

WORKING TOGETHER 2

(Building Community through the Arts)

A PROJECT OF THE ILLINOIS ARTS ALLIANCE FOUNDATION

WORKING TOGETHER: *Building Community*

WORKING TOGETHER: It seeks to foster relationships that will benefit both the arts and the communities they serve.

This is the second of two **WORKING TOGETHER** (WT) reports and chronicles the assessments of four communities: the Near South neighborhood of Chicago, the South Suburbs of Chicago, and the cities of Rockford and Galena. The report also includes the activities of three of the pilot WT communities: the Chicago neighborhoods of South Shore, Uptown and West Town.

WT includes the gathering of factual information about the contributions of the arts to their communities including attitudes of arts leaders and artists on key issues. Initial meetings bring together artists and arts organizations to discuss the findings and to determine their needs (Phase I). Later meetings incorporate other members of the community to identify common goals, which provide the foundation for working together (Phase II). The ultimate goal of Working Together is to strengthen the ties between the arts and their communities and in the process strengthen the fabric of the neighborhoods without losing the vitality and diversity that makes these communities unique.

The survey results, included in this publication, provide the arts communities with hard data about their contributions such as jobs created, audiences served and building improvements made. The survey goes on to determine the attitude of the arts on community issues such as artist and visitor perception of the community. Prior focus groups with local business and civic organizations informed the survey questions assuring that the results addressed the concerns of the community. In addition, the survey was developed with an appreciation of the language of the business world, knowing that successful collaboration depends upon real communication and shared success.

through the Arts

is a project about the arts and community collaboration.

The four communities included in this report, represent a diversity of size and character. Like the Chicago neighborhoods participating in the pilot program, the Near South Chicago focuses on urban issues and opportunities. The addition of Rockford and Galena shows that the WT methodology applies just as significantly to large and small cities. And the project also allows for the assessment of a region, the 71 communities of the South Suburbs.

The arts leaders of each of these communities dialogued with their local business and community leaders to identify issues at the heart of their community. Each is addressing its own goals with collaborative projects (Phase III): The Near South Chicago and the South Suburbs see visibility and cultural tourism as important goals for the arts and the larger community. The Near South is planning a business/arts directory and the South Suburbs, along with its Convention and Tourism Bureau, a guide to history and culture. Rockford sees the value of a publication targeting area employees, helping them find cultural activities attractive to them and their families. Galena is laying the groundwork for a cultural alliance that will promote the arts to the tourist audience.

The pilot communities bravely led the way to Phase III with auspicious undertakings: Uptown with a global festival, promoting immigrant arts groups together with their merchants; the South Shore with a business and arts directory that makes clear the vitality of this growing tourism center; and West Town, with its burgeoning arts community, a web site to keep the many arts people and events current.

The IAAF gratefully acknowledges the generous support of the funders who have made Working Together possible from the onset. Our thanks go out to the Polk Bros. and John D. and Catherine T. MacArthur Foundations for their early and strong support. We are deeply indebted to the MacArthur Foundation for seeing the wisdom in funding the Phase III projects identified by the WT pilot communities. These grants, made available to the pilots, helped realize the good ideas developed out of dialogue and demonstrated the opportunities for real development.

Our thanks to two exceptional consultants, Janice Lane-Ewart, who worked with Near South Chicago, and Alison Zehr, who worked with the communities of Rockford and Galena.

We thank the Phase III Committee, who out of their extensive experience developed the guidelines for the granting process. We also wish to acknowledge data analyst Kathleen Wichman for her clear and enlightening examination of the communities.

And finally, our thanks to the creative and enthusiastic community members who participated in Working Together. It is their fierce commitment to their communities that continues to make this project happen. We look forward to the new and creative ways that arts and communities will work together for the benefit of both.

Sincerely,

ALENE VALKANAS

Executive Director

WORKING TOGETHER: SUM

Results from the **WORKING TOGETHER** survey are intended primarily to provide a factual understanding of the economic and social impact which arts organizations are having on their local communities. In addition, the survey provides insights into sources of arts funding, identifies areas of shared opportunity and profiles the current relationship between business and the arts.

In 1999, the **WORKING TOGETHER** survey was conducted in four Illinois communities: Galena, Rockford, Near South in Chicago and Chicago's South Suburbs. This information has provided the basis for a dialogue between local arts organizations and businesses with an eye toward developing mutually beneficial relationships – true collaborations between arts and business at the community level.

