

IOWA DEPARTMENT OF
CULTURAL AFFAIRS

PERFORMANCE REPORT

Performance Results Achieved
for Fiscal Year 2008

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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 2008. This report is intended to satisfy the requirements of Iowa Code sections 8E.210, 303.1(6b) and 303.2(3c).

This has been a challenging year for Iowa's cultural, historical and arts industries. Cultural assets that help define the state's character and identity were destroyed by historic flooding and tornados. Artist studios, museums, performing arts venues, historical assets and more were utterly devastated.

DCA and its two divisions – the State Historical Society of Iowa and the Iowa Arts Council – responded by gathering damage information, providing emergency funding and offering technical assistance. IAC worked with the National Endowment for the Arts to redirect federal funds for disaster relief. SHSI directed state funds and technical assistance to Iowans needing immediate support for stabilizing and preserving Iowa's historical assets.

Even as DCA responded to the disaster, it continued working to improve Iowa's cultural economy and quality of life.

Iowa Great Places identified four more communities this year, combining local assets with state resources to create vibrant cultural climates that draw innovative workers and fuels their creative minds and ideas. DCA implemented CHAT – Cultural, History, Arts Teams – as a networking tool for Iowa's cultural workers and their supporters, and as a reporting tool that

will help measure the scope and impact of the state's quality of life.

This report would not be complete without addressing the year's economic issues. Restoring our economy will depend on highly knowledgeable workers who have advanced thinking skills and innovative ideas. Developing these strengths must begin in childhood, with arts and history at the forefront of a quality education. DCA helps prepare Iowa's children for the future through educational experiences at the State Historical Museum, including exhibits about:

- George Washington Carver from the Field Museum in Chicago
- the White House from the Smithsonian Institution
- Iowa's battle flags
- Iowa's historic pottery and paintings
- World War I propaganda/issues

SHSI also supports education through its historic sites, library and other assets, and by providing financial and transportation resources to history and arts venues across Iowa. In addition, IAC partnered with the University of Northern Iowa to provide curriculum for teachers, parents and students.

DCA's accomplishments could not have been achieved without the support of Governor Chet Culver, Lt. Governor Patty Judge, the Iowa Legislature and our partners. We are grateful for their support and look forward to continuing our work with them in the future.

Sincerely,

Cyndi Pederson, Director

AGENCY OVERVIEW

Vision: The vision of the Department of Cultural Affairs is that in 2010, 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 FY08 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 three advisory boards: The State Historical Society Board of Trustees, the Iowa Arts Council 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 08 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
- Roderick Scott, Iowa Falls
- Louise Thurn, Elkader
- 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
- Michelle P. Fischer, Cedar Rapids
- Romonda Belcher Ford, Des Moines
- Roger Hatteberg, Burlington
- James Hayes, Iowa City
- Linda Howard, Centerville
- John Hudson, Iowa City
- Mark Kresowik, Iowa City
- Clark Marshall, Spencer
- Barbara Rogalski, Davenport
- Pramod Sarin, Waterloo
- Linda Von Bank, Fort Dodge

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

State Records Commission:

- Karen Austin (Chair), Designee of Treasurer of State
- Gordon Hendrickson (Secretary), Designee of Director, Department of Cultural Affairs
- Barbara Corson, 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
- Laura White, Designee of Director, Department of Management

DCA's executive director is appointed by the Governor and confirmed by the Iowa Senate. The agency has one hundred 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

www.iowahistory.org

www.iowaartscouncil.org

www.iowagreatplaces.gov

KEY RESULTS

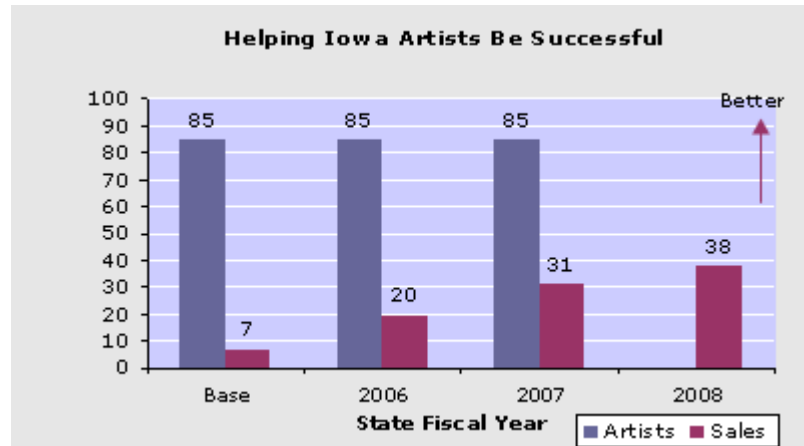
Highlighted Measure:

Number of artists marketing work on buyiowaart.com whom experience at least one sale.

