

IOWA DEPARTMENT OF
CULTURAL AFFAIRS

PERFORMANCE REPORT

Performance Results Achieved
for Fiscal Year 2018

December 15, 2018

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INTRODUCTION

On behalf of the Iowa Department of Cultural Affairs (DCA), our staff and the boards who volunteer their service, I am pleased to present the agency performance report for Fiscal Year 2018. This report aims to satisfy the requirements of Iowa Code sections 7A.3, 8E.210, 303.1(6b) and 303.2(3b).

The DCA comprises the Iowa Arts Council; State Historical Society of Iowa, including the State Historic Preservation Office; and Produce Iowa, the State Office of Media Production.

In 2018, DCA strengthened its impact on Iowa through strategic partnerships and implementation of statewide programs and projects that connect Iowans to the people, places and points of pride that define our state. These efforts foster creativity, serve as a catalyst for innovation and empower Iowans to build and sustain culturally vibrant communities that bring companies, jobs and talent to Iowa.

The department is in the third year of its current three-year strategic plan. The 2016-2018 Strategic Plan identifies five key goals:

- to preserve and promote Iowa's collective heritage and unique sense of place
- to cultivate creativity, participation and learning in the arts
- to engage diverse statewide audiences through education initiatives, exhibitions and public programs
- to provide tools, resources and knowledge to promote networking, collaboration and best practices to nurture cultural leadership
- to invest in people and projects that foster economic growth and enhance the cultural identity of local communities.

Investments in quality of life -- through arts, media, history and culture -- are building and sustaining culturally vibrant communities. With that in mind, the DCA:

- serves as a catalyst for the creative economy
- supports education, especially as it relates to arts, social studies and Iowa history
- builds the skills of our arts, heritage and cultural leaders
- partners to revitalize communities across the state to become more attractive places to live, work and raise a family.

Creative Economy

Arts and culture are economic drivers. Arts businesses and their creative employees spark innovation and play a key role in the national economy. Here in Iowa, the creative sector employs more than 25,000 people in more than 5,000 arts-related businesses. Furthermore, when the category broadens to include innovation, that total number of workers grows to more than 72,000.

Education

In recent years, new state educational standards were developed for arts and social studies. DCA is partnering with the Department of Education to connect K-12 students with fine arts, Iowa history and out-of-classroom learning experiences that equip them with the skills they'll need to compete in the ever-changing global economy.

Building Skills and the Workforce

In 2018, the DCA facilitated in-depth training and professional development for more than 1,000 workers in our field -- including arts and cultural leaders, artists, filmmakers, historic preservation developers and contractors, community leaders and educators – to build skills and to teach best practices.

As we continue to address our state's needs to attract and retain a globally minded workforce, quality-of-life amenities are critical to the equation. Employers and workers alike identify quality of life as one of the most important factors in making decisions about where to locate. Our agency is committed to offering both world-class arts and cultural attractions *and* culturally vibrant communities where creativity sparks real-world innovation.

Investment and Partnership

The DCA collaborates with local community leaders, regent universities through extension and outreach, and federal and other state agencies to support historic redevelopment and creative place-making in towns large and small.

The DCA combines state funding with federal dollars from the National Endowment for the Arts and the National Park Service for programs and grants that are awarded across the state. These initiatives connect rural communities and larger cities while offering authentic experiences that recognize and reflect Iowa's diversity and are inclusive to all.

All of these efforts stem from our hub at the State Historical Building, where we showcase Iowa history and culture. We model best practices in our museum and archives and through our interactions with leaders in arts, media, history and historic preservation.

The #NotToBrag campaign we launched in 2016 amplified the DCA's social media efforts and prompted Iowans to engage with the department and their local networks by creating their own videos to promote the best aspects of arts and culture in their own communities. That buzz has attracted thousands of new fans to our social media platforms, with new fans on Facebook, Instagram and Twitter.

The DCA has elevated our own video content by using a drone to capture Iowa landmarks, historic sites and culturally vibrant communities. This footage, combined with personal interviews, captures stories, upcoming events, professional development and general features of our unique Iowa culture.

