

IOWA DEPARTMENT OF  
CULTURAL AFFAIRS

# CULTURE CONNECTS IOWA



ANNUAL REPORT FY13-FY15

# ■ CULTURE CONNECTS IOWA

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 Iowa Department of Cultural Affairs' FY13-FY15 Annual Report.

The department recently developed a new mission and vision to focus our efforts and ensure everything we do is in the best interest of Iowans. As we move forward, we will empower Iowa to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state. The department will accomplish this mission through the collective efforts of the various entities under our umbrella, including the Iowa Arts Council, State Historical Society of Iowa and Produce Iowa: State Office of Media Production.

The impact of the Iowa Department of Cultural Affairs on our state can be measured through quality of life initiatives that are catalysts for attracting, recruiting and retaining jobs, companies, and talent to Iowa.

Data shows arts-related businesses in Iowa employ nearly 24,000\* people, but when expanded to include all creative occupations – those that are highly correlated with creativity and fine arts skill sets – that number grows to nearly 73,000\*, accounting for more than 4% of the state's workforce. But the creative sector isn't the only sector where we have an impact. The department is connected across the state to museums, historical societies, film festivals, public art, historic sites, performing arts centers and more.

For Iowa to continue to be highly competitive in bringing jobs, companies and talent to the state, we must work toward a shared vision 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.

The Department of Cultural Affairs is up to this task and proud to lead Iowa into a bright future.

We thank you for your ongoing support of the Iowa Department of Cultural Affairs and look forward to building a culturally vibrant Iowa together.



Mary Cownie  
Director



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## IOWA DEPARTMENT OF CULTURAL AFFAIRS

IOWA ARTS COUNCIL    PRODUCE IOWA    STATE HISTORICAL SOCIETY OF IOWA

# ■ GUIDING PRINCIPLES

## **Mission**

We empower Iowa 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.

## **Strategic Goals**

- To preserve and promote Iowa's collective heritage and unique sense of place
- To cultivate creativity, learning and participation 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

## **Values**

### **Responsiveness**

We believe our priorities and programs should be adaptable, reflecting and respecting the evolving needs of Iowans.

### **Community**

We believe culture, at its root, is a shared experience, and we seek to foster relationships among people with everything we do.

### **Creativity**

We believe that encouraging new ideas, approaches and fresh thinking are necessary for Iowa and our organization.

### **Collaboration**

We believe partnership is essential to achieving greater impact, relevance and sustainability for our organization and our state.

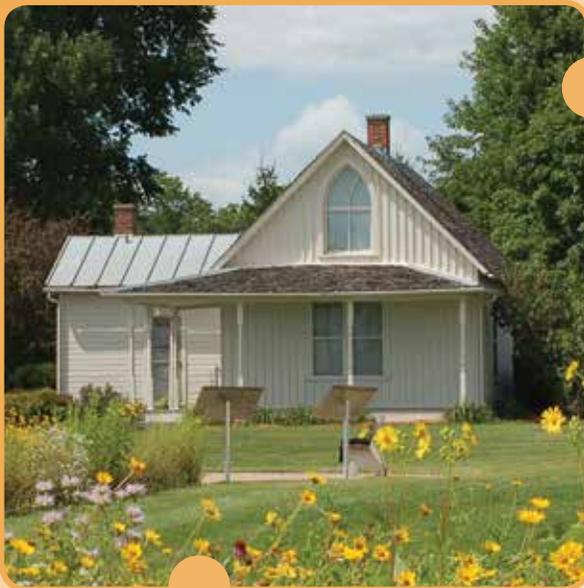
### **Ingenuity**

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

### **Stewardship**

We believe it is our responsibility to preserve Iowa's cultural legacy and resources.

# PRESERVE & PROMOTE



The Iowa Department of Cultural Affairs preserves and promotes Iowa's collective heritage and unique sense of place.

# ■ PRESERVE & PROMOTE

## Historic Preservation

The State Historic Preservation Office, under the department's historical division, identifies, preserves and protects Iowa's historic and prehistoric resources. It assists Iowans interested in archaeology, preserving historic buildings, researching historic properties, developing a local historic preservation program and listing a site on the National Register of Historic Places. In addition, it administers state and federal historic preservation programs. The State Historic Preservation Office is supported in part with federal funds from the National Park Service, U.S. Department of the Interior.