The survey reveals many similarities across communities, particularly regarding the ways in which arts organizations impact their communities, sources of arts funding and the current relationship between business and the arts.

ARTS ORGANIZATIONS MAKE A MULTI-FACETED CONTRIBUTION

One of the strongest common threads across all communities is the multi-faceted impact that the arts have locally. Generally, the arts are viewed as having an intellectual and emotional impact more than an economic one yet in every community the arts employ a significant number of people, many of whom live in the immediate area. Significant property improvements have been made by local arts organizations ranging from \$300,000 to over \$19 million. Arts organizations draw a significant number of people into a community, either as volunteers or as part of their audience, providing a large customer base for local businesses. And while arts organizations draw people from outside the neighborhood, they also serve local residents with 50-97% of the audience living within 30 miles of the organization.

Across communities, arts organizations provide supplemental educational programs for local schools. They sponsor annual community events, provide programs for special in-need populations and support civic and community organizations by having staff serve on boards and committees, providing free or discounted programming and technical assistance.

Considering the above, it is easy to see why the primary contribution of arts organizations is viewed as their ability to improve the quality of life within their communities.

MARY

ARTS ORGANIZATIONS ARE SELF-SUSTAINING

Earned income from ticket sales, workshops, etc. is the largest source of funding for arts organizations across most communities surveyed. Government grants are less important, contributing just over 5% of revenue. The Near South is an exception. This economically challenged area receives nearly 75% of their support from government, corporate and individual donations.

Audience development and fundraising are considered the primary issues facing arts organizations at this time.

COMMUNITY ARTS ORGANIZATIONS HAVE DIFFERENT PROFILES AND DIFFERENT NEEDS

Differences among community arts organizations stem primarily from the nature of the communities themselves. Since arts organizations tend to serve the local community, their audiences reflect the composition of that community in terms of race, income, age and education.

With different communities come different community perceptions. Positive community characteristics range from the architecture and landscape of Galena, the arts and recreational activity in Rockford and the South Suburbs and strong community organizations in the Near South. All communities surveyed believe that improved publicity efforts are needed to bring visitors into their communities – an effort that would benefit both businesses and the arts.

THERE IS A SOLID BASIS FOR ARTS AND BUSINESS COLLABORATION

Across all four communities, there is a solid basis for collaboration between business and the arts. Arts organizations are uniformly optimistic that such a collaboration can take place. Businesses are generally supportive of the arts when specific requests are made. Business and the arts have common goals within communities but have not joined forces to address how to reach them. The challenge is to overcome the major barriers that stand in the way of making these collaborative efforts successful: lack of time and the lack of opportunity to communicate. The goal of the Working Together project is to provide the foundation and impetus upon which long lasting, mutually beneficial relationships can be developed between two key community groups – business and the arts.

ARTISTS MAKE GOOD NEIGHBORS

In addition to arts organizations, individual artists were surveyed across the four communities. The demographic profile of these artists differs by area, however they share a number of common characteristics that show they are stable, and valuable community members.

Most of the artists surveyed have lived in their communities for over six years. Most artists live and work in the same location. As a result they most likely work alone – and so place a high value on the peer networks and cultural activities that exist in their communities for support. In return, over 80% volunteer for a wide range of community and civic organizations within their communities. Artists are a political force, with a strong majority voting regularly. These artists also emerge as a self-sufficient group, with less than one-fifth receiving any type of grant or award in support of their work. Most artists earn income from non-arts related areas, and most work at more than one job.

NEAR SOUTH

“An examination of the history of Bronzeville will reveal an ongoing collaboration between artists, organizations, and businesses. With the advent of new initiatives supported by local and federal resources, the arts will continue to serve as the golden thread in this community, weaving together a rich tapestry of artists, organizations, and businesses for the purpose of maintaining a strong and culturally vibrant community.”

—ALDERMAN TONI PRECKWINKLE, Fourth Ward

DESCRIPTION OF THE AREA

Near South, most often referred to as Bronzeville, has been the home of world-renown artists, scholars, businesses, and community-based organizations as far back as the early 1900s.

GEOGRAPHIC AREA

22nd Street to 47th Street. State Street to Lake Michigan.

RESPONDENTS

- Strong response rate (82%), with 9 of the 11 surveys distributed returned. Most respondents are non-profit arts organizations with an inter-disciplinary focus.
- The size of organizations varies widely based on their operating budgets, with 1/3 under \$250,000, 1/3 from \$250,000 to \$2 million and 1/3 over \$2 million. Not all funds are dedicated to the arts.

