



2009 Annual Report

Iowa Cultural Corridor Alliance

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ICCA STRATEGIC PLAN **2010-2015**

MISSION

The Iowa Cultural Corridor Alliance strengthens the Eastern Iowa region by promoting the varied cultural activities of its member organizations and nurturing a sustainable cultural community.

VISION

The Iowa Cultural Corridor Alliance (ICCA) is a vital resource to the Eastern Iowa region. The corridor is recognized as a cultural hub, and ICCA is recognized as a model for cultural organizing.

ICCA's primary purpose is to promote the cultural brand of the region and ensure that community members and visitors have ready access to relevant information about cultural opportunities.

ICCA advocates for the value of the creative community, the development of partnerships with economic and community development agencies, and collaborations between cultural organizations.

VALUES

AWARENESS: ICCA promotes opportunities to engage in arts and culture, seeks to bring cultural tourism to the corridor, and advocates for the value of the cultural community.

COOPERATION: ICCA collaborates with other organizations and individuals to address the needs of our members.

EQUITY: Recognizing that a diverse cultural ecology is vital to the health of the corridor, ICCA seeks to provide opportunities and services to all member agencies equally, regardless of artistic discipline, size, or geographic location.

INFLUENCE: As a voice for the creative community, ICCA cultivates strong and effective relationships with business, political, and economic development leaders.

STEWARDSHIP: In striving to enable the creative community to be both sustainable and innovative, ICCA ensures that its programs are responsive, thoughtfully planned, and fiscally sound.

The Iowa Cultural Corridor Alliance (ICCA) continues to promote the varied cultural activities of its member organizations and nurture a sustainable cultural community.

2009 Highlights:

- ICCA membership grew to 150 arts and culture organizations.
- The Web site, www.culturalcorridor.org, (where members may post event and exhibit information) continued to average one million hits per month.
- Cultural murals, each spotlighting six member organizations, were displayed at Lindale Mall in Cedar Rapids, the North Liberty Community Center, and The Eastern Iowa Airport and The City of Coralville City Council Chambers.
- ICCA was involved in an effective, two-day Strategic Planning Session with Laura Zabel from Springboard for the Arts. The resulting Mission, Vision and Values statement (above) as well as a detailed series of goals are not being implemented by the various ICCA committees.
- The relationship with the Cedar Rapids, Iowa City/Coralville and Amana Convention and Visitors Bureaus continued to give ICCA-member organizations access to more than one million travelers annually through The Eastern Iowa Airport where ICCA has been based. The Corridor Concierge Desk offered travelers cultural information and served as a retail outlet for member art and gift items.
- The two full-time and seven part-time staff members of The Eastern Iowa Airport Corridor Concierge Desk were trained to serve as arts advocates and to promote area culture events and attractions to travelers.
- ICCA maintained a regular presence in area media. Monthly columns appeared in publications including *City Revealed*, *Corridor Business Journal* and *Hoopla*. The Executive Director hosted a Web site blog, contributing directly and featuring member entries. An email blast highlighting area cultural information reached more than 500 cultural contacts regularly. ICCA also maintained a weekly radio presence on KCJJ and KZIA. Monthly radio spots were featured on KCKK and KMRY. Other media relationships included WMT Radio and Iowa Public Radio.
- A partnership with NRG Media has resulted in the production of 36 Public Service Announcements (PSAs) focusing on ICCA member events. These PSAs are recorded through a partnership with Mediacom and distributed to 54 Midwest radio stations through NRG Media.
- ICCA was represented at more than 200 arts and culture events, ranging in size from large festivals to small presentations. Examples include Orchestra Iowa concerts, Cedar Rapids Farmers Markets, Mount Vernon Chalk the Walk Festival, and the Iowa Women's Music Festival and the Kalona Fall Festival. This year, in partnership with The Eastern Iowa Airport, ICCA also added the Iowa City Jazz Fest. 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 included cultural networking receptions for those new to the region. These events were held at ICCA-member organizations Theatre Cedar Rapids, the Iowa Children's Museum, and Legion Arts at CSPA, and featured ICCA-member performers. Approximately 750 people attended, many of whom were new to the community.