Iowa Arts Council

As a state arts agency, the mission of the Iowa Arts Council is to cultivate creativity, learning and participation in the arts. The Arts Council does this by combining a federal appropriation from the National Endowment for the Arts with state-appropriated funds through the Iowa Legislature. These dollars are then matched many times over by local municipal and private sources and put to work in Iowa communities to spur and reward local creativity. Iowa boasts more than 5,000 arts-related businesses that employ more than 25,000 people, plus more than 70,000 Iowans who work in creative fields.

While there are literally hundreds of organizations in the agency's network, the state's 60 largest cultural partners operate on annual budgets that collectively exceed \$100 Million, and those organizations significantly contribute to their surrounding regional economies and host a full range of arts-learning experiences for all ages. World-class attractions like Des Moines Performing Arts, for example, host Broadway shows and organize workshops where local students can learn from the cast and creative teams -- the best in the business. In small towns like in Osage, a Grammy Educator of Year leads the summer theater productions for a tri-county area.

Emphasizing lifelong learning, the Iowa Arts Learning in Libraries Initiative benefits from a grant from the Institute of Museum and Library Services, along with support from the Iowa Arts Council and the State Library of Iowa. The program pairs 25 rural public libraries and nonprofit arts organizations and/or artists to offer art classes to older Iowans in communities with populations of less than 2,500. Meanwhile, teaching artists visit schools to help educators and school children alike understand how creative thinking enhances learning. Interactive programs like *Turn Around Arts* help students improve behavior and test scores in all subjects.

Demonstrating our commitment to individual artists, the Arts Council named five new Iowa Artist Fellows, bringing the total number of esteemed Fellows to 25 over the last five years. These are mid-career artists who are influencing their communities in fresh and inspiring new ways. This year they were joined by a few Iowa filmmakers for an engaging professional development opportunity where they focused on the business side so they can endure even greater success. Challenging leaders to think strategically and empowering Iowa to grow is achieved through our creative place-making program, Iowa Great Places, where vertical infrastructure builds off of authentic character to create culturally vibrant communities and Arts Build Communities represent the rising challenge to serve all Iowans through programs inclusive to all.

Produce Iowa

2018 marked the fifth year for the new film office under the direction of the Department of Cultural Affairs. Produce Iowa looks forward to continuing its mission to promote and facilitate media production in our state in order to create a more sustainable creative economy.

The office fields media requests on a daily basis that bring jobs and money to Iowa. From a Warner Bros. studio film to a specially designed Sukup Manufacturing set in an airport hangar, Produce Iowa helps connect producers' requests to the resources and solutions in our state.

The more skilled Iowa crews are, the more sustainable our digital media industry can be. Education played a main focus as we launched several professional-development initiatives this year. Our MediaMasters Series debuted in August and featured one Saturday morning class each month on technical training topics that ranged from grip and electric to sound recording to animation and graphics. Each of these five classes sold out in a day, and Iowans continue to contact our office to be placed on a wait-list for future classes.

Produce Iowa is also reaching out to all Iowa students in grades 7-12 with a student spin-off of our successful TV show, "The Film Lounge," co-produced with Iowa Public Television and the Iowa Arts Council. Digital media and the arts can be a catalyst to engage Iowa youth in technology, which leads to higher education and job opportunities in our state.

State Historical Society of Iowa

The State Historical Society of Iowa (SHSI) delivers on its mission of preservation and education through its bureaus – the State Historical Museum, State Archives and Historical Libraries, eight Historic Sites, and the State Historic Preservation Office.

Being the steward and collector of Iowa's history for 161 years, the society is entrusted to care for more than 209 million pieces of Iowa history. The expert staff continues to enhance public access to the collection while ensuring proper management and preservation so future generations can learn from these artifacts. Because of the level of investment needed for collection projects, the society continues to leverage grants and in-kind partnerships to move this critical work forward. Some partnerships of note include those with Family Search and Ancestry.com. In addition, the Society is continuing its partnership with Cedar Rapids-based Advantage Companies to preserve and digitize more than 12 million pages of newspaper to provide greater access to more than 300 titles dating to the state's pioneer days. Also, the society has received four phases of grant funding from the National Endowment for the Humanities for the Chronicling America digital newspaper project.

Public access to the collection is a key driver of staff work and is reinforced by the more than 19 million online views of SHSI's digital assets last year, an increase of 2 million from the previous year. Also, staff continue to implement the grant-funded transition to a new content-management system. One year from now, one single search engine for the state's collection will be up and running, providing greater access for the public and efficiencies for staff.

