



## **2008 Annual Report Iowa Cultural Corridor Alliance**

**Prepared by: Joe Jennison, Executive Director, (800) 650-ARTS**

### Mission

To build, strengthen and lead the arts and culture organizations of the area and the communities they serve.

The Iowa Cultural Corridor Alliance (ICCA) continues to build awareness, increase collaborations, provide legislative and funding advocacy, create professional development opportunities, and enhance audience development and cultural tourism.

### 2008 Highlights:

- Membership grew to 149 arts and culture organizations (from 135 members in 2007).
- The Web site, [www.culturalcorridor.org](http://www.culturalcorridor.org), (where members may post event and exhibit information) continues to average one million hits per month.
- Cultural murals, each spotlighting six member organizations, continue to be displayed at Lindale Mall in Cedar Rapids, the North Liberty Community Center, and The Eastern Iowa Airport. The City of Coralville City Council Chambers was added in 2008.
- The relationship with the Cedar Rapids, Iowa City/Coralville and Amana Convention and Visitors Bureaus gives ICCA-member organizations access to more than one million travelers annually through The Eastern Iowa Airport where ICCA is based. The Corridor Concierge Desk offers travelers cultural information; serves as a retail outlet for member items; and features a coffee shop, the Blue Strawberry.
- The ongoing relationship with The Eastern Iowa Airport resulted in the development of an exclusive banner ad agreement with [www.culturalcorridor.org](http://www.culturalcorridor.org), making The Eastern Iowa Airport the official airport of the ICCA Web site.
- The two full-time and seven part-time staff members of The Eastern Iowa Airport Corridor Concierge Desk have been trained to serve as arts advocates and to promote area culture events and attractions to travelers.
- ICCA maintains a regular presence in area media. Monthly columns appear in publications including City Revealed and Corridor Business Journal. The Executive Director hosts a Web site blog, contributing directly and featuring

- member entries. A weekly email blast highlighting area cultural information reaches more than 500 cultural contacts weekly. ICCA also maintains a weekly radio presence on KCJJ and KZIA. Monthly radio spots are featured on KCKK and KMRY. Other media relationships include WMT radio, Iowa Public Radio.
- ICCA's relationship with the Corridor Business Journal and Corridorbuzz.com expanded in 2008, with the Corridor Business Journal partnering with ICCA to download ICCA-member events directly to its online calendar. The Corridor Business Journal also serves as the selling agent for banner ads.
  - ICCA was represented at more than 200 arts and culture events in 2008, ranging in size from large festivals to small presentations. Examples include Cedar Rapids Symphony/Orchestra Iowa concerts, Cedar Rapids Farmers Market, Mount Vernon Chalk the Walk Festival, and the Iowa Women's Music Festival. Typically, ICCA is represented by the Executive Director at as many as five cultural events weekly.
  - ICCA partnered with various diversity groups including Access Iowa, Diversity Focus, Eastern Iowa Human Resource Association, and the Professional Technical Diversity Network. The PTDN collaboration resulted in three annual Welcome Receptions that include cultural networking receptions for those new to the region.
  - ICCA has also been instrumental in helping to create the "Conquer the Corridor" presentation, a 45-minute program for Human Resource directors and others who work with those new to the area. The event, a joint project between ICCA, the Cedar Rapids Downtown District, and Priority One has resulted in sharing ICCA's message with dozens of those new to the community as well as those organizations that work with newcomers (realtors, Chamber personnel, etc.). The program has become very successful with plans to expand it to HR Departments of some of the Corridor's largest employers.
  - ICCA was represented by a team of six members at the annual Cultural Advocacy Day in Des Moines. This event provided an opportunity to share the ICCA Mission with several area legislators.
  - ICCA is represented on the Board of the Iowa Cultural Coalition, a statewide arts advocacy group, by the ICCA Executive Director. This allows ICCA's message to reach dozens of arts advocates across the state.
  - Through involvement with the Iowa Cultural Coalition, the Executive Director is also active with the State Arts Advocacy Network through Americans for the Arts, and serves as the State Advocacy Captain.
  - ICCA was represented by the Executive Director at National Arts Advocacy Day in Washington DC; and was represented by the Board President at the Corridor Chamber of Commerce Legislative issues visit to Washington D.C.
  - The third annual ICCA Innovative Excellence Awards (aka The Ickys) were held in January 2009 (recognizing successes of calendar year 2008). This event was organized by ICCA volunteers. More than 400 attended. Invited presenters included state and community leaders and arts advocates. A complete list of honorees can be found on the ICCA Web site.
  - ICCA has been promoted through full-color ads published in the Cedar Rapids Gazette, Iowa City Press Citizen, and Corridor Business Journal. The ICCA

- banner ad also runs on Corridorbuzz.com. Additionally, ICCA has a regular black-and-white ad running in ArtScene.
- ICCA publishes a weekly one-page event listing titled “Where’s Joe this week?” documenting seven cultural options (one for each day of the week) in the area. The document is distributed at the EIA and is posted to the main page of the ICCA Web site.
  - The Executive Director spoke to some 50 groups in 2008, including service clubs, leadership classes, K-12 and post secondary classes, trade associations, and new employee and intern orientations.
  - ICCA worked in partnership with Mediacom to create an ICCA cultural public service announcement that aired more than 5,000 times in 2008.

