

IOWA DEPARTMENT OF  
CULTURAL AFFAIRS

# PERFORMANCE REPORT

Performance Results Achieved  
for Fiscal Year 2009

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# INTRODUCTION

On behalf of the Department of Cultural Affairs and its boards, I am pleased to present the agency performance report for Fiscal Year 2009. This report is intended to satisfy the requirements of Iowa Code sections 8E.210, 303.1(6b) and 303.2(3c).

This year found Iowa's cultural, historical and arts industries continuing to rebuild from historic flooding and tornadoes, and an historic global recession impacted investment portfolios, audience numbers, and marketing and fundraising efforts across the state.

DCA and its two divisions – the State Historical Society of Iowa and the Iowa Arts Council – responded to these challenges by:

- Continuing to gather information about cultural, history and arts resources damaged by floods and tornadoes, and working with other state and federal agencies to serve Iowans with recovery efforts.
- Reducing the turn-around time for reviewing the impact of federal projects on historical assets.
- Creating the Iowa Arts Jobs Preservation Grant Program to retain jobs and artist contracts with Iowa arts organizations. IAJPG was supported by American Recovery & Reinvestment Act (ARRA) funding awarded by the National Endowment for the Arts.

Meanwhile, DCA continued working to improve the creative economy and quality of life in Iowa's communities.

The department strengthened its networking and economic data reporting program – Cultural, History, Arts Teams (CHAT) – and continued working with Iowa's Great Places communities to fulfill their work plans.

SHSI fulfilled its dual mission of education and preservation through its historic sites, libraries, museum, preservation office, records and archives. Major exhibits previously announced and presented this year focused on battle flags, historical paintings; World War I posters; pottery; quilts; George Washington Carver (The Field Museum/Chicago) and the White House (Smithsonian Institution).

Additionally, SHSI served more than 4,000 Iowa students who participated in the year-long National History Day program and partnered with the Iowa Abraham Lincoln Bicentennial Commission to honor the life and legacy of President Abraham Lincoln by developing a traveling exhibit called "Lincoln and Iowa" for Iowa schools, libraries and other venues.

IAC continued its support and promotion of the arts in Iowa through grant allocations and by presenting and supporting educational outreach activities including: public art and artist education conferences and curriculum-based programs for Iowa's teaching artists.

The year also saw the selection of Mary Swander as Iowa's newest Poet Laureate, and Mia Pierson of Roland-Story High School win the 2009 Poetry Out Loud in Iowa contest.

Lastly, I would like to acknowledge Governor Chet Culver and Lt. Governor Patty Judge, the Iowa Legislature and our partners. DCA's service to Iowans can only be accomplished with their leadership, and we are grateful for their support.

Sincerely,

Cyndi Pederson, Director

## AGENCY OVERVIEW

**Vision:** The vision of the Department of Cultural Affairs is that Iowa will be distinguished as a national leader in culture with support for an environment that allows the arts and history to thrive.

**Mission:** The Iowa Department of Cultural Affairs provides leadership and direction to the Iowa Arts Council, the State Historical Society of Iowa and their constituents. The Department encourages collaborative partnerships between cultural organizations for the benefit of all Iowans.

The State Historical Society of Iowa has a dual mission of preservation and education. As a trustee of Iowa's historical legacy, the Historical Society 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.

The mission of the Iowa Arts Council is to enrich the quality of life for Iowans through support of the arts.

**Guiding Principles:** Iowa is a place where cultural diversity is recognized, understood and appreciated. The Department's initiatives will be managed according to the principles of accountability which include data-based decisions, results orientation, continuous improvement, constituent participation, customer focus, long-range thinking and collaborative leadership.

**Major Services and Products:** The DCA Performance Plan for FY09 details DCA services in four core areas:

*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 of Iowans and others to the rich cultural environment of the state.

**Organizational Structure:** DCA is a department within the Executive Branch of Iowa State Government. It was established in 1986 by Iowa Code Chapter 303. DCA includes the State Historical Society of Iowa, the Iowa Arts Council and an administrative division. DCA works closely with a nonprofit organization, the Iowa Historical Foundation. IHF's mission is to raise funds to support the work of the State Historical Society.