- ICCA was 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 ICCA’s message reaching 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. In 2009, Conquer the Corridor was presented to 80 companies and approximately 1,000 people.
- ICCA was represented by a team of 12 members at the annual Cultural Advocacy Day in Des Moines. This event provided an opportunity to share the ICCA Mission with several area legislators, and included a private meeting with Lieutenant Governor Patty Judge.
- ICCA was 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 was active with the State Arts Advocacy Network through Americans for the Arts, and served as the State Advocacy Captain.
- ICCA was represented by the Executive Director at National Arts Advocacy Day in Washington DC.
- The third annual ICCA Innovative Excellence Awards Program (aka The Ickys) was held in January 2010 (recognizing successes of calendar year 2009). 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.
- ICCA published 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 was distributed at the EIA and posted to the main page of the ICCA Web site.
- The Executive Director spoke to some 70 groups in 2009, including service clubs, leadership classes, K-12 and post secondary classes, trade associations, and new employee and intern orientations.
- ICCA has now distributed 10,000 marketing pieces in the form of a little blue book titled “Passport to Corridor Culture. Subtitled, “75 Free Things to do in Iowa’s Cultural Corridor,” the publication is available at many Corridor locations including hotels, Welcome Centers, and the Eastern Iowa Airport Concierge Desk. The popular books also have been distributed through schools, real estate companies and HR Departments. The booklet offers several pages detailing free cultural events throughout the 11-county Cultural Corridor. This booklet is free to any organization.
- The ICCA Programming Committee created several free programs throughout the year for its member organizations. Topics included Social Media, Fundraising, Communicating with the Media, and advocacy.
- In partnership with the Linn County Nonprofit Resource Center and the Iowa City/Coralville Convention and Visitors Bureau, ICCA offered the statewide cultural community the opportunity to visit Cedar Rapids to receiving Advocacy Training from Sheila Smith, Executive Director of Minnesota Citizens for the Arts, an arts advocacy organization partially responsible for helping to pass the Clean Water, Land and Legacy

Amendment, which resulted in an increase of \$21.65 million in its first year to the Minnesota State Arts Board.

- ICCA partnered with the Iowa City/Coralville Convention and Visitors Bureau on a marketing/promotional trip to Anaheim, Calif., to promote ICCA and its member organizations to hundreds of couples interested in traveling to Iowa to get married.

2009 ICCA Board Members

David Kilpatrick, President

Kelly Leusch, Vice President
Cedar Rapids Museum of Art

Marcia Hughes, Secretary
Cedar Rapids Community Schools

F. John Herbert, Treasurer
Legion Arts

Beth Bewley-Randall, Past President
Englert Theatre

Deb Bailey
Marion Arts Festival

Darcy Bemus
Orchestra Iowa

Hillary Foster
University of Iowa

Shaner Magalhaes
Johnson County Historical Society Museum

Jessica Netolicky
Hancher Auditorium

Bob Untiedt
Linn County Nonprofit Resource Center

Ex-Officio

Tim Boyle
Cedar Rapids Area Convention and Visitors Bureau

Josh Schamberger, ex-officio
Iowa City/Coralville Area Convention and Visitors Bureau

Iowa Cultural Corridor Alliance Membership
As of December 2009

ACE
African American Museum of Iowa
AKAR
Amana Arts Guild
Amana Colonies Convention and Visitors Bureau
Anamosa Area Chamber of Commerce
Arts a la Carte
Arts Farm, The
Arts Iowa City
Bijou Theater
Brucemore
Campbell Steele Gallery
Carl and Mary Koehler History Center
Catiri's Art Oasis
Cedar Rapids Area 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
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 of North Liberty
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
Dance Arts Iowa
Daniel Arthur's
Diversity Focus
Downtown Association of Iowa City
Dreamwell Theatre

