ArtsPartners
of Central Illinois Inc.

2011-2012
ANNUAL REPORT

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.

ArtPartners realizes this mission by:

- facilitating with 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
Nancy Schweitzer, Administrative Assistant

OFFICERS

George Brown, President
Jacob Grant, Vice President
Kristan McKinsey, Secretary
Jeremy Kellem, Treasurer

BOARD MEMBERS

Peter Couri
Chris Gray
Ben Lambert
Jennifer Morris
James Polk
Leslie Williams Seiler
Deborah Totten
Barbara Waldorf
Jonathan Wright

INTERN

Kelly Mantick

VOLUNTEERS

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

WEB DESIGN

Jake Hamann, OneFire Media

Photo by Jake Huberman

Art Works in Peoria

"Illinois' vibrant and diverse arts sector is an economic engine that generates jobs, transforms our communities, and is a magnet for attracting talent, tourists and investment to the state. Key to the strength and success of the arts sector in the Peoria area is the work of ArtsPartners of Central Illinois. ArtsPartners has played a leadership role in forging strategic alliances with elected officials and public agencies, which has resulted in a deepened partnership between the Peoria community and the National Endowment for the Arts. This past year, we were proud to collaborate with ArtsPartners to collect data for Arts & Economic Prosperity IV, a new study from Arts Alliance Illinois and Americans for the Arts on the role that nonprofit arts organizations play in growing the economy and creating jobs in the Greater Peoria region. Our efforts to elevate the presence and importance of the arts across the state would simply not be possible without the partnership and support of ArtsPartners of Central Illinois."

Ra Joy

Executive Director,
Arts Alliance Illinois

HIGHLIGHTS & ACCOMPLISHMENTS

SHOWCASING THE ARTS

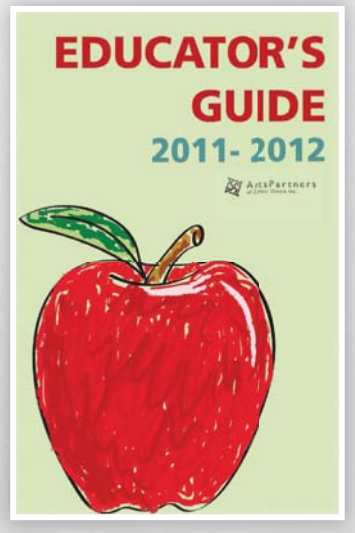
Throughout 2011-2012, our cross-media campaign included the following activities:

- **WTVP-TV.** Showcased the creative work of regional arts organizations and produced public service spots to promote upcoming arts events.
- **WCBU 89.9 FM.** Hosted the Out and About series, engaging local arts representatives in discussions about upcoming events and airing Live Theatre League reviews of local theatrical productions.
- **ArtsPartners.net.** The website served as 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, distributed calendar to area hotels each month to ensure visitors are well aware of the arts playing in the area every day. The calendar is also available at ArtsPartners.net.
- **Online Ticket Sales.** Simplified online ticket-buying for arts patrons. To date, we have sold 5,143 tickets, for a total of $121,311.
- **ARTSChecks.** Increased use of ARTSChecks gift certificates as a way to build new audiences for the arts. ARTSChecks can be purchased with a credit card at ArtsPartners.net.
- **What's Playing in Peoria.** Published as well as distributed this popular weekly e-newsletter, which lists weekend arts activities playing in the Peoria area via email and Facebook.
- **ArtsPartners Facebook Page.** Tripled the "likes" of our social media outlet throughout 2011-2012.

Photo by Blake Stubbs

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: Arts In The Works.** Assisted on a special Illinois Arts Council project in which WTVP-TV produced fourteen short-form programs featuring central Illinois artists at work. Programs will air in the fall of 2012 and throughout 2013.
- **Art and Soul.** Received $50,000 in Our Town grant funds from the National Endowment for the Arts for a project to engage the underserved and strengthen Peoria neighborhoods in 2013.
- **ArtsPartners Educator's Guide.** Published and distributed to area teachers, this significant K-12 resource is used for planning arts-related field trips and extracurricular arts activities.
- **ArtsPartner of the Year.** Recognized Dr. Jeff Huberman as the 2011 ArtsPartner of the Year, acknowledging exemplary support and service to the local arts.
- **iPod Walking Tours.** Wrote, produced and recorded an arts walking tour, available through the Peoria Area Convention and Visitors Bureau, highlighting Downtown Peoria's public art and architecture.



HIGHLIGHTS & ACCOMPLISHMENTS

COMMUNITY BUILDING

- **Public Art Policy.** Worked with city leaders to draft a public art policy for review and potential adoption by the City of Peoria.
- **Arts Assessments Sessions.** Received a grant from the Illinois Arts Council to conduct arts assessment sessions for arts groups to assist them in enhancing their programming for students.
- **Bright.Brilliant.Community.** Served 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.
- **Ilinois Central College Community Partner.** Served as a community partner for ICC's Guest Series, hosting an informational table and offering a pre-concert overview of services.
- **Congressional Arts Competition.** Recruited ArtsPartners board members to serve as judges for Congressman Aaron Schock's annual competition for area high school students.
- **Live Theatre League of Greater Peoria.** Collaborated with local theater groups to promote local theatre productions.