DCA has four advisory boards: The State Historical Society Board of Trustees, the Iowa Arts Council Board, the Iowa Historical Records Advisory Board, and the Great Places Citizen Advisory Board; one policy board: the Iowa Cultural Trust Board; and one Commission, the State Records Commission. Board and Commission members in Fiscal Year 09 were as follows:

State Historical Society of Iowa Board of Trustees:

- Jason Follet, (Chair) Ankeny
- Michael Vogt (Vice-Chair), Des Moines
- Jacky Adams, Red Oak
- John Liepa, Indianola
- Janet McCannon, Burlington
- Lisa Ossian, Winterset
- Adam Feiges, Sioux City
- Jeff Stein, Denver
- Timothy Walch, Iowa City
- Theresa Weaver-Basye, Sioux City
- Peggy Whitworth, Cedar Rapids
- Jo Ann Zimmerman, West Des Moines

Iowa Arts Council

- Brad Lang (Chair), Cedar Rapids
- Steve Hanson (Vice-Chair), Sioux City
- Colleen Armstrong, West Des Moines
- Romonda Belcher Ford, Des Moines
- Barbara Culpepper-Scheel
- Kerry Finley, Iowa City
- Ruth Ann Gaines, Des Moines
- Roger Hatteberg, Burlington
- James Hayes, Iowa City
- Robert Kinsey III, Mason City
- Clark Marshall, Spencer
- Pramod Sarin, Waterloo
- Linda Von Bank, Fort Dodge

#### Iowa Historical Records Advisory Board

- Jerome Thompson, Coordinator, Des Moines
- Margo McNabb, Ames
- Timothy Walch, West Branch
- Karen M. Mason , Iowa City
- Michael Gibson, Dubuque
- Tanya Zanish-Belcher, Ames
- Amy Groskopf, Davenport
- Daniel Daily, Orange City
- Rachel Vagts, Decorah

#### Great Places Citizen Advisory Board:

- Bill Menner (Chair), Grinnell
- Robin Anderson (Vice-Chair), Mason City
- David Bernstein, Sioux City
- Claire Celsi, Des Moines
- Dustin Embree, Estherville
- Sam Erickson, Pleasant Hill
- Robert Fritsch, Dubuque
- Mark Ginsberg, Iowa City
- Thomas Hanafan, Council Bluffs
- Quentin Hart, Waterloo
- Theresa Lynch, Marion
- Rita Vargas, Davenport

#### Iowa Cultural Trust Board

- Willard Boyd (Chair), Iowa City
- Ellen Hubbell, Des Moines
- John Gronen, Dubuque
- Mary Kelly, Des Moines
- Ritch LeGrand, Sioux City
- Mary Louise McGinn, Council Bluffs
- Henry Neuman, LeClaire
- Kim Poam Logan, Urbandale
- Stefanie Devin, Des Moines, Designee of the State Treasurer, *ex officio*
- Jason Follett, Ankeny, *ex officio*
- Brad Lang, Cedar Rapids, *ex officio*
- Cyndi Pederson, Des Moines, *ex officio*

#### State Records Commission:

- Karen Austin (Chair until January 2009), Designee of Treasurer of State
- Jerome Thompson, Designee of Director, Department of Cultural Affairs
- Barbara Corson (Chair beginning January 2009), Designee of State Librarian
- Gina Fontanini, Designee of Secretary of State
- Bernardo Granwher, Designee of Auditor of State
- Rich Jacobs, Designee of Director, Department of Revenue

- Thomas Shepherd, Designee of Director, Department of Administrative Services
- Deborah Bassett, Designee of Director, Department of Management

DCA's executive director is appointed by the Governor and confirmed by the Iowa Senate. The agency has 71 employees in 10 facilities, including the State Historical Building in Des Moines, the Centennial Building in Iowa City and eight historical sites:

- Western Historic Trails Center, Council Bluffs
- Montauk and Union Sunday School, Clermont
- Blood Run National Historic Landmark, Rock Rapids
- Abbie Gardner Cabin, Arnolds Park
- Matthew Edel Blacksmith Shop, Haverhill
- Plum Grove, Iowa City
- American Gothic House, Eldon
- Toolesboro Mounds, Toolesboro

The agency also engages numerous volunteers in carrying out its mission.