WHAT THE ARTS CONTRIBUTE LOCALLY

Arts groups are making a meaningful and multifaceted contribution to the Near South community.

These contributions are made through a number of avenues:

- Through the people they employ.
 - The organizations surveyed employ 860 people – nearly one quarter from the local community.
- Through the people they involve in the community.
 - 75 people volunteer at these organizations.
 - The total annual audience for organizations reporting is 47,000
 - 60% of the audience lives within 5 miles of the organization with an additional 37% living between 6-30 miles.
- By making improvements to their property.
 - Two thirds of the organizations made improvements to their property – with a total value of over \$321,000.
- By patronizing local businesses
 - Respondents spend over \$260,000 annually on basic services such as printing/copying, advertising, food, and construction/maintenance.
- Through services which they provide to the community.

Organizations provide a variety of services to the community. Contributions to education and local community and civic organizations are particularly noteworthy.

EDUCATION

Providing opportunities for intellectual growth is perceived as the single most important benefit that arts organizations provide to the local community.

Organizations provide intellectual growth opportunities in a number of ways:

- Two thirds of the respondents supplement educational programming for children currently in the local schools. This is done by:
 - Coordinating programming with local school curriculums
 - Offering independent programming
 - Providing after-school programs, workshops, private instruction and in-school lectures.
 - Nearly 80% of organizations offer classes or workshops as part of their primary programming.
 - These classes are offered to groups of both adults and children.
 - Free classes are more common than those that charge a fee.
- In addition, other educational services are offered to the community. Examples include:
 - Early Learning Centers
 - Planning Your Future Sessions
 - Entrepreneurial Training Classes

COMMUNITY AND CIVIC CONTRIBUTIONS

- Nearly 80% of respondents contribute to civic and community organizations, primarily by providing space and technical assistance. Organizations that benefit include:

- Local Business Council
- Children's Museum
- Youth Consortium
- Grand Boulevard Federation
- Boss-Bronzville Organizers
- Grand Boulevard Arts Initiative

- Nearly 60% of the arts organizations sponsor annual community events. These include:

- Back to School Fest
- Jazz in the Alley
- Children's Arts Festival
- Historic hours tours
- 43rd Street Blues Festival
- Health and Wellness Fair

- Nearly 60% of organizations provide arts programming for special populations. The primary recipients of these programs are the economically disadvantaged, particularly children. Programs include:

- Workshops in visual, performing and multimedia arts
- Workshops tying arts and academics/business
- Day Care Graduations/Rites of Passage
- Urban Gateway Performances

ARTS FUNDING

Responding arts organizations in Near South depend on government grants for the majority of their income.

- Government grants are the primary source of income (54%).
- Corporate/Foundation grants (17%), Individual Donations/Fundraising (15%) and Earned Income (14%) account for the remainder.

Fundraising is viewed as the primary issue facing organizations at this time.

COMMUNITY PERCEPTIONS

- Community Organizations are perceived to be the most positive characteristics of the community for residents, while the area's historic nature is considered most positive to visitors.
- Crime is considered the most important issue that need to be addressed in order to bring new visitors to Near South, followed by public relations.

CHALLENGES TO COLLABORATION BETWEEN BUSINESS & THE ARTS

Lack of resources, particularly seed money, is considered the most important factor that makes it difficult for arts and business groups to work together.

WHAT'S AHEAD

Near South, or Bronzeville, has a rich cultural legacy and history. This community has been home to countless artists since the Great Migration of the early 1900s be they visual artists, musicians, composers, dancers, writers, or intellectual scholars. Culturally-based arts organizations and businesses such as the South Side Community Art Center, Grand Boulevard Community Arts Initiative, Little Black Pearl Workshop, and Partners in Community Development have continually provided Bronzeville with projects, programs and resources needed to sustain its rich heritage. The Near South Working Together group is currently gathering extensive information for a directory showcasing the wealth of arts resources located in Near South. The directory will not only be a listing of people, places, artists and businesses in the community, but also a visual glimpse of the work being produced in this area. The publication will be available in hard copy and on the world wide web.

SOUTH SUBURB

“Arts organizations are numbered among the few regional institutions that provide a forum for people of different backgrounds to gather at an event where they can develop a shared commitment to our region. Political, business, educational, and community groups can not only proudly promote the economic benefits of arts activity, but also the contributions the arts make to improving the image and quality of life of a region.”