Photo by Craig Stocks

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
Clyde Gulley, Jr.
Dan Irving
Timothy Riggenbach
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
Don Welch

Illinois ARTS Council
AN AGENCY OF THE STATE OF ILLINOIS

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

2011-2012 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:

- Professional consultant Mitch Williams' Marketing and PR for Creative Professionals, which was geared to help those working in the arts and other creative professions to better and more effectively market themselves and their work.
- Aided Arts Alliance Illinois in recruiting Field Data Collectors to gather information from arts patrons about their arts spending habits for an Arts and Economics Impact Study administered by Americans for the Arts.

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

- Peoria Area Convention and Business Bureau was looking for artists to participate in arts activities throughout the holiday season at various Peoria and East Peoria locales.
- ArtsPartners helped spread the word to artists about the call for entries for the CIAO & Friends Invitational Art Show, which will be part of the opening festivities of the new Riverfront Museum.
- The Peoria Opportunities Foundation needed artists to paint wall murals.
- The Village of Peoria Heights sought musicians, singers and entertainers for activities during the holiday season.
- Roosevelt Magnet School had an opening for a K - 4 art teacher.
- Robert Morris University was searching for an adjunct faculty member to teach two art courses.

Art Works in Peoria

Photo by ArtsPartners

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

- Habitat for Humanity's benefit auction
- ROOM, a new local business looking for art to display
- Women's Lifestyle Show at the Peoria Civic Center
- Heart of Illinois Fair in the new Art Tent
- Pampered on the Prairie, the Shoppes at Grand Prairie
- Fundraiser for local blues musician Robin Crowe

"Tri-County Regional Planning Commission partnered with ArtsPartners of Central Illinois for a regional sustainability initiative under a direct recommendation from the U.S. Department of Housing and Urban Development. This collaboration has proved itself a vital link between economic sustainability, quality of place, and our region's ability to celebrate our creative nature. A short-term win for this new partnership is the recent NEA Our Town award in which the City of Peoria, Peoria Park District, Tri-County Regional Planning Commission, and ArtsPartners has secured federal funds to conduct neighborhood level arts and culture planning for underserved neighborhoods of the City of Peoria."

Melissa Eaton

Senior Planner,
Tri-County Regional Planning Commission

Art Works in Peoria

"When WTVP was conceiving a project on local, regional and statewide arts and artists, the problem was how to find, evaluate, select, contact and videotape the artists. Who had the contacts, the expertise and the creativity to make this happen? ArtsPartners of Central Illinois, of course. Problem solved. As a result of this creative partnership, a grant from the Illinois Arts Council was received. Art Works in Illinois will premiere this fall on WTVP and on the ArtsPartners website. Great arts partnerships are created in heaven... and in Peoria. Thank you, ArtsPartners of Central Illinois. We could not have done it without you."

Chet Tomczyk

President & CEO,
WTVP-TV

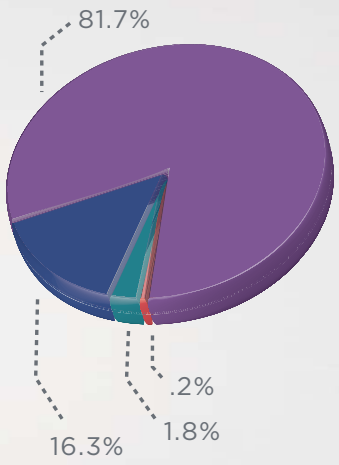
Photo by Jan Ebling

Nancy Schweitzer and Amy Boettcher, arts and economic prosperity field data collectors with Arts Alliance Illinois

FINANCIAL HIGHLIGHTS

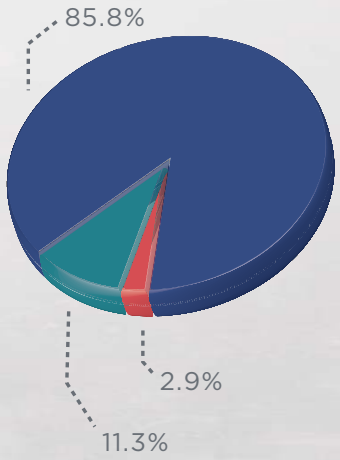
INCOME: $91,782

- Restaurant Tax Proceeds
  $75,000
- Grant Income
  $14,983
- Contributions
  $1,617
- Interest and Other Income
  $182



EXPENSES: $93,308

- Program Services
  $80,066
- General Administrative Costs
  $10,505
- Contracted Program Services
  $2,737



* Non-operating pass-through activities: ArtsTix, ArtsChecks, Live Theatre League, “Art Lives In Central Illinois” book

1) Peoria leaders at arts meeting in Chicago
2) Morgan Elser and Craig Stocks at Morgan Elser Gallery
3) Area residents at art gallery walk
4) HUD/Heart of Illinois Sustainability Consortium meeting
5) ArtsPartners board meeting
6) CIAO First Friday

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