DCA customers access information about agency programs and activities at

[www.culturalaffairs.org](http://www.culturalaffairs.org)

[www.iowahistory.org](http://www.iowahistory.org)

[www.iowaartscouncil.org](http://www.iowaartscouncil.org)

[www.iowagreatplaces.gov](http://www.iowagreatplaces.gov)

# KEY RESULTS

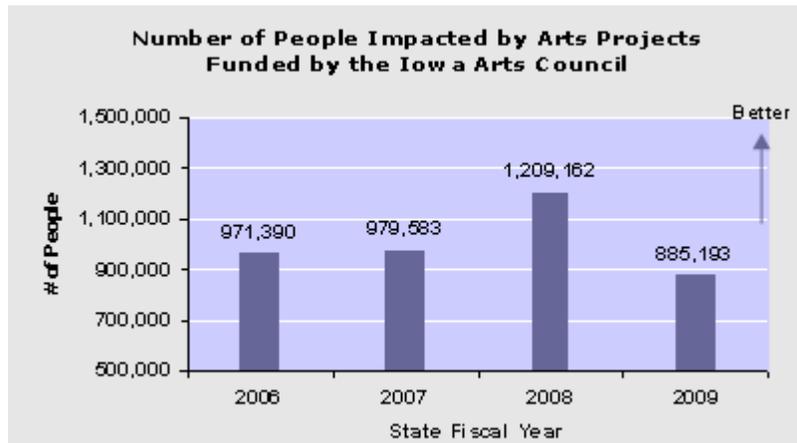
## Highlighted Measure:

Number of people impacted by arts projects funded by the Iowa Arts Council (Major and Mini Grants, Big Yellow School Bus Grants, EZ 1-2-3 Grants).

Data Source: Department of Cultural Affairs

Updates available annually.

Updated 11/06/09



## Why this is important:

Iowa Arts Council project grants provide access to performances, exhibitions, and other events for Iowans across the state. They allow school children to go on field trips for arts activities, bring professional artists to classrooms and communities, and generally enrich the quality of life for Iowans. While grant applications are not reviewed on the basis of numbers to be served, these numbers do give an indication of the robust level of participation in the arts that we can claim in our state.

## What we're doing about this:

Final reports detailing numbers of people served, as well as accountability for expenditures, are required from recipients of all Iowa Arts Council grants. Annual grant writing workshops and extensive online resources help applicants understand the state's priorities for grant-making.

## Highlighted Measure:

Number of days for the State Historic Preservation Office to review HUD Grants.

Data Source: Department of Cultural Affairs

Updates available annually.

Updated 8/26/09



**Why this is important:**

The State Historic Preservation Office, under Section 106 of the National Historic Preservation Act, consults with state and federal agencies to determine whether federally funded projects will have an adverse effect on Iowa's historic resources. The quicker we complete the review process, the quicker the public will benefit from the completed project.

**What we're doing about this:**

In late FY04, the State Historic Preservation Office initiated a Kaizen event directed toward reducing the turn-around-time for Section 106 consultations on Housing and Urban Development projects. This Kaizen event was an intense review of current practices. The resulting improved procedures significantly reduced the turn-around on these projects. Throughout FY09, the number of all federal project reviews increased due to disaster and stimulus funding. The State Historic Preservation Office executed a Programmatic Agreement to streamline the review process further for disaster and stimulus-related HUD grants. In doing so, the office has been able to maintain a reduced review time despite a dramatic increase in the number of reviews.