— PATRICK ORMSBY, President, Bimba Manufacturing Company, and Past President, Chicago Southland Chamber of Commerce

DESCRIPTION OF THE AREA

The Chicago Southland region is a diverse area. Its 71 communities vary widely in size, population, and ethnic diversity. Cities range in population from 500 to 50,000 with some home to Fortune 500 and large international companies, while others are strictly residential or rural in character and location. The region includes thousands of acres of forest preserve and park lands as well as many other cultural, recreational, and educational amenities. Efforts to coordinate the work of the communities is carried out through such alliances as the Chicago Southland Chamber of Commerce, the South Suburban Mayors and Managers Association, the Southwest Conference of Local Governments, and the Chicago Southland Development Corporation.

GEOGRAPHIC AREA

The Chicago Southland region encompasses the south and southwest suburban area of Chicago, a vast region with 71 independent communities and more than 2.5 million residents. It ranges from Bridgeview on the north, Momence on the south, Indiana on the east, to Lockport on the west.

RESPONDENTS

- Solid response rate (63%), with 20 of the 32 surveys distributed returned. Most respondents are non-profit arts organizations primarily in theater and music.
- The size of organizations varies widely based on their operating budgets, although there is a skew toward smaller organizations. 80% of responding organizations have operating budgets under \$250,000, while 5% have budgets over \$2 million.

WHAT THE ARTS CONTRIBUTE LOCALLY

Arts groups are making a meaningful and multifaceted contribution to the Near South community.

Improving the quality of life is perceived as the single most important benefit that arts organizations provide to the local community. The arts improve the quality of life in the South Suburbs in a number of ways:

- Through the people they employ.
 - The organizations surveyed employ 1,200 people – 40% from the local community.
- Through the people they involve in the community.
 - 1,000 people volunteer at these organizations – 70% from the local community
 - The total annual audience for the organizations reporting is 210,000
 - 44% of the audience lives within 5 miles of the organization with an additional 48% living between 6–30 miles.
- By making improvements to their property.
 - One third of the organizations made improvements to their property – with a total value of \$565,000
- By patronizing local businesses
 - Respondents spend over \$570,000 annually on basic services such as printing/copying, advertising, food, construction/maintenance and financial and legal services.
- Through services which they provide to the community.

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Organizations provide a variety of services to the community. Contributions to education and local community and civic organizations are particularly noteworthy.

EDUCATION

- 70% of the respondents supplement educational programming for children currently in the local schools. *This is done by:*
 - *Coordinating programming with local school curriculums*
 - *Offering independent programming*
 - *Providing access to in-school and non-school performances*
- 75% of organizations offer classes or workshops as part of their primary programming.
 - *These classes are offered to groups of both adults and children.*
 - *Free classes are more common than those that charge a fee.*
- In addition, other educational services are offered to the community. *Examples include:*
 - *Gallery tours for students*
 - *Open auditions for plays*
 - *Pre-concert question/answer sessions*
 - *Opportunities to work with guest choral directors*
 - *Lectures in local libraries*
 - *Post play discussions*
 - *Annual scholarship programs*

COMMUNITY AND CIVIC CONTRIBUTIONS

- 60% of respondents contribute to civic and community organizations, primarily by offering time. Staff members work on committees and organizations provide volunteers. *Organizations that benefit include:*
 - *Chambers of Commerce (Southland, Oak Lawn, Blue Island)*
 - *South Metropolitan Regional Leadership Center*
 - *Palos Park Fine Arts Association*
 - *West Suburban Fine Arts Alliance*
 - *Visual Arts Coalition*
 - *Business in the Arts Council*
- Half of the arts organizations sponsor annual community events. *These include:*
 - *Family Fun Fest – Starry Nights Concert Series*
 - *Concerts in the Park*
 - *Community Theater Festival*
 - *Community Arts Festival*
 - *Madrigal Dinner*
 - *Gallery exhibits*
 - *Choral festivals*
- 75% of organizations provide arts programming for special populations. *The primary recipients of these programs are:*
 - *Seniors*
 - *Pre-school children*
- 30% of organizations offer arts programming to government agencies – particularly the Park District. *Programs include:*
 - *Children's camps*
 - *Summer concert performances*
 - *Holiday performances*

ARTS FUNDING

Responding arts organizations in the South earn the majority of their income.