### Largest Community Preservation Program

Iowa has the largest Certified Local Government (CLG) Program in the nation with 108 communities certified and with active historic preservation plans and projects. Projects and grants awarded between FY13 and FY15 total:

 **32 Projects**    **\$264,547 Awarded**



### State Historic Tax Credit Program

In 2014, legislation was passed to update the State Historic Preservation and Cultural and Entertainment District Tax Credit Program. A new online submission program was also developed to improve the applicant experience. Projects and grants awarded between FY13 and FY15 total:

 **327 Active Projects**    **\$68,200,986 Awarded**



### National Register of Historic Places

Iowa has the 12th largest listing on the National Register of Historic Places in the nation. In the past three years, 122 Iowa sites have been added to the register.

 **2,225 Listed Nominations**  
 **15,879 Contributing Buildings, Structures, Sites and Objects**

# ■ PRESERVE & PROMOTE

## Collection Initiative

The first all-encompassing collection survey in the 157-year history of the State Historical Society of Iowa began in 2014. The initiative will ensure the accessibility, preservation and sustainability of the collection; implement industry best practices; and develop and utilize the collection to inspire Iowans to connect with their past, present and future.



209 Million Content Pages and Objects

## Special Projects

### Blood Run National Historic Landmark

The Iowa Department of Cultural Affairs and Iowa Department of Natural Resources are in the process of developing a master plan to enhance the visitor experience at the Blood Run National Historic Landmark, a significant Native American site in the Midwest and one of the oldest sites of long-term habitation in the United States. Blood Run is one of eight State Historic Sites managed by the State Historical Society of Iowa.

### Iowa's National Statuary Hall Collection

To celebrate Dr. Norman E. Borlaug life's work and impact on global hunger during the 100-year anniversary of his birth, the State of Iowa commissioned a 7-foot bronze statue of Dr. Borlaug now on display in the National Statuary Hall Collection. The statue was unveiled at a ceremony at the U.S. Capitol Building in Washington, D.C. on March 25, 2014.

In August 2014, the department coordinated the move and installation of the Senator James Harlan statue from National Statuary Hall in Washington D.C. to Iowa Wesleyan College in his home town of Mount Pleasant, Iowa.



“One of the most influential minds of the 20th century.”

- Time Magazine

# ■ PRESERVE & PROMOTE

## Digitization

In the past three years, a record number of historic documents, publications and resources have been digitized to increase access to the public. Now available online is the department's cultural site inventory via the Iowa Culture app and website, National Register of Historic Places documentation and photos, *Annals of Iowa* and *Goldfinch* publications, and *Chronicling America* newspapers.



### Iowa Culture App and Website

The Iowa Department of Cultural Affairs recognized the need for a comprehensive inventory of cultural sites across Iowa in 2013. Work began on gathering and researching sites in preparation for developing a mobile application to guide Iowans to find Iowa's cultural destinations.

During the 2014 Community Conversations, the department heard that Iowans look to the department to promote Iowa's identity as a progressive, innovative and culturally healthy state. In addition, communities wanted assistance in marketing and creating access to cultural resources to ensure the sustainability of Iowa's arts, history and cultural assets.

Based on feedback during the Community Conversations, the Iowa Culture app was created to include additional functionality and 3,000 sites were added to the initial 600. This new tool for discovery is a powerful marketing platform, full of Iowa's hidden gems.



2,867 History Destinations



616 Art Experiences



166 Science & Nature Spots



5,652 Downloads



23,918 User Sessions

Data from Aug. 17, 2015 - Dec. 31, 2015

# CULTIVATE CREATIVITY



The Iowa Department of Cultural Affairs cultivates creativity, learning and participation in the arts.

# CULTIVATE CREATIVITY

## Connecting lowans to Opportunities

Produce Iowa connects film crews, support services and site locations to Hollywood producers with its growing Media Production Directory. From the 25th anniversary celebration of *Field of Dreams* to the television taping of ABC's *The Bachelor*, production jobs were created in communities across the state while promoting Iowa to millions of viewers worldwide.