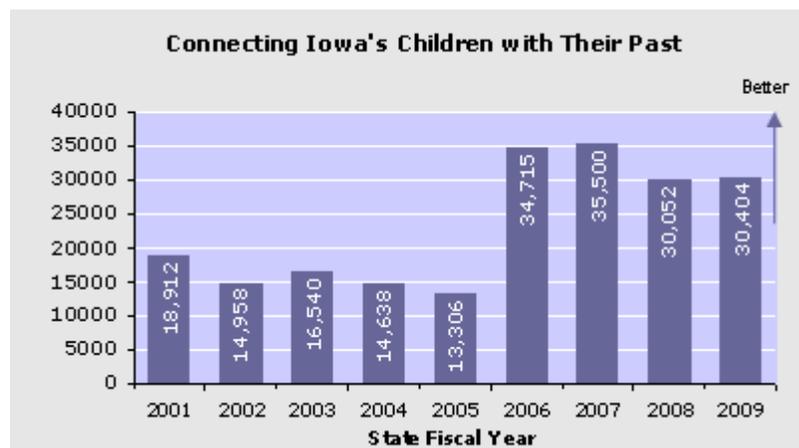
**Highlighted Measure:**

Number of Iowa school children served by the state Historical Society Museum.

Data Source: Department of Cultural Affairs

Updates available annually.

**Updated 8/26/09**



**Why this is important:**

In the Historical Museum, we provide educational programming that will make history relevant for Iowa's children. This effort connects the past for the children with their present and future.

**What we're doing about this:**

The expanded museum theater program has increased the types of unique educational opportunities we provide to children. To make the museum appealing and interesting to children we are constantly assessing new ways we can build workshops, training and other experiences around exhibits to bring them to life for children. An improved system is now in place for tracking attendance at the State Historical Building.

**Highlighted Measure:**

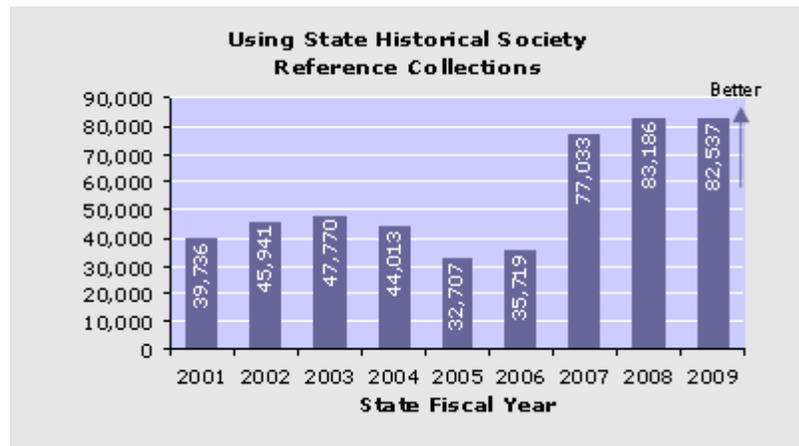
Number of public contacts with the State Historical Society Reference Collection.

Data Source: Department of Cultural Affairs

NOTE: Beginning in FY 2007, online catalog users are included in tracking this measure.

Updates available annually.

**Updated 8/26/09**



**Why this is important:**

The public access records of the State Historical Society of Iowa for any number of reasons - to verify eligibility for benefits such as social security, to identify and preserve historic structures, to determine family history and ancestry, to analyze public policy issues so as to be better informed citizens, to learn about Iowa's history, to view documents and photographs of Iowa's past, to achieve a sense of place. We believe a public that understands and appreciates its history is a public that will be engaged in making Iowa a better place for current and future citizens.

**What we're doing about this:**

Staff at the State Historical Society of Iowa public research facilities in Iowa City and Des Moines, help patrons refine their research question, identify resources and interpret historical resources. Researchers have access to state government records through the Society's reading rooms, correspondence and phone reference. An on-line catalog provides access to print and manuscript collections. In FY09, 65,699 contacts were made through the society's on-line catalog.

## PERFORMANCE PLAN RESULTS

The table that follows documents performance for each core function and service/product/activity listed in the DCA FY 09 performance plan.