### 2008 Flood Impact

- 35 member organizations were directly affected by the June 2008 flood.
- Immediately after the natural disaster, ICCA served as clearinghouse for information, including funding options and other resources.
- ICCA was instrumental in securing a large supply of office and cleaning supplies for use by affected members, and in securing larger items for some affected members, including a copier and a scanner.
- ICCA participated in collecting financial assessments from its members after the flood, and helped to develop and administer a survey through the Linn County Nonprofit Resource Center.
- ICCA was active in sharing information with the larger audience regarding the relocation of affected events and attractions.

### **2009 ICCA Board Members**

David Kilpatrick, President  
Old Creamery Theatre Company

Kelly Leusch, Vice President  
Cedar Rapids Museum of Art

Marcia Hughes, Secretary  
Cedar Rapids Community Schools

Deb Bailey, Treasurer  
Marion Arts Festival

Beth Bewley-Randall, Past President  
Englert Theatre

Tim Boyle

Cedar Rapids Area Convention and Visitors Bureau

Hillary Foster  
Community Arts Volunteer

F. John Herbert  
Legion Arts

Shaner Magalhaes  
Johnson County Historical Society Museum

Jessica Netolicky  
Hancher Auditorium

Josh Schamberger  
Iowa City/Coralville Area Convention and Visitors Bureau

Bob Untiedt  
Linn County Nonprofit Resource Center

## 2008 ICCA Board Members

Beth Bewley-Randall, President  
Englert Theatre

Marcia Hughes, Vice President/Secretary  
Cedar Rapids Community Schools

Darcy Bemus, Past President  
Cedar Rapids Symphony Orchestra

Lori Barkema, Treasurer  
Cedar Rapids Public Library

Deb Bailey  
Marion Arts Festival

Tim Boyle  
Cedar Rapids Area Convention and Visitors Bureau

Hillary Foster  
Community Arts Volunteer

David Kilpatrick  
Old Creamery Theatre Company

Matt Krigbaum  
Iowa Volunteer Lawyers for the Arts

Kelly Leusch  
Cedar Rapids Museum of Art

Josh Schamberger  
Iowa City/Coralville Area Convention and Visitors Bureau

Pam White  
University of Iowa Museum of Natural History and Old Capitol

**Iowa Cultural Corridor Alliance Membership**  
**December 2008**

Access Iowa  
ACE  
African American Museum of Iowa  
AKAR  
Amana Arts Guild  
Amana Colonies Convention and Visitors Bureau  
Anamosa Area Chamber of Commerce  
Art Scene  
Arts a la Carte  
Arts Farm, The  
Arts Iowa City  
Bijou Theater  
Bruce more  
Campbell Steele Gallery  
Carl and Mary Koehler History Center  
Carmike Wynnsong 12 Theaters  
Catiri's Art Oasis  
Cedar Rapids Area and Marion Chamber of Commerce  
Cedar Rapids Area Convention & Visitors Bureau  
Cedar Rapids Community Schools  
Cedar Rapids Concert Chorale  
Cedar Rapids Downtown District  
Cedar Rapids Freedom Festival  
Cedar Rapids Independent Filmmakers  
Cedar Rapids Museum of Art  
Cedar Rapids Opera Theatre  
Cedar Rapids Public Library  
Cedar Rapids Scottish Rite Temple  
Cedar Rapids Symphony Orchestra  
Chait Galleries Downtown  
Chamber Singers of Iowa City  
Children's Theatre of Cedar Rapids/Playtime Poppy  
Chorale Midwest  
Chris Warren  
City Circle Acting Company of Coralville  
City of Mount Vernon  
City Revealed  
Coe College  
Community Foundation of Johnson County  
Coralville Lake, U.S. Army Corps of Engineers  
Coralville Parks and Recreation Department  
Coralville Public Library  
Cornell College