Eastern Iowa Arts Academy
Eastern Iowa Brass Band
Englert Civic Theatre
Eulenspiegel Puppet Theatre Co.
Fireside Winery
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
ImpactCR
Indian Creek Nature Center
International Academy of Russian Music, Arts and Culture
Iowa Artisans Gallery
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 Area 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
John Paul Schafer Fine Art Design
John Schwartzkopf
Johnson County Historical Society
Kahraman Near East Dance Ensemble
Kalona Historical Village
KC and Kompany
KCCCK-FM
Kirkwood Community College
Landlocked Film Festival
Linn County Fair
Linn County Nonprofit Resource Center
Marion Arts Festival
Marion Chamber of Commerce
Marion Cultural and Entertainment District
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 Group
Mount Vernon/Lisbon Community Theatre
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
One-Man Band Jason Ray Brown
Orchestra Iowa
Paramount Theatre/U.S. Cellular Center
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 Ceramics Center/Iowa Art Works Inc.
The Quire:Eastern Iowa's GLBT Chorus
The Transcendental Meditation Program
Theatre Cedar Rapids
Tipton Community Development
Tom Nothnagle
Trees Forever
UI Athletics Hall of Fame
UI International Programs
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
Ushers Ferry Historic Village
Vernon Inn -- The Greek Place
West Music Company
Wickiup Hill Outdoor Learning Center
WSUI-KSUI
Young Footlitters

The results of the 2010 Iowa Cultural Corridor Alliance Excellence in Innovation Awards (covering the year 2009) were as follows:

Children's Programming: Eastern Iowa Arts Academy After-School Programs—Eastern Iowa Arts Academy

Dance Programming: Iowa Dance Festival —ACE Experiment

Educational Programming: Schoolhouse Jazz—KCCCK FM

Locally Produced Festival: Third Annual Environmental Film Festival—Wickiup Hill Outdoor Learning Center with the African American Museum of Iowa, Cedar/Linn County Solid Waste Agency, Cedar Rapids Museum of Art, Christ Episcopal Church, Coe College, Indian Creek Nature Center, Prairiewoods, Sierra Club-Cedar Wapsie Group, Third Annual SEED Conference, Trees Forever and the United Nations Association-USA, Linn County Chapter

History Exhibit or Programming: No Roads Lead to Buxton: A Black Man's Utopia—African American Museum of Iowa

Music Programming: Landfall Festival of World Music—Legion Arts; Made in Iowa (Celebrating Iowa Composers)—Orchestra Iowa

*Please note there was a tie in this category; both organizations were honored with Icky Awards

Theatre Programming: From the Homefront—Iowa Theatre Artists Company

Visual Arts Exhibit or Programming: Norman Rockwell: Fact & Fiction—Cedar Rapids Museum of Art

Collaborative Award between ICCA members: All in a Day Play Festival—Dreamwell Theatre, City Circle Acting Company, Englert Theatre, Summer of the Arts

Reaching Out Collaborative Award between ICCA members and non-ICCA members: Take Flight Exhibit—Iowa Children's Museum with Rockwell Collins, NASA, University of Iowa and Integrated DNA

Larry Eckholt Award (for South Corridor Arts Advocacy) - Dan Brown, Iowa City Press-Citizen

North Corridor Cultural Advocate Award - Eliot Keller (posthumously), KZIA-FM Z102.9 and KGYM-AM 1600 ESPN.

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

| | <u>Jan - Dec 09</u> | <u>Budget for Jan - Dec 2009</u> |
|---|---------------------|--|
| Ordinary Income/Expense | | |
| Income | | |
| In-Kind Donation | 0.00 | 0.00 |
| 01 · Other Income | -151.10 | 0.00 |
| 02 · Grants | 2,000.00 | 0.00 |
| 03 · CID Welcome Center | 11,250.00 | 15,000.00 |
| 06 · Membership Dues | 24,175.00 | 23,000.00 |
| 10 · CVB Support | 15,000.00 | 30,000.00 |
| 17 · Website Revenue | 8,754.40 | 9,600.00 |
| 18 · Annual Meeting | 6,216.81 | 8,250.00 |
| Total Income | <u>67,245.11</u> | <u>85,850.00</u> |
| Expense | | |
| 20 · Personnel | | |
| 21 · Salaries | 45,275.68 | 45,176.00 |
| 24 · Payroll Taxes | 3,700.51 | 3,725.00 |
| 28 · Worker's Compensation Insurance | 1,217.00 | 1,500.00 |
| Total 20 · Personnel | <u>50,193.19</u> | <u>50,401.00</u> |
| 30 · Benefits | | |
| 31 · Health/Dental Insurance | 4,089.60 | 4,301.00 |
| Total 30 · Benefits | <u>4,089.60</u> | <u>4,301.00</u> |
| 40 · Professional Development | | |
| 41 · Accounting | 0.00 | 0.00 |
| 42 · Legal | 0.00 | 0.00 |
| 44 · Other Training | 2,727.78 | 500.00 |
| Total 40 · Professional Development | <u>2,727.78</u> | <u>500.00</u> |
| 45 · Audit | 2,315.00 | 2,300.00 |
| 50 · Auto | | |
| 55 · Mileage | 0.00 | 2,500.00 |
| Total 50 · Auto | <u>0.00</u> | <u>2,500.00</u> |
| 80 · Equipment | | |
| 81 · Tech Support | 100.00 | 400.00 |
| 82 · Software & Upgrades | 0.00 | 300.00 |
| 84 · Hardware & Upgrades | 106.18 | 300.00 |
| 85 · Copier, Printer, Fax | 0.00 | 300.00 |