SHSI has made strides to address collection projects at the state-owned historic sites, as well, including raising private funds for the conservation of the entire collection at Edel Blacksmith Shop in Haverhill. A partnership with the DNR continues as we work toward implementing Phase 1 of the master plan to turn the Blood Run National Historic Landmark in Lyon County into a bi-state park with South Dakota.

To reach students and educators across the state, SHSI continues to partner with the Department of Education to help teachers implement the new social studies standards, which include Iowa history. To help teachers integrate these standards in their classrooms, the society has received three rounds of grant funding totaling nearly \$300,000 from the Library of Congress to develop Iowa history curriculum using primary sources from the collection. These free curriculum sets, which link directly to the standards, are available for K-12 educators on the DCA website (iowaculture.gov) and have been viewed more than 100,000 times since their launch last year. The Society is also focused on providing other formal learning opportunities through outreach, field trips and the National History Day program. Engaging Iowa's next generation to appreciate our state's history is critical, and by leveraging private funding support, SHSI has enhanced current and launched new programs such as Goldie's Kids Club and History on the Rocks to reach Iowans of all ages.

Building on current outreach efforts, the society launched the Local History Network in 2018. This new initiative helps history organizations of all sizes and types across the state learn more about best practices, available grants, training opportunities and other relevant content. To date, 150 participants have joined, and SHSI looks forward to growing participation and expanding offerings to serve as a responsive partner for these keepers of Iowa's local history.

The State Historical Museum engages visitors with meaningful experiences about Iowa history and continues an active exhibit-rotation schedule in an effort to display more of the collection, to keep the museum experience relevant, and to encourage repeat visitation. FY18 marks the second season for "Iowa History 101," a mobile museum inside a 300-square-foot custom-designed Winnebago. The goal of this museum-on-wheels is to travel to all of Iowa's 99 counties in three years while providing Iowans the unique opportunity to tour the exhibit in their community.

State Historic Preservation Office

The State Historic Preservation Office (SHPO) assists individuals and communities, along with state and federal agencies to identify properties that are eligible for the National Register of Historic Places. There are currently 18,503 Iowa sites and structures on the National Register. Ninety-two communities are active in SHPO's Certified Local Government program in Iowa, where participating communities have determined that their planning and development efforts should include consideration of the historic structures that contribute to Iowa's unique sense of place. Each summer, hundreds of these community members, volunteers and professionals attend the Preserve Iowa Summit to learn how they can create and maintain culturally vibrant communities by preserving historic buildings and rehabilitating downtowns.

The State and Federal Historic Preservation Tax Credit programs stimulate preservation of historic properties, often for downtown housing, business expansion and neighborhood revitalization, and this year continued to produce transformational results.

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It's important to note that Iowans care deeply about arts, history and culture -- and demonstrate that throughout the year. In December 2017, more than 550 Iowans attended the sixth Celebrate Iowa Gala, an annual showcase of Iowa arts, music, history and cuisine that raises funds to support State Historical Society exhibits and programs statewide. The 2017 featured guest was Beaconsfield native and astronaut Peggy Whitson, who has spent more time in space than any other American astronaut in history.

DCA is grateful for the leadership of Governor Kim Reynolds, Lt. Governor Adam Gregg, the Iowa Legislature and our many partners. Their recognition of arts, history and culture as catalysts that empower Iowans to build and sustain culturally vibrant communities is essential to our state's future growth. This work is critical to Iowa's quality of life and the growth of the state's workforce since arts, history, media and culture spur creativity and innovation, which in turn help attract companies, jobs and talent to rural and urban communities across the state.

Respectfully,



Chris Kramer
Acting Director
Iowa Department of Cultural Affairs

MISSION

We empower Iowans to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state.

VISION

Iowa is recognized as a state that fosters creativity and serves as a catalyst for innovation where the stories of Iowa are preserved and communicated to connect past, present and future generations.

VALUES

Responsiveness: Our priorities and programs should be adaptable, reflecting and respecting the evolving needs of Iowans.

Community: At its root, culture is a shared experience, and we seek to foster relationships among people with everything we do.

Creativity: Encouraging new ideas, approaches and fresh thinking are necessary for Iowa and our organization.

Collaboration: Partnerships are essential to achieving greater impact, relevance and sustainability for our organization and our state.

Ingenuity: We believe in making the best use of the resources that we have, including space, time, expertise and dollars.

