



Iowa Cultural Corridor Alliance: Partnership Benefits and Responsibilities

“The arts have spurred our imaginations, lifted our hearts, and united us all without regard to belief or background. By supporting the fields that feed our imagination, strengthen our children’s education, and contribute to our economy, our country will remain a center of creativity and innovation, and our society will stand as one where dreams can be realized.”

- President Barack Obama, October 1, 2010 - Presidential Proclamation of National Arts and Humanities Month

Iowa Cultural Corridor Alliance

The Iowa Cultural Corridor Alliance (ICCA) is an alliance of over 150 cultural organizations in the Eastern Iowa Corridor.¹ The mission of the ICCA is to promote the varied cultural activities of its partner organizations and to nurture a sustainable cultural community. This is done through advocacy-focused events, educational programming, arts and culture awareness, cultural tourism, and building strong relationships throughout the community.

Partnership with the Alliance

As professionals in the arts and cultural sector, both ICCA and its partner organizations understand that to succeed, both parties must have a vested interest in the alliance relationship. Thus, ICCA focuses not on *memberships*, which can be construed as a one-way relationship, but instead on *partnerships*, where both parties must assist in making the relationship work. The following information details the duties of each partner to the other.

Types of Partnerships

ICCA offers two types of partnerships – partners and associate partners.

Partners - Iowa Cultural Corridor Alliance Partnerships are reserved for nonprofit arts and cultural/governmental organizations. Examples include museums, libraries, performing arts centers, theatre and dance companies, and music groups. Other nonprofit organizations whose mission is not focused on arts and culture may join with board approval. Partners of the Iowa Cultural Corridor Alliance are voting partners of the organization. Partner dues are based upon budget size.

Associate Partners - Iowa Cultural Corridor Alliance Associate Partnerships are reserved for individuals and for-profit organizations whose primary mission is arts and culture. Examples include art galleries and bookstores. Eligibility will be determined and approved by the Iowa Cultural Corridor Alliance. Associate partners are non-voting partners of the Alliance. Associate partner dues are based upon FTEs (full time employees) at the organization.

Partner Benefits

The Iowa Cultural Corridor Alliance provides the following benefits to its partners:

- **Visibility** – Partners have access to the Iowa Cultural Corridor’s website, www.culturalcorridor.org, where they can update their organization’s profile and list an unlimited number of upcoming events affiliated with or hosted by their organization.

¹ ICCA views the Eastern Iowa Corridor to be Linn and Johnson County, as well as the nine adjacent counties as well.

- **Voice** – Partners receive full voting rights² regarding ICCA partner measures placed forth via ballot or vote.
- **Value** – Partners receive discounted advertising opportunities with select ICCA media partners.
- **Network** – Partners have the opportunity to network and develop collaborations with other partner organizations via monthly events.
- **Professional Development** – Partners are invited to approximately six (6) programmed events per year focused on educating partners about financial issues, marketing, advocacy, and other important topics facing cultural organizations.
- **Advocacy** – ICCA staff coordinates lobbying efforts with the Iowa Department of Cultural Affairs to provide a unified organizational presence in Des Moines and Washington D.C.
- **Information** – Partners stay abreast of important happenings in the Alliance and opportunities for partners via weekly e-blasts.
- **Exposure** – Partners receive additional exposure in the Corridor via the presence of the ICCA Executive Director’s monthly columns in the Corridor Business Journal, the Gazette’s Hoopla publication, and City Revealed. Additional exposure is also gained through monthly interviews on WMT 600 AM and Kirkwood’s KCKK.
- **Innovative Honors** – Members are allowed to nominate themselves or their programming for the Iowa Cultural Corridor Alliance’s excellence in innovation honors given away at the organization’s annual meeting (Icky recognition).
- **Facilitated Intern/Volunteer Matching** – ICCA acts as a resource for community members looking to get involved with cultural organizations, actively placing them with organizations that have needs for the positions sought.

Partner Responsibilities

ICCA Partners are responsible for the following items:

- **Updates** – ICCA partners are responsible for updating their own profiles and events on www.culturalcorridor.org. If they are unsure how to complete this task or have difficulty, they will proactively reach out to the Alliance for assistance.
- **Information** – ICCA partners are responsible for keeping ICCA aware of all that is going on in their organization to allow ICCA to best serve them; communicate staff turnovers, needs, new events, and ideas for additional assistance to ICCA on a regular basis.
- **Exposure** – Just as ICCA assists in promoting its partner organizations, partners are responsible for assisting ICCA with its promotion as well. Introduce new colleagues and friends to the organization and provide opportunities for ICCA to grow with your organization. Proudly display that you are a partner of ICCA on your website via a link, or through your electronic or print materials through the use of the ICCA logo.

A Growing Relationship

ICCA works hard to assist its partner organizations to the best of its ability. If you have questions or concerns, do not hesitate to contact the organization via e-mail (abby@culturalcorridor.org) or by phone (319.849.8278).

² Nonprofit organizations that are partners are allowed one vote per balloted item, usually assigned to the CEO or a designated representative of the organization.