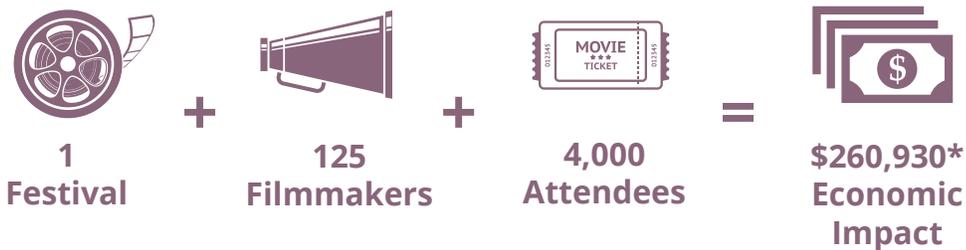


“The locals we worked with were friendly, professional, and knowledgeable about the locations we sought after and had a firm grasp of every aspect of film production. To be honest, I wasn't expecting our shoot to go as smoothly as it did! Our crew had a truly enjoyable experience and I hope to return again soon.”

*Chad Griepentrog*  
Director of Photography  
*The Bachelor*

## Promoting Film Festivals

Produce Iowa stimulated local economies and brought cultural exchanges to lowans though film by supporting and connecting film festivals across Iowa. By connecting communities, festival directors were able to collaborate and learn from each other to improve their festival offerings. Film festivals also draw visiting filmmakers from around the world which improves Iowa's reputation in the industry.



\* Julien Dubuque International Film Festival

## Artist Fellowship

The new Iowa Artist Fellowship Program provides targeted professional development and financial resources to outstanding Iowa artists who are at a pivotal point in their career trajectory. In FY14, the first five Fellows selected for the program engaged 5,981 people in nine Iowa counties, including 340 youth, and collaborated locally and nationally with 79 artists, including 25 Iowa artists. In FY15, the program had a 17% increase in the number of applicants to the program.



Five artists engaged nearly 6,000 people in one year.

# EDUCATE & ENGAGE



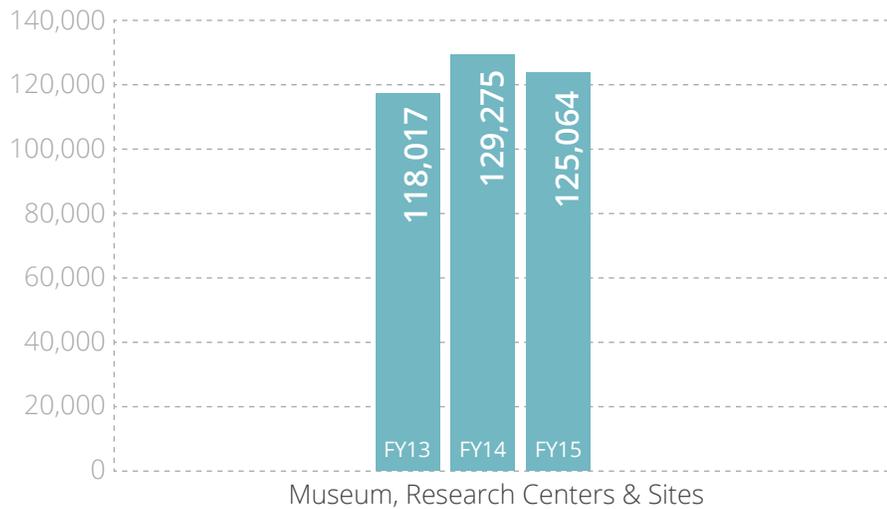
The Iowa Department of Cultural Affairs engages diverse statewide audiences through education initiatives, exhibitions and public programs.

# EDUCATE & ENGAGE

Over the past three years, the Iowa Department of Cultural Affairs has engaged more than 372,000 people through education initiatives, exhibits and public programs related to arts, history, film and culture in Iowa. In addition, the department's online reach, including websites, online collections and social media, continues to grow and develop.