## AGENCY PERFORMANCE PLAN RESULTS FY 2009

| <b>Name of Agency: Cultural Affairs</b>  |  |   |   |
|--|--|---|---|
| <b>Agency Mission: The Iowa Department of Cultural Affairs provides leadership and direction to the Iowa Arts Council, the State Historical Society of Iowa and their constituents. The department encourages collaborative partnerships between the cultural organizations for the benefit of all Iowans.</b> |  |   |   |
| <b>Core Function: Community Coordination and Development</b>   |  |   |   |
| Performance Measure (Outcome)  | Performance Target   | Performance Actual  | Performance Comments & Analysis   |
| <b>Service, Product or Activity: State Historic Tax Credit Program design reviews</b>  |  |   |   |
| Performance Measure  | Performance Target   | Performance Actual  | Performance Comments & Analysis   |
| 1. Number of days required to provide initial determination and response to constituents applying for historic tax credits.  | Response within 60 days  | 96% response within 60 days                                       | <b>What Occurred:</b> Average turnaround was 18.6 days<br><br><b>Data Source:</b> State Historic Tax Credit Program records   |
| <b>Service, Product or Activity: DCA services to constituents statewide through various grant programs</b>   |  |   |   |
| Performance Measure  | Performance Target   | Performance Actual  | Performance Comments & Analysis   |
| 1. Level of return on the state's investment of dollars into DCA's major grant programs, due to matching funds provided by local applicants.   | At least a 2-to-1 return on investment of state funds in department's major grant programs | Average 3:1 ROI for IAC grants<br><br>Average 2:1 ROI for SHSI    | <b>What Occurred:</b> Grant programs reflected include IAC Major Grants, Mini Grants, EZ 1-2-3 Grants, DCA Small Operating Support grants, DCA Iowa Community Cultural Grants, SHSI grants for the REAP/HRDP and HSPG programs .<br><br><b>Data Source:</b> Grantee reports                                   |
| <b>Service, Product or Activity: Great Places Initiative provides sustainable community development and enrichment</b>   |  |   |   |
| Performance Measure  | Performance Target   | Performance Actual  | Performance Comments & Analysis   |
| 1. Number of Iowa Great Places agreements in place   | 6 Agreements   | 4 agreements were signed in FY 2009; 20 total agreements in place | <b>What Occurred:</b> Applications were received, applicant communities visited and ___ applicants were designated as Iowa Great Places in FY09.<br><b>Data Source:</b> Great Places office tracking  |
| 2. Level of return on investment from projects supported by Iowa Great Places  | 2 to 1 return on investment  | 22:1  | <b>What Occurred:</b> State investment via grant funding for portions of projects is far exceeded by local investment, on a regular basis. The 22:1 total return on investment reflects returns over a 3-year period for the 16 Great Places sites active in FY09.<br><br><b>Data Source:</b> Grantee reports |

## AGENCY PERFORMANCE PLAN RESULTS FY 2009

| <b>Name of Agency: Cultural Affairs</b>   |                    |                    |  |
|---|--------------------|--------------------|--|
| <b>Agency Mission: The Iowa Department of Cultural Affairs provides leadership and direction to the Iowa Arts Council, the State Historical Society of Iowa and their constituents. The department shall encourage collaborative partnerships between the cultural organizations for the benefit of all Iowans.</b> |                    |                    |  |
| <b>Core Function: Conservation, Preservation and Stewardship</b>  |                    |                    |  |
| Performance Measure (Outcome)   | Performance Target | Performance Actual | Performance Comments & Analysis  |
| <b>Service, Product or Activity: DCA program service units train citizens in cultural resource management and interpret cultural resources for the public.</b>  |                    |                    |  |
| Performance Measure   | Performance Target | Performance Actual | Performance Comments & Analysis  |
| 1. Number of people benefiting from DCA educational programming about history, culture, and the arts.   | 20,000 people      | 30,404             | <b>What Occurred:</b> Total is for museum theatre, special educational events, school tours of museum, and other youth tours<br><br><b>Data Source:</b> Program personnel tracking & door counters     |
| 2. Number of people impacted by arts projects funded by the Iowa Arts Council   | 3,000,000 people   | 710,172            | <b>What Occurred:</b> Total is based on final report figures from IAC Major and Mini Grants, Big Yellow School Bus, and EZ 1-2-3 Grants<br><br><b>Data Source:</b> Final reports submitted by grantees |