- Earned income (ticket sales, workshops, etc.) is the primary source of income (64%) followed by individual donations and fundraising efforts (21%).
- Government grants account for only 4% of income while corporate and foundation grants account for 11% of income.

Marketing/Audience Development and Fundraising are viewed as the primary issues facing organizations at this time.

COMMUNITY PERCEPTIONS

- *Community spirit and good property values* are perceived to be the most positive characteristics of the community for residents
- *The quality of arts activity, parks/recreation and cleanliness* are considered the most positive characteristics for visitors.
- *Public relations* is considered the most important issue that needs to be addressed in order to bring new visitors to the South Suburbs.

CHALLENGES TO COLLABORATION BETWEEN BUSINESS & THE ARTS

Too few opportunities to communicate and lack of time are considered the most important factors that make it difficult for arts and business groups to work together.

WHAT'S AHEAD

The Business in the Arts Council is composed primarily of arts organizations that are members of the Chicago Southland Chamber of Commerce. The group is an official "Council" of the Chamber and has initiated such projects as monthly arts listings and a special "arts" feature story in the Chamber's monthly newsletter. The Council sponsored an *Arts After Hours* social event for Chamber members and designed and presented a *Creativity in the Workplace* seminar for businesses. It has also worked in conjunction with the Chicago Southland Convention & Visitors Bureau to initiate the publication of a Chicago Southland Culture & History Guide. Future projects include developing more active business representation on the Council, participating in the Chamber's annual legislative trip to Springfield, and developing an awareness of the positive impact of the local arts on the region and businesses.

ROCKFORD

“This study shows the significant economic impact generated by the arts in the Rockford area. As the current Chairman of our Chamber of Commerce and an avid arts advocate, I believe that the Chamber’s membership should be aware of the following:

- *The arts in Rockford are a \$29.6 million dollar business*
- *Businesses should understand that having a strong cultural community helps in recruiting and retaining employees*
- *The arts in Rockford are of very high quality and affordability*

We are proud of our arts community and need to say so.”

— HENRY BROOKS, Chairman, Rockford Area Chamber of Commerce and President of Brooks Precision, Inc.

DESCRIPTION OF THE AREA

Illinois’ second largest city, Rockford is an urban center surrounded by many rural communities. Founded in 1834 by industrialists who saw the potential for progress here, Rockford now has 140,000 residents and is the center of a marketplace of 284,000. Recognized as a national leader in providing recreational opportunities for its residents, including people with special needs, Rockford also boasts a thriving arts community—in spite of its proximity to Chicago!

GEOGRAPHIC AREA

The City of Rockford

RESPONDENTS

- Solid response rate (68%), with 45 of the 70 surveys distributed returned. Most respondents are non-profit arts organizations, primarily in music.
- The size of organizations varies widely based on their operating budgets, with over half under \$100,000, about one third between \$100,000 and \$500,000 and 15% between \$500,000 and \$2 million. All of these funds are available for the arts.

WHAT THE ARTS CONTRIBUTE LOCALLY

Arts groups are making a meaningful and multifaceted contribution to the Rockford community.

Improving the quality of life is perceived as the single most important benefit that arts organizations provide to the local community. The arts improve the quality of life in Rockford in a number of ways:

- Through the people they employ.
 - The organizations surveyed employ just over 3,400 people – over 70% from the local community.
- Through the people they involve in the community.
 - There is strong volunteer participation in arts organizations, with 8,500 people volunteering – over 75% from the local community.
- The total annual audience for the organizations reporting is 3.7 million.
- 85% of the audience lives locally – within 30 miles of the organization – while 15% are visitors coming from a greater distance.
- By making improvements to their property.
 - Two thirds of the organizations made improvements to their property – with a total value of over \$19 million.
- By patronizing local businesses
 - Respondents spend nearly \$1.3 million annually on basic services such as printing/copying, advertising, food, construction/maintenance and financial and legal services.
- Through services which they provide to the community.

Organizations provide a variety of services to the community. Contributions to education and local community and civic organizations are particularly noteworthy.