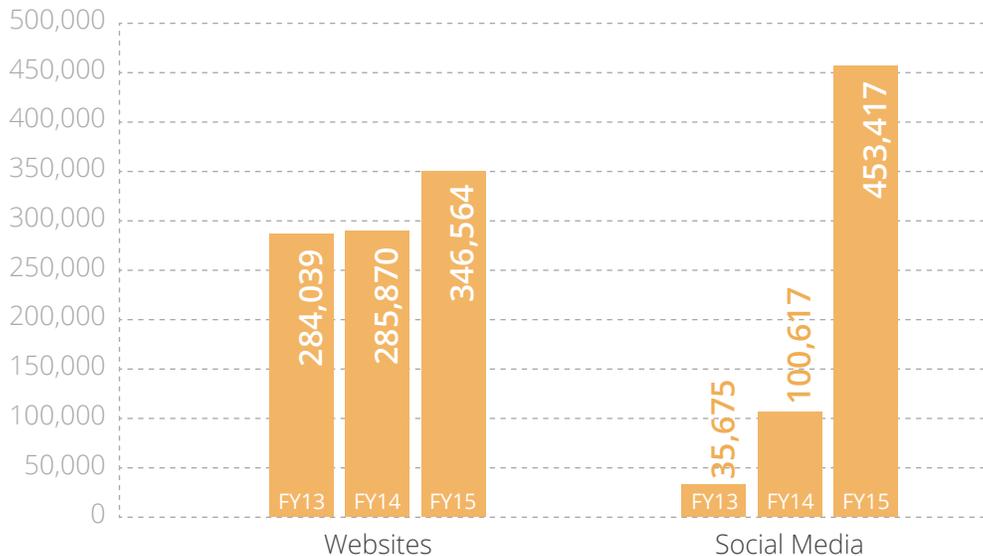
## In-Person Engagement

The State Historical Society of Iowa welcomed 372,356 visitors to the State Historical Museum of Iowa, State Historical Research Centers and eight state-owned historic sites from FY13 to FY15.



## Online Reach

The department's online reach through its websites, online collections and social media has increased significantly over the past three years with a 22% increase in website visits and 1,170% increase in reach across its social media channels. With more digital content and collections available online, the department is able to provide access to Iowa's arts, history and culture to people statewide and around the globe.



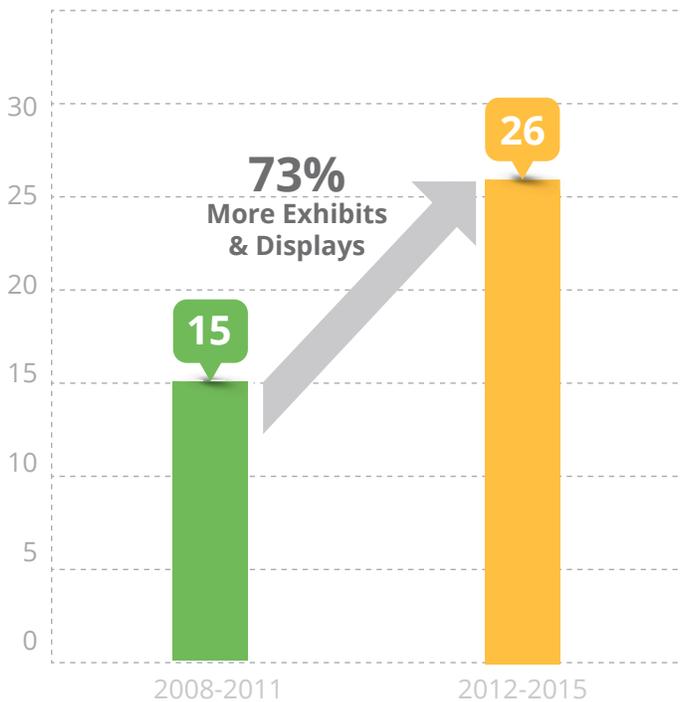
# EDUCATE & ENGAGE

## Exhibits

In 2012, the State Historical Museum of Iowa implemented an active exhibit rotation schedule. More than 20 exhibits and displays have been rotated in the past three years, including signature exhibitions *Iowa and the Civil War*, *Riding Through History* and *Hollywood in the Heartland*.



### Exhibit Rotation



### Award Winning Exhibits and Education

In 2015, the State Historical Museum of Iowa was awarded two American Association of State and Local History Awards of Merit.

This prestigious recognition for achievement in the interpretation of state and local history was awarded to the exhibition ***Riding Through History*** and the ***Community Based Learning Program***, an education partnership with Scavo High School and Monroe Elementary School (Des Moines Public Schools).



# EDUCATE & ENGAGE

## Education Initiatives & Public Programs

The Iowa Department of Cultural Affairs offers a variety of arts, history and cultural learning opportunities for visitors of all ages through engaging programs, exhibits and other resources.



### History Alive and Field Trips

The State Historical Museum of Iowa continues to be a popular day trip destination for schools, youth groups and tour groups. In 2014, the museum revamped the **History Alive!** education program which offers an in-depth, hands-on look at selected topics in Iowa history.



### National History Day

Over the past three years, the **National History Day in Iowa** program has been expanded through outreach to schools, workshops, kickoff events, classroom programming and webinars resulting in a 71% increase in gold, silver and bronze medals received by Iowa students at the national competition.