Stewardship: It is our responsibility to preserve Iowa's cultural legacy and resources.

CORE FUNCTIONS

Community Coordination and Development: DCA strives to enhance the ability of Iowa's communities, cultural workers and cultural organizations to produce sustainable development and enrichment opportunities.

Conservation, Preservation and Stewardship: In an effort to preserve and protect Iowa's cultural resources, DCA provides advice and training to assist Iowans in management of cultural resources, and the department enhances public understanding of cultural resources through interpretive programming.

Economic Growth and Expansion: DCA works to develop opportunities for cultural creatives to secure employment in Iowa in arts, history and cultural organizations.

Education: DCA works to increase awareness among Iowans and others about the rich cultural environment of the state.

Key Services, Programs and Activities

The Iowa Arts Council is committed to enriching the quality of life for Iowans through support of the arts. Funding for the Iowa Arts Council is provided by the State of Iowa and the National Endowment for the Arts, a federal agency.

The Iowa Arts Council also administers grant programs on behalf of its parent agency, the Iowa Department of Cultural Affairs. These programs support the cultural vitality of Iowa through job creation, operating support and endowment support programs.

The key services of the Iowa Arts Council are delivered through the following:

- Agriculture Art Award
- ArtUps
- Art in State Buildings
- School Arts Experience
- Cultural Leadership Partners
- Governor's Arts Awards
- Grants
- Iowa Arts Summit
- Iowa Artist Fellowship
- Iowa Cultural Trust
- Iowa Great Places
- Poetry Out Loud
- Scholarship for the Arts
- Volunteer Panelist Programs

Committed to preservation and education, the State Historical Society of Iowa serves as a trustee of Iowa's historical legacy, and through its programs and services, SHSI identifies, records, collects, preserves, manages and provides access to Iowa's historical resources. As an advocate for understanding Iowa's past, the historical society educates Iowans of all ages, conducts and stimulates research, disseminates information and encourages and supports historical preservation and education efforts of others throughout the state, helping Iowans connect generations – past, present and future.

The key services of the State Historical Society of Iowa are delivered through:

- State Historical Museum of Iowa
- Exhibits & Collections
- Museum Education & Outreach
- National History Day
- History Alive!
- Goldie's Kids Club

- State Historical Archives & Library
- Historic Sites
- State Historic Preservation Office
- Historic Preservation Oversight & Compliance
- National Register of Historic Places
- State Historic Preservation Tax Incentive Program
- Certified Local Governments Program
- Historical Resource Development Program

Produce Iowa, the State Office of Media Production, promotes and facilitates media production in Iowa to develop a more sustainable creative economy in Iowa.

Agency Customers and Stakeholders

- Educators, students and lifelong learners
- Iowa Explorers – families, young professionals, Capitol visitors, tourists, enthusiasts
- Cultural Creatives – artists, filmmakers, musicians, designers, museums, cultural partners, cultural institutions
- Public and Government Agencies – communities, local governments, developers, business and industry

Organizational Structure

The DCA is a department within the Executive Branch of Iowa State Government and was established in 1986 by Iowa Code Chapter 303. The DCA includes the State Historical Society of Iowa; the Iowa Arts Council; and Produce Iowa, the State Office of Media Production. Further, the DCA works with the Iowa Historical Foundation, a 501(c)(3) organization whose mission is to generate support for the State Historical Society of Iowa.

The DCA works with four advisory boards: the State Historical Society of Iowa Board of Trustees, the Iowa Arts Council Board of Directors, the Iowa Historical Records Advisory Board, and the Iowa Great Places Citizen Advisory Board. The DCA also works with one policy board, the Iowa Cultural Trust Board, as well as the State Records Commission.