COMMUNITY AND CIVIC CONTRIBUTIONS

- 75% of respondents contribute to civic and community organizations, primarily by providing funding and time. Staff members serve on committees and provide technical assistance. Organizations that benefit include:
 - Booker Washington Community Center
 - Community Agency Council
 - India Association of Greater Rockford
 - Kiwanis
 - Neighborhood Watch
 - Rockford Area Chamber of Commerce
 - Rockford Board of Education
 - Rockford Central Area Corp
 - Rockford College Board of Councilors
 - Rockford Conventions & Visitors Bureau
 - Rockford Rotary Club
 - YMCA / YWCA
- 75% of the arts organizations sponsor annual community events. These include:
 - Alley Walk Fall Festival
 - ArtScene Gallery Walk
 - Black Family Reunion
 - Cabin Fever Jamboree
 - Celebrations of Japanese Arts
 - Children's Film Festival
 - Ethnic Music Festival
 - Holiday Concerts
 - Mayor's Arts Awards
 - Native American Festival
 - Rockford Area Artists Fair
 - Symphony Youth Concerts

- Nearly three quarters of organization provide arts programming for special populations. The primary recipients of these programs are seniors and the economically disadvantaged. Programs include:
 - Black cultural awareness programs
 - Senior Center for learning in retirement
 - After school arts in magnet schools
 - Nursing home programs
 - Jobs training for at-risk teens
 - Writing class for physically challenged
 - Dancercize for Seniors
 - Imagine Station – free youth performances
 - African Griots – free storytelling performances

EDUCATION

- Over 60% of the respondents supplement educational programming for children currently in the local schools. This is done by:
 - Coordinating programming with local school curriculums
 - Offering independent programming
 - Providing instruction and access to performances
- 60% of organizations offer classes or workshops as part of their primary programming.
- These classes are offered to groups of both adults and children.

- In addition, a variety of other educational services are offered to the community. Examples include:
 - Student access to professional musicians and actors
 - Opportunities for international travel
 - In service teacher workshops
 - Technical assistance to school administrators
 - Long term student residencies
 - Job training arts apprenticeships
 - Grants for school projects

ARTS FUNDING

Responding arts organizations in Rockford earn the majority of their income.

- Earned income (ticket sales, workshops, etc.) is the primary source of income (52%) followed by individual donations and fundraising efforts (30%).
- Government grants account for only 11% of income while corporate and foundation grants account for 8% of income.

Marketing/Audience Development and Facilities Maintenance/Improvement are viewed as the primary issues facing organizations at this time.

COMMUNITY PERCEPTIONS

- Quality of arts activity and parks/recreation are perceived to be the most positive characteristics of the community for both residents and visitors.
- Schools and public relations are considered the most important issues that need to be addressed in order to bring new visitors to Rockford.

CHALLENGES TO COLLABORATION BETWEEN BUSINESS & THE ARTS

Private agendas, lack of time and too few opportunities to communicate are considered the most important factors that make it difficult for arts and business groups to work together.

WHAT'S AHEAD

Acknowledging that the arts help improve employee relations, customer communications and economic development, the Rockford Working Together team developed several project proposals with benefits for both the arts and business communities. Ideas for future collaboration include a publication geared to area employees that tells them how to find "excellent, accessible, affordable arts and entertainment right here at home." Another proposal is a new Business Award for the Arts for presentation at the Rockford Area Arts Council's annual Mayor's Arts Awards. The Arts Council and the Rockford Area Chamber of Commerce have already committed to linking their web sites with a Calendar of Events that gives users an up-to-the-minute snapshot of the richness of cultural life in Northwestern Illinois.

GALENA

“Working Together helped document what a number of us suspected for some time: that the arts represented the sleeping giant in the Galena economy. The publication of the survey’s results to the full City Council last year was an impressive and heart-warming demonstration. A large and very broad cross-section of our small community brought testimony—which participants expressed through various artistic media—that turned a powerful spotlight on giving priority to development of the arts. Having planted the seeds, we waited several months with some impatience for hopeful signs. The wait was rewarded in late winter when sufficient—and exciting—leadership naturally emerged. We are on our way!”

— JAMES J. ZALEWSKI, Ph.D., President and CEO, Twiggess of Galena

DESCRIPTION OF THE AREA

With a population of 3,647 Galena is the 2nd biggest tourist area in Illinois and the Bed & Breakfast capital of the state. In 1829 people from around the world flocked to Galena to seek their fortune in lead mining, and the town became the busiest Mississippi River port between St. Louis and St. Paul. Today, nestled amidst the rolling hills and rugged cliffs of un-glaciated Jo Daviess County, more than 85% of Galena is on the National Historic Register and residents say that they have more artists per capita than any other small town in Illinois.

GEOGRAPHIC AREA

The town of Galena and surrounding Jo Daviess County.