In 2015, with the support of donors, the statewide contest moved from a two-day competition at the State Historical Building to a one-day contest at the Iowa Events Center. The change was a tremendous improvement to the program, providing much-needed space and technology for students to present projects, the opportunity for younger students to watch and learn from upper classmen, and space for judges to privately discuss and score projects.



### Arts Learning

Debating in 2015, **Art Ups** and **Arts Lab** provide individual artists and art organizations with professional development opportunities and technical assistance. The programs also connect participants to a network of national experts.

In 2014, the **Hollywood Backstories** series was created and has featured Tom Arnold, Norman Lear and Brandon Routh. The series has improved the department's connections to Iowans in the industry and enlightened residents with their stories.

# CONNECT & COLLABORATE



The Iowa Department of Cultural Affairs provides tools, resources and knowledge to promote networking, collaboration and best practices to nurture cultural leadership.

# ■ CONNECT & COLLABORATE

## Developing Iowa's Cultural Community

Arts, history and culture serve as economic drivers, catalysts for the creative sector and key ingredients for Iowa's quality of life. The department is positioning itself as a leader to develop a broader and more engaged cultural audience in Iowa by building local networks, and creating an ongoing two-way dialogue between Iowa citizens and the department.



### Cultural Caucus

Regional Cultural Caucuses, held every four years per Iowa Code, were convened in Sioux City, Ames and Cedar Rapids and brought together more than 150 arts, cultural, and community leaders to analyze regional cultural data and identify needs for the arts and culture sector.

### Community Conversations

Community Conversations across Iowa were held to elicit a vision for arts, history and culture based on the needs and wants of Iowans. Participants discussed how the department can better serve as a resource for Iowans. After speaking with more than 1,500 Iowans from 150 communities, the insight gained is guiding the vision for the department's future.

### Iowa Arts Summit

The largest Iowa Arts Summit in more than a decade welcomed nearly 300 participants from more than 90 Iowa communities for a day of breakout sessions, keynote addresses, performances by Iowa artists and presentation of the Governor's Arts Awards. The day's content directly addressed needs identified through the preceding regional cultural caucuses.

### Iowa Film Festival Summit

Two Iowa Film Festival Summits were held to bring together festival executive directors while also providing networking and collaboration opportunities. The summits resulted in a new film festival promotional campaign by Produce Iowa and increased film festival offerings across the state.

### Preserve Iowa Summit

Held annually, the Preserve Iowa Summit reached a record in 2015 with more than 350 preservationists who traveled to Winterset to learn about diverse topics such as historic plaster, community building, financial incentives for historic preservation and success stories from around the state.

