's Fine Art Fair
- The Peoria Historical Society's Rennick Juried Art Show
- The Heart of Illinois Senior Games Fine Arts Festival
- Peoria Heights Fine Art Fair
- Help Tracy Boettcher Kick ALS fundraiser
- Peoria Public Library's new art gallery
- Old Quarters Summer Art Market
- Habitat for Humanity's benefit auction

Photographer David Vernon at  
Peoria Riverfront Art Market

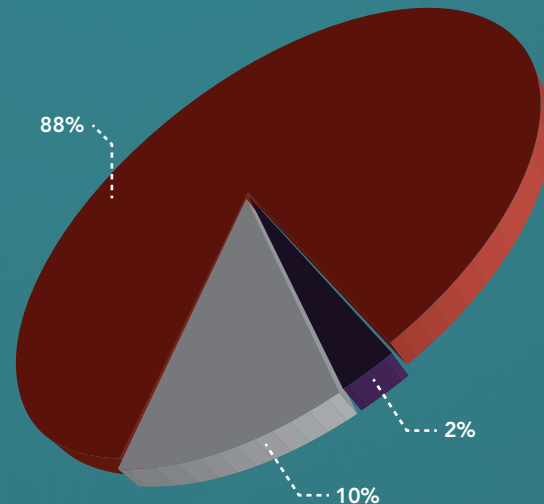


# FINANCIAL HIGHLIGHTS

## INCOME: \$83,643



## EXPENSES: \$96,280





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Photo credit: Duane Zehr, Bradley University



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- 1) Sir Elton John performing at the Peoria Civic Center
- 2) Heart of Illinois Sustainability Consortium
- 3) TazWood Dance Company at holiday performance
- 4) Congressman Aaron Schock and NEA Chairman Rocco Landesman with "Art Works" poster
- 5) AP Board Member George Brown at arts packaging session
- 6) Sculptor Fisher Stolz with his Peoria Civic Center work, "Event"
- 7) NEA Chair Rocco Landesman and Congressman Aaron Schock at Peoria Ballet
- 8) Suzette Boulais and Ra Joy at One State Conference

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