

# 2006-2007 ANNUAL REPORT

**ARTSPARTNERS OF CENTRAL ILLINOIS, INC.**  
2006 - 2007 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  
Gretchen Shearer, Online E-Newsletter  
Katie Thompson, Artist's Rendering

### OFFICERS

Julie Russell, President  
Norma Rossi, Vice President  
Emily Ferrell, Secretary  
John Marshall, Treasurer

### BOARD MEMBERS

Henry Balfanz  
Kristie Bluemer  
Barbara Hartnett  
Jeffrey Huberman  
Tory Jennetten  
Maryann Morrison  
Mary Ann Penn  
Ann Johnston Rea  
Joan Sattler  
Michael Stephan  
Deborah Totten

...a rich **cultural** environment  
is an economic benefit  
to the **entire** Peoria area.

## ARTS AWARENESS AND VISIBILITY

- **Media Saturation:** Throughout 2006-2007 ArtsPartners deployed a full cross-media campaign – including television, radio, print, news media, and online that:
  - brands Peoria and Central Illinois as an arts capital of the Midwest;
  - promoted area arts and cultural events including exhibits and performances;
  - linked these events to the websites and calendars of major arts, educational, commercial, and governmental institutions; and
  - provided easily accessible and user-friendly calendars and schedules of artistic and cultural events.

This robust campaign generated over \$600,000 in in-kind media placements at WTVP-TV, WOAM 1350 Radio, WEEK-TV, WMBD-TV, FOX-43, WCBU-FM, Peoria-Times Observer, and the Peoria Journal Star.

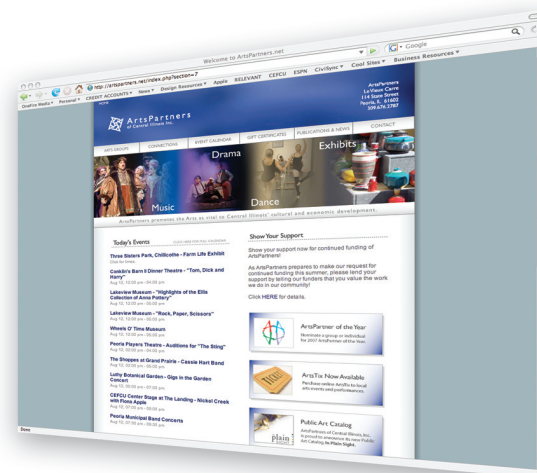
- **ArtsPartners Website:** The ArtsPartners website served as a key resource for comprehensive, user-friendly, up-to-the-minute arts and cultural information about all the arts playing in the Peoria area. Visits to the ArtsPartners website averaged 2,500 hits a month and 30,000 a year, up 10,000 hits since 2006.

- **ArtsPartners Calendar of Events:**

Published a hard-copy ArtsPartners Calendar of Events, which is distributed to area hotels each month to ensure area visitors are well aware of all the arts playing in the area every day.

- **ArtsChecks:** Increased distribution and use of ArtsPartners ARTSChecks Gift Certificates as a method for building new audiences for the arts. ArtsChecks are now available on the ArtsPartners ArtsTix online ticket sales page for convenient purchase with a credit card.

- **Online Ticket Sales:** Accessible through the highly interactive ArtsPartners website, this sophisticated but easy-to-use ArtsTix page went online July 1, 2006 and has revolutionized individual buying for all the ArtsPartners and their patrons. High impact sales are especially anticipated among new younger-demographic audiences whose buying habits and access to information is defined by the online culture. To date, over 987 tickets have been sold through the website generating \$11,500 in seats sold for the arts.



**ARTS AWARENESS AND VISIBILITY (cont.)**

▪ **Treasure Chest:** Produced new segments of the award-winning television series, Treasure Chest. Written and directed by Emmy Award winner Robert Jacobs and aired twice monthly on WEEK-TV, the series features the best of our community's artists and arts organizations. Forty "Gems" in our "Community Treasure Chest" have been featured since the program first aired.

**September 2006** - Tracey Frugoli, Artist

**October 2006** - Kaizer Family, Musicians

**November 2006** - Pride of Peoria Chorus, Barber Shop

**December 2006** - Tazwood Dance Company, Jazz Dance

**January 2007** - Bill Hardin, Artist

**February 2007** - Heritage Ensemble, Gospel Choir

**July 2007** - Paul Adams, Musician and Songwriter

▪ **ArtsPartner of the Year:** Recognized Sally Page of Lakeview Museum as 2006 ArtsPartner of the Year. The award ceremony was a public event covered by major media and attended by corporate, cultural, educational, and city leaders.

▪ **In Plain Sight:** Our widely distributed, full-color, Public Art 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 art available to citizens and tourists alike.

▪ **"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 ARTS.Happening, the popular monthly e-newsletter that reaches an e-list of 1,500 ArtsPartners.



## 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 a new public architecture catalog to complement our existing public art catalog, *In Plain Sight*.
- **Illinois Arts Council:** Received operational funds for general overhead.