# INVEST

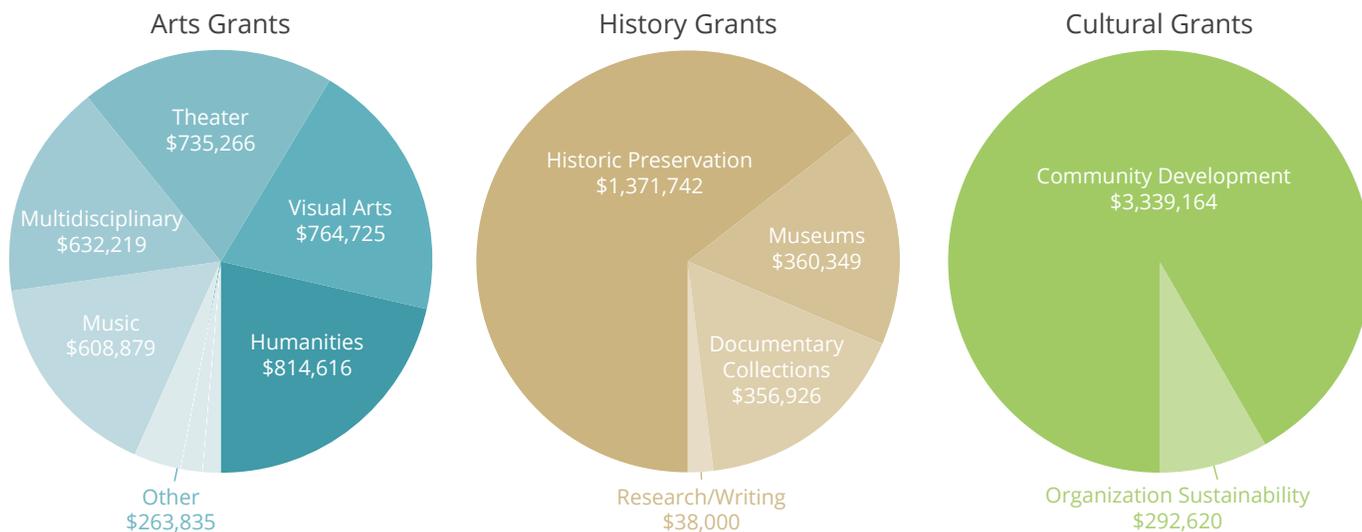


The Iowa Department of Cultural Affairs invests in people and projects that foster economic growth and enhance the cultural identity of local communities.

# INVEST

## Grants

The Iowa Department of Cultural Affairs awarded 890 grants, totaling \$9,578,342 in funds invested in arts, history and cultural projects across the state between FY13 and FY15. While these investments are an important part of the department's mission, more importantly, these investments leverage investment at the local level to generate impact that adds to the well-being and livability of the community.



The department awards grants to support arts, history and culture through state appropriations from the Iowa Legislature and federal funds from the National Endowments for the Arts and the National Park Service. A full list of awarded grants is available at [culturalaffairs.org](http://culturalaffairs.org).

## Tax Credits

The **State Historic Preservation and Cultural and Entertainment District Tax Credit Program** encourages the reuse of historic properties, while retaining historic character-defining features, by offering a fully refundable and transferable tax benefit for up to 25% of the qualified rehabilitation expenses for certified projects. The program awarded **\$68,200,986** from FY13 to FY15 and has awarded **\$217,000,000** over the life of the program.

## Public and Private Partnership

Strategic partnerships across the state allow the Iowa Department of Cultural Affairs to fulfill a vision to be 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.

The annual **Celebrate Iowa Gala** raises private funds to support exhibits, programs and initiatives of the State Historical Society of Iowa and the State Historical Museum of Iowa. Over the past three years the department has raised more than a **half-million dollars** through the gala to support Iowa history initiatives.

In addition, the State Historical Museum of Iowa receives contributions to support history educational programs and exhibits from individuals and corporations, along with Bravo Greater Des Moines and its partner local governments.

# LEADERSHIP & STAFF

## IOWA DEPARTMENT OF CULTURAL AFFAIRS

**Mary Cownie, Director**

Abby Friedmeyer, Communications  
Peri Montufar, Events & Facility Rental

**Chris Kramer, Deputy Director**

Jeff Morgan, Communications  
Lori Norem, Accounting

Dee Richards, Accounting

## IOWA ARTS COUNCIL

**Matthew Harris, Administrator**

Veronica O'Hern, Grants & Programs Specialist  
Joseph Pearson, Community Resources Specialist

## PRODUCE IOWA

**Liz Gilman, Executive Producer**

## STATE HISTORICAL SOCIETY OF IOWA

**Susan Kloewer, Administrator**

Lisa Kent, Development Coordinator/Grant Writer  
Kristen Vander Molen, Grants Manager

### STATE HISTORICAL MUSEUM OF IOWA

Vania Boland, National History Day Coordinator  
Kay Coats, Collections Coordinator  
Jennifer Cooley, Education & Outreach Manager  
Jodi Evans, Registrar  
Andrew Harrington, Exhibits Manager  
Leo Landis, State Curator  
Jessica Rundlett, Special Projects Coordinator  
Pete Sixbey, Conservator

### STATE HISTORIC RESEARCH CENTERS

**Anthony Jahn, State Archivist**

Sharon Avery, Archivist  
Mary Bennett, Special Collections  
Marvin Bergman, Editor  
Jeffrey Dawson, Archivist  
Bruce Kreuger, Archives Technician  
Mary Messinger, Records Center  
Delpha Musgrave, Preservation Specialist  
Jessica Nay, Librarian  
Becki Plunkett, Special Collections  
Charles Scott, Archives Technician  
Shari Stelling, Librarian

### STATE HISTORIC PRESERVATION OFFICE

**Steve King, Deputy Historic Preservation Officer**

Sara André, Architectural Historian  
Berry Bennett, Program Manager  
Elizabeth Foster, National Register Coordinator  
Kathy Gourley, Archaeologist  
Daniel Higginbottom, Archaeologist  
Don Hirt, GIS Specialist  
Douglas Jones, Archaeologist  
Paula Mohr, Architectural Historian  
Cheryl Peterson, Preservation Specialist  
Lori Unick, Preservation Specialist