## AGENCY PERFORMANCE PLAN RESULTS FY 2009

| <b>Name of Agency: Cultural Affairs</b>   |                    |                    |  |
|---|--------------------|--------------------|--|
| <b>Agency Mission: The Iowa Department of Cultural Affairs provides leadership and direction to the Iowa Arts Council, the State Historical Society of Iowa and their constituents. The department shall encourage collaborative partnerships between the cultural organizations for the benefit of all Iowans.</b> |                    |                    |  |
| <b>Core Function: Economic Growth and Expansion</b>   |                    |                    |  |
| Performance Measure (Outcome)   | Performance Target | Performance Actual | Performance Comments & Analysis  |
| <b>Service, Product or Activity: DCA grant programs create employment opportunities in cultural organizations</b>   |                    |                    |  |
| Performance Measure   | Performance Target | Performance Actual | Performance Comments & Analysis  |
| 1. Number of people employed by arts, culture, and history projects as a result of Iowa Community Cultural Grant funding.   | 150 people         | 266 people         | <b>What Occurred:</b> 266 people employed in 242 part time and 24 full time positions, per final reports.<br><br><b>Data Source:</b> Final reports from grants |
| 2. Number of cultural workers (both paid and volunteer) receiving professional development through DCA programs   | 250 people         | 428                | <b>What Occurred:</b> 428 attendees just at at Iowa Arts Council workshops<br><br><b>Data Source:</b> Check-in sheets from workshops, facilitator counts       |

## AGENCY PERFORMANCE PLAN RESULTS FY 2009

| <b>Name of Agency: Cultural Affairs</b>   |                           |                         |  |
|---|---------------------------|-------------------------|--|
| <b>Agency Mission: The Iowa Department of Cultural Affairs provides leadership and direction to the Iowa Arts Council, the State Historical Society of Iowa and their constituents. The department shall encourage collaborative partnerships between the cultural organizations for the benefit of all Iowans.</b> |                           |                         |  |
| <b>Core Function: Education</b>   |                           |                         |  |
| Performance Measure (Outcome)   | Performance Target        | Performance Actual      | Performance Comments & Analysis  |
| <b>Service, Product or Activity: Museum exhibits and library collections provide public access to educational materials</b>   |                           |                         |  |
| Performance Measure   | Performance Target        | Performance Actual      | Performance Comments & Analysis  |
| 1. Visitor numbers at Iowa Historical Museum, Historical Libraries, Historic Sites, and State Archives  | 60,000 visitors annually  | 82,537 visitors         | <b>Data Source:</b> Staff tracking   |
| 2. Number of visitors to DCA web sites  | 500,000 web site visitors | 353,124 unique visitors | <b>What Occurred:</b> Web sites tracked included DCA general site ( <a href="http://www.culturalaffairs.org">www.culturalaffairs.org</a> ), State Historical Society general site ( <a href="http://www.iowahistory.org">www.iowahistory.org</a> ), Iowa Arts Council general site ( <a href="http://www.iowaartscouncil.org">www.iowaartscouncil.org</a> ), and Great Places web site ( <a href="http://www.iowagreatplaces.gov">www.iowagreatplaces.gov</a> ), plus online catalog users for the state historical library<br><br><b>Data Source:</b> Mozilla Firefox web site tracking |

## AGENCY CONTACTS

Copies of the Iowa Department of Cultural Affairs Annual Performance Report are available on the DCA website at [www.culturalaffairs.org](http://www.culturalaffairs.org). Copies may also be requested through Cyndi Pederson at 515/281-8741 or [Cyndi.Pederson@iowa.gov](mailto:Cyndi.Pederson@iowa.gov).

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