## PROFESSIONAL DEVELOPMENT

- **Roundtable Discussions:** Roundtable discussions were held regularly for area arts leaders on topics related to creating partnerships, developing new initiatives, and establishing arts packages.
- **Grant-writing Workshop:** Hosted a 2006 Illinois Arts Council (IAC) grant-writing workshop that resulted in \$245,000 of grant funds awarded to 31 area arts organizations for programs offered in 2007.

## EDUCATION

- **ArtsPartners Educators' Guide:** Published and distributed to area teachers the 2006-2007 ArtsPartners Educators Guide, now considered as and widely used by K-12 educators as a major resource for planning student field trips, arts experiences, and extra-curricular activities in the arts.
- **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.

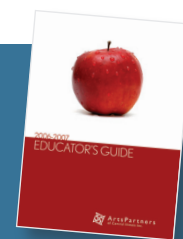
## ADDITIONAL COMMUNITY PARTNERSHIPS AND ORGANIZATIONAL INITIATIVES

- **Economic Impact of ArtsPartners:** Facilitated a partnership with Bradley University Business 681 class that determined the economic impact of ArtsPartners as \$923,510 in 2006-2007, more than 10 times the value of ArtsPartners' allocation from the City of Peoria.
- **Strategic Plan:** Established a long range strategy that provides clear direction for the organization's future.

Public Art Catalog  
*In Plain Sight*



ArtsPartners  
Educator's Guide



## ADDITIONAL COMMUNITY PARTNERSHIPS AND ORGANIZATIONAL INITIATIVES

• **Illinois Arts Alliance:** Partnered with Illinois Arts Alliance to bring to Peoria Ra Joy, new Illinois Arts Alliance Executive Director, who met with members of the arts community, toured local arts organizations and brought his message that the arts are a major component of education that will make the difference in whether our country holds a leading position in creative thinking.

• **Peoria Civic Center 25th Anniversary Celebration:** Orchestrated an array of informational display booths that educated thousands of attendees about upcoming arts-related, classes, performances and exhibits.

• **Free Fridays:** Collaborated with the Peoria Heights Area Business Association to promote and support a spontaneous Sidewalk Art Market and Musical Showcase every Friday evening throughout the summer that encouraged and enhanced the central Illinois arts.

### ArtsPartners gratefully acknowledges our funders:

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



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.

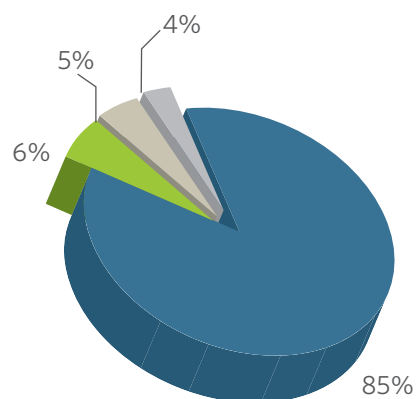
# Follow your art.

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## 2006 - 2007 INCOME SOURCES AND EXPENDITURES

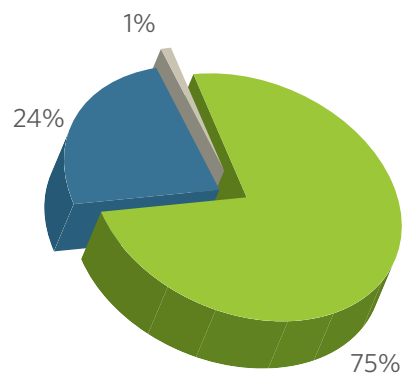
### INCOME SOURCES: \$90,088\*

- Restaurant Tax Proceeds - \$84,828
- Grant Income for Operations - \$6,310
- Interest and Other Income - \$5,100
- Contributions - \$2,850



### EXPENDITURES: \$112,040\*

- Program Services - \$84,030
- General Administrative Costs - \$27,010
- Contracted Program Services - \$1,000



\*Throughout 2006-2007, media in-kind donations exceeded \$600,000 and are not reflected in the above charts.

Note: The financial information above reflects the 2006-2007 fiscal year from September 1, 2006 through August 31, 2007.







1. Executive Director Suzette Boulais and Program Director Nathan Irwin of WCBU Radio 89.9 FM
2. Art doll by Morgan Elser on display at ArtsPartners' 2006 Annual Meeting
3. Peoria Park District's Linda Huff in attendance at a free dress rehearsal of Peoria POPS' Holiday Extravaganza to benefit children and clients of United Way
4. Illinois Arts Alliance Board Member Duffy Armstrong with Pat Barton and ArtsPartners Board member Norma Rossi at a reception for Illinois Arts Alliance Executive Director Ra Joy
5. ArtsPartners board member Jeff Huberman and Bill Engelbrecht of Bradley University at an arts roundtable discussion
6. Photographer Doug Leunig's skyline of Peoria
7. WOAM Radio Host Roger Monroe with ArtsPartners Executive Director Suzette Boulais and ICC's Jeffrey Hoover
8. Illinois Arts Alliance Executive Director Ra Joy visiting with Cecil McDonald, artist-in-residence, at the Prairie Center of the Arts

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