### STATE HISTORIC SITES

**Jen Bancescu, State Historic Sites Manager**

Christopher Blue, Western Historic Trails Center  
Kevin Hendrix, Western Historic Trails Center  
Wade Schott, Montauk  
Teresa Sward, Western Historic Trails Center

**Operating Partners**

American Gothic House Visitor Center  
Dickinson County Conservation Board  
Historical Society of Marshall County  
Johnson County Historical Society  
Louisa County Conservation Board  
Lyon County Conservation Board

# ■ BOARDS & COMMISSIONS

The Iowa Department of Cultural Affairs is a state agency within the Executive Branch of Iowa's state government. The department is supported by the following boards and commissions.

## Iowa Arts Council Board of Directors

Janine Calsbeek (Orange City)  
Carmen Darland (Eldridge)  
Judy Davidson (Bettendorf)  
Paul Dennison (Mount Pleasant)  
Kent Hartwig (Des Moines)  
Evan Hilsabeck (Coralville)  
Molly Kotval (West Des Moines)

Randall Lengeling (Dubuque)  
Sean O'Harrow (Wellman)  
Frances Parrott (Ames)  
Heidi Pierson (Marshalltown)  
Ken Sidey (Greenfield)  
Terri Steinke (Urbandale)  
Lisa Walsh (Burlington)

## Iowa Cultural Trust Board of Trustees

William Bartine (Ex-Officio - Des Moines)  
Mary Cownie (Ex-Officio)  
Paul Dennison (Ex-Officio - Mount Pleasant)  
Stefanie Devin (Ex-Officio)  
Mary Giese (Marshalltown)  
Ben Johnson (Council Bluffs)

Mary Ellen Kimball (Osceola)  
Randy Lewis (LeClaire)  
Tiffany Tauscheck (Des Moines)  
Connie Schmett (Clive)  
Chad Umland (Sioux City)

## Iowa Great Places Citizen Advisory Board

Barbara Determan (Early)  
Greg Fisher (West Des Moines)  
Nick Glew (Marion)  
Ruth Haus (Urbandale)  
Kerrie Kuiper (Lehigh)  
Brent Matthias (Waverly)

Jared McGovern (Peosta)  
Emily Meyer (Cedar Rapids)  
Gayle Redman (Gowrie)  
Trevor Toft (Schaller)  
Linda Washburn (Hastings)  
Donald Zuck (Ankeny)

## Iowa Historical Foundation Board

William Bartine (Des Moines)  
John Brown (Johnston)  
Joe Crookham (Oskaloosa)  
Teri Goodmann (Dubuque)

John Mickelson (West Des Moines)  
Jill Nelson (West Des Moines)  
Lisa-Marie Wright (Urbandale)

## Iowa Historical Records Advisory Board

Shelley Bishop (Council Bluffs)  
Leisl Carr Childers (Cedar Falls)  
Daniel Daily (Orange City)  
Michael Gibson (Dubuque)  
Amy Groskopf (Davenport)

Larry Murphy (Ankeny)  
Daniel Rittel (Stuart)  
Laura Sullivan (Ames)  
Timothy Walch (Iowa City)

## State Historical Society of Iowa Board of Trustees

William Bartine (Des Moines)  
Tova Brandt (Harlan)  
John Brown (Johnston)  
Bill Friedrichs (West Des Moines)  
Kitty Green (Sioux City)  
Alyse Hunter (Chariton)

William Jackson (Ankeny)  
John Mickelson (West Des Moines)  
Lynette Pohlman (Ames)  
Candy Streed (Waterloo)  
Richard Thomas (Cedar Rapids)

## State Records Commission

Mary Cownie (Iowa Department of Cultural Affairs)  
Michael Fitzgerald (Treasurer of State)  
Pam Griebel (Legal Counsel to the Commission)  
Courtney Kay-Decker (Department of Revenue)  
Mary Mosiman (Auditor of State)

Paul D. Pate (Secretary of State)  
Janet Phipps (Department of Administrative Services)  
David Roederer (Department of Management)  
Michael Scott (State Librarian)

\*Board and commission members serving on Dec. 31, 2015.



# IOWA DEPARTMENT OF CULTURAL AFFAIRS

IOWA ARTS COUNCIL    PRODUCE IOWA    STATE HISTORICAL SOCIETY OF IOWA

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