Corner House Gallery and Frame  
Corridor Business Journal  
CSPS/Legion Arts  
Cultural Sharing Network  
Daniel Arthur's  
Diversity Focus  
Downtown Association of Iowa City  
Dreamwell Theatre  
Eastern Iowa Brass Band  
Eastside Arts Academy  
Edgar Wibble Puppet Theatre  
Englert Civic Theatre  
Eulenspiegel Puppet Theatre Co.  
Friends of Historic Preservation  
Gallery Walk  
Gazette Communications  
Grant Wood Studio and Visitors Center  
Hancher Auditorium  
Harmony Hawks Barbershop Chorus  
Herbert Hoover National Historic Site  
Herbert Hoover Presidential Library & Museum  
Herbert Hoover Presidential Library Association  
Hiawatha Public Library  
Horace Wilson  
Indian Creek Nature Center  
International Academy of Russian Music, Arts and Culture  
Iowa Art Works/The Art Vault  
Iowa Artisans Gallery  
Iowa Asian Alliance  
Iowa Children's Museum, The  
Iowa City Area Chamber of Commerce  
Iowa City Community Band  
Iowa City Community Theatre  
Iowa City Early Keyboard Society  
Iowa City Press-Citizen  
Iowa City Public Library  
Iowa City/Coralville Convention & Visitors Bureau  
Iowa City/Coralville Guest Welcome Center  
Iowa City/Johnson County Senior Center  
Iowa Cultural Corridor Alliance  
Iowa Masonic Library and Museums  
Iowa Theatre Artists Company  
James Gang, The  
Jane Boyd Community House  
John Paul Schafer Fine Art Design  
John Schwartzkopf

Johnson County Historical Society  
Kahraman Near East Dance Ensemble  
Kalona Historical Village  
KCCCK-FM  
Kirkwood Community College  
Liars Theatre  
Linn County Nonprofit Resource Center  
M Smith Agency  
Marion Arts Council  
Marion Arts Festival  
Marion Public Library  
Mercy Iowa City  
Michele Maring Miller Studio and Gallery  
Mount Mercy College  
Mount Vernon Area Arts Council  
Mount Vernon/Lisbon Community Development Board  
Mount Vernon/Lisbon Community Theatre  
MOvMNT Dance Company  
Musick's Feast  
National Czech & Slovak Museum & Library  
New Bohemia Group  
Nexus Entertainment Arts  
Nolte Academy of Dance  
Old Brick  
Old Capitol  
Old Creamery Theatre Company  
Paramount Theatre/U.S. Cellular Center  
Patrick Hazell  
Paul Engle Center for Neighborhood Arts  
Preucil School of Music  
Professional & Technical Diversity Network  
Public Access Television - Iowa City  
Rage Theatrics  
Red Cedar Chamber Music  
Riverside Theatre  
Science Station  
SPT Theatre  
Starlighters II Theatre Inc.  
Summer of the Arts  
Take Back The Streets  
The Quire:Eastern Iowa's GLBT Chorus  
Theatre Cedar Rapids  
Tipton Community Development  
Tom Nothnagle  
Trees Forever  
UI Athletics Hall of Fame

UI Project Art, Medical Museum & Patients' Library  
UI School of Art and Art History  
University of Iowa Center on Aging  
University of Iowa Division of Performing Arts  
University of Iowa Museum of Art  
University of Iowa Museum of Natural History  
University of Iowa Swing Dance Club  
Urban Theater Project of Iowa  
Ushers Ferry Historic Village  
Vernon Inn -- The Greek Place  
West Music Company  
Wickiup Hill Outdoor Learning Center  
WSUI-KSUI  
Young Footliters

The 2009 Icky Award recipients are...

Children's Programming: "Mary GrandPré: Harry Potter and Beyond"—Cedar Rapids Museum of Art

Dance Programming: "The Nutcracker"—The Englert Theatre and Nolte Academy of Dance

Festival Programming: "Cedar Rapids Independent Film Festival"—Cedar Rapids Independent Filmmakers

History Programming: "1968: Twelve Volatile Months that Changed the World"—National Czech & Slovak Museum & Library

Music Programming: "New Bohemia Music and Art Festival"—New Bohemia Group

Theatre Programming: "Moving Home"—Classics at BruceMore, Legion Arts, Liars Theatre, SPT Theatre, Theatre Cedar Rapids, and Urban Theater Project of Iowa

Touring Events Programming: "Cirque du Soleil Saltimbanco"—U.S. Cellular Center

Visual Arts Programming: "The Year of the River: Flood Photography from The Gazette"—Cedar Rapids Museum of Art and The Gazette

Educational Programming: "Arts in a Post-Disaster Community: Lessons from New Orleans"—CSPS/Legion Arts, Access Iowa, and the Iowa Cultural Corridor Alliance

Collaborative Award—between ICCA members: "Moving Home"—Classics at BruceMore, Legion Arts, Liars Theatre, SPT Theatre, Theatre Cedar Rapids, and Urban Theater Project of Iowa

Reaching Out Collaborative Award—between ICCA members and non-ICCA members: "Culture's Alive at Lindale"—Lindale Mall, Cedar Rapids Community School District Foundation, Cedar Rapids Area Convention and Visitors Bureau, Iowa Cultural Corridor Alliance, National Czech & Slovak Museum & Library, Science Station, and Theatre Cedar Rapids

Advocacy Awards were also presented to Bob Goodfellow and Audrey Linge-Ovel. These two awards—the Larry Eckholt Award for the South Corridor and the North Corridor Advocate Award—are meant to honor a community member/leader who exemplifies passion, commitment, and advocacy to the cultural vitality of the Corridor.