RESPONDENTS

- Strong response rate (88%), with 22 of the 25 surveys distributed returned. Most respondents are non-profit arts organizations, primarily in theater and music.
- The size of organizations varies widely based on their operating budgets, with over half under \$50,000, over one third between \$50,000 and \$500,000 and 10% over \$2 million.

WHAT THE ARTS CONTRIBUTE LOCALLY

Arts groups are making a meaningful and multifaceted contribution to the Galena community.

Improving the quality of life is perceived as one of the most important contributions that the arts provide to the local community – followed by *increasing tourism*. The arts improve the quality of life in Galena in a number of ways:

- Through the people they employ.
 - The organizations surveyed employ 365 people – 70% from the local community.
- Through the people they involve in the community.
 - There is strong volunteer participation in arts organizations, with 730 people volunteering – nearly all from the local community.
- Through the people they bring into the community.
 - The total annual audience for the organizations reporting is just over 1.4 million.
 - Just over half of the audience lives locally – within 30 miles of the organization – while the other half are comprised of visitors coming from a greater distance.
- By making improvements to their property.
 - Over 40% of the organizations made improvements to their property – with a total value of over \$9.5 million.
- Through services which they provide to the community.

Organizations provide a variety of services to the community. Contributions to education and local community and civic organizations are particularly noteworthy.

COMMUNITY AND CIVIC CONTRIBUTIONS

- 75% of respondents contribute to civic and community organizations, primarily by providing funding and time followed by free/discounted programming. *Organizations that benefit include:*
 - Chamber of Commerce
 - Boy and Girl Scouts
 - Downtown Business Association
 - Family Center
- Half of the respondents sponsor annual community events. *These include:*
 - Art Festivals and Children's Art Shows
 - Garden Art Show
 - Outstanding Arts Award
 - Galena Country Fair
 - Hearts & Art
- Nearly one-fifth of organizations provide arts programming for special populations. *The primary recipients of these programs are:*
 - Seniors
 - Economically disadvantaged.

EDUCATION

- Over 40% of the respondents supplement educational programming for children currently in the local schools. *This is done by:*
 - Offering instruction independent of the school curriculum.
 - Providing access to performances
- One third of organizations offer classes or workshops as part of their primary programming.
- These classes are offered most often to adults on an individual basis.
- In addition, a variety of other educational services are offered to the community. *Examples include:*
 - Tours
 - Field trips
 - Annual scholarships

ARTS FUNDING

Responding arts organizations in Galena earn the majority of their income.

- Earned income (ticket sales, workshops, etc.) is the primary source of income (49%) followed by individual donations and fundraising efforts (43%).
- Government grants account for only 5% of income while corporate and foundation grants account for 3% of income.

Fundraising and Volunteer Development are viewed as the primary issues facing organizations at this time.

COMMUNITY PERCEPTIONS

- *Architecture/Landscape* is perceived to be the most positive characteristic of the community for both residents and visitors.
- In addition, *safety* is considered very important to residents, while visitors find *restaurants* important.
- The quality of arts activity is considered an important community characteristic by only 1/3 of respondents, indicating an opportunity for further development in this area.
- *Parking* and *public relations* are considered the most important issues that need to be addressed in order to bring new visitors to Galena.

CHALLENGES TO COLLABORATION BETWEEN BUSINESS & THE ARTS

Private agendas, lack of time and too few opportunities to communicate are considered the most important factors that make it difficult for arts and business groups to work together.

WHAT'S AHEAD

In Galena, representatives from the local arts and business communities are laying the groundwork for a professionally staffed Galena Cultural Arts Alliance. Natural leaders of the new alliance have emerged through the Working Together process. These local leaders plan to create a permanent home for the alliance and to focus first on creating a cultural arts calendar for the community. They will work with the local newspaper to enhance coverage of the arts in Jo Daviess County. Founders of the new alliance are also interested in collaborations with local restaurants, coffee houses and bookstores, where they can promote the arts to local and tourist audiences.

WORKING TOGETHER – THE ORIGINAL COMMUNITIES

In 1998 the Illinois Arts Alliance Foundation published a report on the first phase of *Working Together*, with survey results and project proposals from five city and suburban communities. To support the commitment in those communities to foster collaboration between the arts and business, the John D. and Catherine T. MacArthur Foundation provided funding to IAAF—which we in turn passed on to community organizations—for projects that further the goals of *Working Together*.

Now, here is an update on activities undertaken by the original *Working Together* communities with support from IAAF and the MacArthur Foundation.