| | | |
|--|-----------------|-----------------|
| 89 · Equipment Depreciation | 101.88 | 50.00 |
| Total 80 · Equipment | <u>308.06</u> | <u>1,350.00</u> |
| 90 · Office Supplies | | |
| 91 · Printed Supplies | 226.72 | 100.00 |
| 92 · Office Supplies | 103.31 | 40.00 |
| 93 · Copy Paper | 57.30 | 60.00 |
| 94 · Media Subscriptions | 0.00 | 0.00 |
| 95 · Community Outreach | 0.00 | 100.00 |
| 96 · Miscellaneous | 120.63 | 100.00 |
| Total 90 · Office Supplies | <u>507.96</u> | <u>400.00</u> |
| 100 · Maintenance & Repairs | | |
| 107 · Maintenance & Repairs | 50.00 | 250.00 |
| Total 100 · Maintenance & Repairs | <u>50.00</u> | <u>250.00</u> |
| 120 · Organization Promotion | | |
| 121 · Trade Shows/Sales Efforts | 601.34 | 500.00 |
| 122 · Travel/Business Meetings | 3,517.21 | 3,250.00 |
| 124 · Sales Materials/Brochures | 0.00 | 1,100.00 |
| 125 · Promotional Items | 0.00 | 0.00 |
| Total 120 · Organization Promotion | <u>4,118.55</u> | <u>4,850.00</u> |
| 140 · Group Membership | | |
| 141 · Membership Dues | 350.00 | 0.00 |
| Total 140 · Group Membership | <u>350.00</u> | <u>0.00</u> |
| 160 · Local Promotion | | |
| 163 · Annual Meeting | 4,178.01 | 6,325.00 |
| Total 160 · Local Promotion | <u>4,178.01</u> | <u>6,325.00</u> |
| 170 · Media Advertising | | |
| 172 · Local/Major Market Advertising | 2,340.00 | 6,500.00 |
| 173 · Graphic Design | 34.00 | 300.00 |
| 174 · Website Development | 89.00 | 1,000.00 |
| Total 170 · Media Advertising | <u>2,463.00</u> | <u>7,800.00</u> |
| 185 · Opportunity Marketing | 100.00 | 0.00 |
| 190 · Postage | | |
| 191 · Postage | 0.00 | 100.00 |
| Total 190 · Postage | <u>0.00</u> | <u>100.00</u> |
| 210 · Voice/Data Services | | |

| | | |
|---|-------------------------|------------------|
| 213 · 800 Number/Long Distance | 1,087.67 | 1,200.00 |
| 214 · Internet Service | 890.35 | 900.00 |
| 215 · Website Hosting Agreement | 2,200.00 | 2,150.00 |
| Total 210 · Voice/Data Services | <u>4,178.02</u> | <u>4,250.00</u> |
| 220 · Board & Volunteers | | |
| 222 · Board of Directors | 140.93 | 300.00 |
| 223 · Recognition | 0.00 | 100.00 |
| Total 220 · Board & Volunteers | <u>140.93</u> | <u>400.00</u> |
| Total Expense | <u>75,720.10</u> | <u>85,727.00</u> |
| Net Ordinary Income | <u>-8,474.99</u> | 123.00 |
| Net Income | <u><u>-8,474.99</u></u> | |