Presenting sponsor of the Ickys was Corridorbuzz.com with major sponsorship from Alliant Energy and supporting sponsorship by PTDN Diversity Network.

	<b>Jan - Dec 08</b>	<b>Budget for Jan - Dec 2008</b>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
In-Kind Donation	0.00	0.00
01 · Other Income	748.68	0.00
02 · Grants	0.00	2,000.00
03 · CID Welcome Center	15,000.00	15,000.00
06 · Membership Dues	25,700.00	20,000.00
10 · CVB Support	30,000.00	30,000.00
17 · Website Revenue	4,350.00	6,060.00
18 · Annual Meeting	6,927.96	6,000.00
<b>Total Income</b>	<b>82,726.64</b>	<b>79,060.00</b>
<b>Expense</b>		
20 · Personnel		
21 · Salaries	43,860.00	43,860.00
24 · Payroll Taxes	3,583.35	3,585.00
28 · Worker's Compensation Insurance	1,444.00	1,425.00
<b>Total 20 · Personnel</b>	<b>48,887.35</b>	<b>48,870.00</b>
30 · Benefits		
	3,736.80	3,910.00
<b>Total 30 · Benefits</b>	<b>3,736.80</b>	<b>3,910.00</b>
40 · Professional Development		
	0.00	0.00
	2,500.00	0.00
	150.00	500.00
<b>Total 40 · Professional Development</b>	<b>380.00</b>	<b>500.00</b>
45 · Audit	520.00	0.00
50 · Auto		
	7,675.00	393.90
<b>Total 50 · Auto</b>	<b>393.90</b>	<b>2,500.00</b>
80 · Equipment		
	3,655.00	0.00
	279.61	89.99
84 · Hardware & Upgrades	0.00	300.00
85 · Copier, Printer, Fax	0.00	300.00

89 · Equipment Depreciation	46.44	50.00
<b>Total 80 · Equipment</b>	<b>136.43</b>	<b>1,350.00</b>
<b>90 · Office Supplies</b>		
91 · Printed Supplies	101.73	0.00
92 · Office Supplies	0.00	0.00
93 · Copy Paper	0.00	60.00
94 · Media Subscriptions	0.00	0.00
95 · Community Outreach	0.00	100.00
96 · Miscellaneous	160.40	100.00
<b>Total 90 · Office Supplies</b>	<b>262.13</b>	<b>260.00</b>
<b>120 · Organization Promotion</b>		
121 · Trade Shows/Sales Efforts	207.46	110.00
122 · Travel/Business Meetings	4,025.97	2,200.00
124 · Sales Materials/Brochures	0.00	0.00
125 · Promotional Items	0.00	0.00
<b>Total 120 · Organization Promotion</b>	<b>4,233.43</b>	<b>2,310.00</b>
<b>140 · Group Membership</b>		
141 · Membership Dues	0.00	360.00
<b>Total 140 · Group Membership</b>	<b>0.00</b>	<b>360.00</b>
<b>160 · Local Promotion</b>		
163 · Annual Meeting	5,628.97	5,500.00
<b>Total 160 · Local Promotion</b>	<b>5,628.97</b>	<b>5,500.00</b>
<b>170 · Media Advertising</b>		
172 · Local/Major Market Advertising	5,519.00	5,200.00
173 · Graphic Design	0.00	300.00
174 · Website Development	3,436.25	5,200.00
<b>Total 170 · Media Advertising</b>	<b>8,955.25</b>	<b>10,700.00</b>
<b>185 · Opportunity Marketing</b>	<b>0.00</b>	<b>0.00</b>
<b>190 · Postage</b>		
191 · Postage	61.50	200.00
<b>Total 190 · Postage</b>	<b>61.50</b>	<b>200.00</b>
<b>210 · Voice/Data Services</b>		
213 · 800 Number/Long Distance	1,040.52	1,200.00
215 · Website Hosting Agreement	1,475.00	900.00
<b>Total 210 · Voice/Data Services</b>	<b>2,515.52</b>	<b>2,100.00</b>

**220 · Board & Volunteers**

**222 · Board of Directors**

**223 · Recognition**

**Total 220 · Board & Volunteers**

	0.00	400.00	
	0.00	100.00	
	<u>0.00</u>	<u>500.00</u>	

**Total Expense**

	<u>75,711.28</u>	<u>79,060.00</u>	
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**Net Ordinary Income**

	<u>7,015.36</u>	0.00	
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**Net Income**

	<u><u>7,015.36</u></u>		
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