UPTOWN – GLOBAL FESTIVAL

As a result of **WORKING TOGETHER**, Uptown established an Arts/Business Task Force. This Task Force was the first joint venture between Uptown arts and business that involved both parties from the start. The Task Force concluded that a Global Festival would help accomplish their key goals of 1) promoting cooperative marketing between local arts and business, 2) increasing the visibility of the arts in Uptown and 3) stabilizing the Uptown art community by increasing ownership.

The Uptown Global Festival was held for 8-weeks during the summer of 1999. Designed to celebrate the cultural richness and diversity of the Uptown community, the festival consisted of a series of theater, music, dance and storytelling performances that featured a wide variety of cultures. Ethnic products and artwork produced by local businesses were offered for sale before and after each performance.

Plans are underway to repeat the Global Festival next summer. The upcoming festival is expected to be even more successful as sponsoring arts organizations and local businesses put the lessons learned last summer into play in planning this summer's event. *Building on success and learning as you move forward* are key elements to the success of **WORKING TOGETHER** projects.

SOUTH SHORE

In the South Shore, **WORKING TOGETHER** augmented and enhanced the ongoing work of the South Shore Arts and Cultural Collaborative. The Collaborative, a community based group of artists, arts organizations, community organizations and businesses is developing and implementing marketing strategies to position the South Shore's many cultural assets as a destination zone for tourism. Funding from **WORKING TOGETHER** was used to support two projects:

- *South Shore Community Directory*
The directory, which is currently in distribution, lists a wide range of local businesses, arts and community organizations. It also contains a map, discount coupons for local businesses and organizations, profiles of local organizations and favorite recipes from community leaders. Produced in conjunction with the South Shore Planning and Preservation Coalition, the directory is designed to help both local residents and tourists get the most out of the South Shore.
- *South Shore Cultural Stamp*
The stamp celebrates "The Golden Age of Black Art" – and the South Shore's unique position as the center for African-American arts and culture in Chicago. Designed by a local artist, Greg Bray, the stamp is intended for use on mailings as a sign of community support. The stamp is currently on sale in the South Shore.

WEST TOWN – Arts & Business Directory

Since its inception, the West Town Arts & Business Directory has evolved from a publication to a Web site as community arts leaders grapple with how best to keep pace with the fast changing West Town environment. The Web site will permit frequent updates to directory listings, events and other features. It will also provide an open forum through which local artists can network – helping to establish a virtual artistic community in an area that has the largest concentration of artists and arts organizations in Chicago. Launch is planned for the Second Quarter, 2000.

ECONOMIC IMPACT

Recently, the Illinois Arts Alliance Foundation commissioned an economic impact study of the nonprofit arts on a statewide basis. For two of the four communities reported here we were able, with the generous assistance of the firm of Convention, Sports & Leisure International, to isolate results. These figures are derived by establishing the direct effects of the nonprofit arts organizations purchases made by the organizations which then filter through the economy through re-spending to create the indirect effects. Together the direct and indirect impacts comprise the total economic impact.

TOTAL ANNUAL ECONOMIC IMPACT

Rockford: \$29.6 million
South Suburbs: \$7.6 million

PROGRAM FUNDERS

The John D. and Catherine T. MacArthur Foundation

The Polk Bros. Foundation

Additional support from the Illinois Arts Council, a state agency

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Galena Artists Guild and many other individual Galenans

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Rockford Park District

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THE MISSION OF IAAF IS TO INCREASE PUBLIC AWARENESS THAT THE ARTS ARE ESSENTIAL TO SOCIETY, TO ADVOCATE FOR GREATER SUPPORT FOR THE ARTS, AND TO FOSTER A CLIMATE IN WHICH THE BROADEST SPECTRUM OF ARTISTIC EXPRESSION CAN FLOURISH FREELY. THE ORGANIZATION VALUES AND EMBRACES DIVERSE VIEWS AND INTERESTS, ADVANCES CULTURAL EQUITY AND EXPRESSIONS, AND PROMOTES NETWORKING AND SHARING THROUGHOUT THE STATE.

IAAF PROMOTES THE ARTS' IMPACT ON HUMAN, COMMUNITY, ECONOMIC AND EDUCATIONAL ISSUES AND ENHANCES PRIVATE SECTOR SUPPORT OF THE ARTS THROUGH RESEARCH, PUBLIC EDUCATION AND INFORMATION.