Boards and Commissions

Members in FY18 were as follows:

State Historical Society of Iowa Board of Trustees

John Brown, Johnston
Tova Brandt, Harlan
Tyler De Haan, Urbandale
Bill Friedrichs, Des Moines
Alex Hammer, Carlisle
Alyse Hunter, Chariton
William Jackson, Des Moines
John Mickelson, West Des Moines
Lynette Pohlman, Ames
Candy Streed, Waterloo
Jerome Thompson, Des Moines
Lori Witt, Pella

Iowa Arts Council Board of Directors

Janine Calsbeek, Orange City
Brittany Crow, Des Moines
Heidi Dalal, Marshalltown
Carmen Darland, Eldridge
Paul Dennison, Mount Pleasant
Braden Falline, Spencer
Kent Hartwig, Des Moines
Evan Hilsabeck, Spencer
Randall Lengeling, Dubuque
Frances Parrott, Council Bluffs
Kenneth Sidey, Greenfield
Frank Sposeto, Collins
Terri Steinke, Urbandale
Lori Topp, Hubbard
Lisa Walsh, Burlington

Iowa Historical Records Advisory Board

Shelley Bishop, Council Bluffs
Leisl Carr Childers, Cedar Falls

Christopher Doll, Dubuque
Michael Gibson, Dubuque
Amy Groskopf, Davenport
Petrina Jackson, Ames
Larry Murphy, Ankeny
Daniel Rittel, Stuart
Timothy Walch, Iowa City
Anthony Jahn, Ex-officio

**Iowa Great Places
Citizen Advisory Board**

Barbara Determan, Early
Greg Fisher, West Des Moines
Alexsis Fleener, Atlantic
Nick Glew, Marion
Ruth Haus, Urbandale
Mark Jackson, Story City
Kerrie Kuiper, Lehigh
Jared McGovern, Peosta
Gayle Redman, Gowrie
Kasey Johnson Steen, Pleasant Hill
Trevor Toft, Schaller
Donald Zuck, Ankeny

**Iowa Cultural Trust
Board of Trustees**

Mary Giese, Marshalltown
Alyse Hunter, Chariton
Mary Ellen Kimball, Osceola
Randy Lewis, Le Claire
Brandon Paulsen, Des Moines
Connie Schmett, Clive
Tiffany Tauscheck, Des Moines
Tova Brandt, Harlan, Ex-officio
Paul Dennison, Mount Pleasant, Ex-officio
Stefanie Devin, Des Moines, Ex-officio
Chris Kramer, Des Moines, Ex-officio
Adam Phillips, Des Moines, Ex-officio

State Records Commission

Karen Austin, Designee of Treasurer of State
Matt Bender, Designee of Department of Revenue
Mandy Easter, Designee of State Librarian
Tera Granger, Designee of Director, Department of Administrative Services
Bernardo Granwehr, Designee of Auditor of State
Anthony Jahn, Designee of Director, Department of Cultural Affairs
Carla Seeman, Designee of Director, Department of Management
Mark Snell, Designee of Secretary of State
Pam Griebel, Legal Counsel

The DCA's director is appointed by the governor and confirmed by the Iowa Senate. The agency oversees approximately 60 employees and engages numerous volunteers in carrying out its mission from 10 facilities, including the State Historical Building of Iowa in Des Moines, the Centennial Building in Iowa City and the following eight historic sites:

- Abbie Gardner Sharp Cabin, Arnolds Park
- American Gothic House, Eldon
- Blood Run National Historic Landmark, Lyon County
- Edel Blacksmith Shop, Haverhill
- Montauk Historic Site, Clermont
- Plum Grove Historic Site, Iowa City
- Toolesboro Mounds National Historic Landmark, Toolesboro
- Western Historic Trails Center, Council Bluffs

BUDGET

FY18 Annual Operating Budget

State Appropriation - General Fund	\$5,756,055
Federal Funds-NEA & NPS	\$1,707,080
Other	<u>\$1,338,539</u>
Total	\$8,801,675

FY18 Other Funds:

Iowa Great Places	\$1,000,000
State Historical Building Renovation	\$1,000,000
HRDP & Other Grants	<u>\$1,350,000</u>
Total Other Funds:	\$3,350,000

Total DCA Funds FY18: \$12,151,675

AGENCY CONTACTS

DCA constituents, partners and the general public can access to information about the agency, its programs and activities at the following websites and social media platforms:

www.iowaculture.gov

www.facebook.com/IowaCulture

www.facebook.com/IowaHistory

www.facebook.com/IowaArtsCouncil

www.facebook.com/ProduceIowa

Copies of the DCA Performance Plan may be requested through the office of Acting Director Chris Kramer at 515-281-5111 or chris.kramer@iowa.gov.

Iowa Department of Cultural Affairs
State Historical Building
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Des Moines, IA 50319
www.iowaculture.gov

[combine with AGENCY PERFORMANCE RESULTS for FY18]