Data Source: Department of Cultural Affairs

NOTE: The buyiowaart program was launched in June of 2005
Updates available annually.

Updated 8/29/08



Why this is important:

Through our cultural caucus process, we clearly heard artists asking for help with increasing visibility and sales opportunities for their work. As a result, we launched this online store to serve Iowa artists by giving them an alternative place to sell their work. By using a jurying process to accept artists, we encourage excellence in the arts. We also promote the site broadly so that the public can see the excellent work being created by Iowa artists.

What we're doing about this:

This is a pilot program, and we want to give it every chance for success. We regularly promote the site through print ads and information in our IAC monthly e-newsletter, changing them seasonally to keep the site fresh, monitoring activity through pay-per-click monitoring provided by Spindustry Systems (the designers and managers of the online store), and regular media alerts, story pitches and press releases. The Lieutenant Governor visited studios and performing venues of seven of the site's artists in November, to encourage publicity and attention for the site. In the next few months we will be raising visibility through public radio sponsorships and other advertising activities, as well.

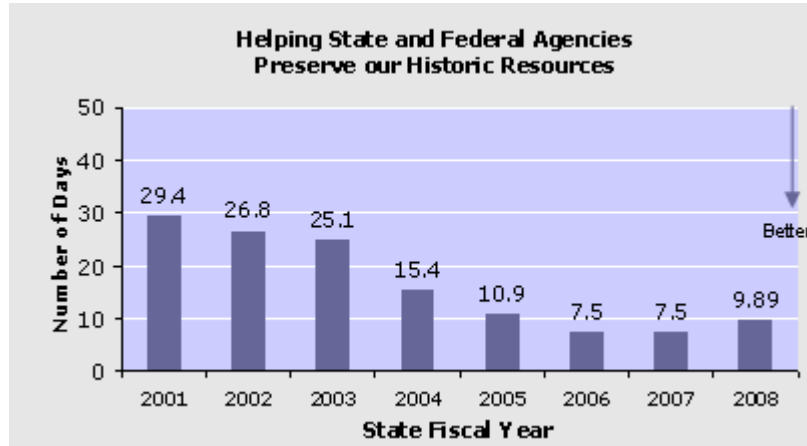
Highlighted Measure:

Number of days for the State Historic Preservation Office to process Section 106 HUD Grants.

Data Source: Department of Cultural Affairs

Updates available annually.

Updated 8/29/08



Why this is important:

The State Historic Preservation Office, under the National Historic Preservation Act consults with state and federal agencies to determine whether federally funded projects will have an adverse impact 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, an evaluation of the procedures. The office was able to develop and initiate improved procedures that significantly reduced the turn-around on these projects.

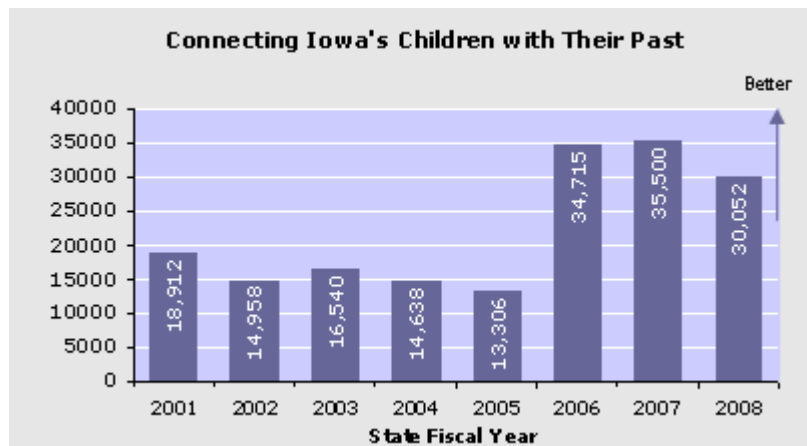
Highlighted Measure:

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

Data Source: Department of Cultural Affairs

Updates available annually.

Updated 8/29/08



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:

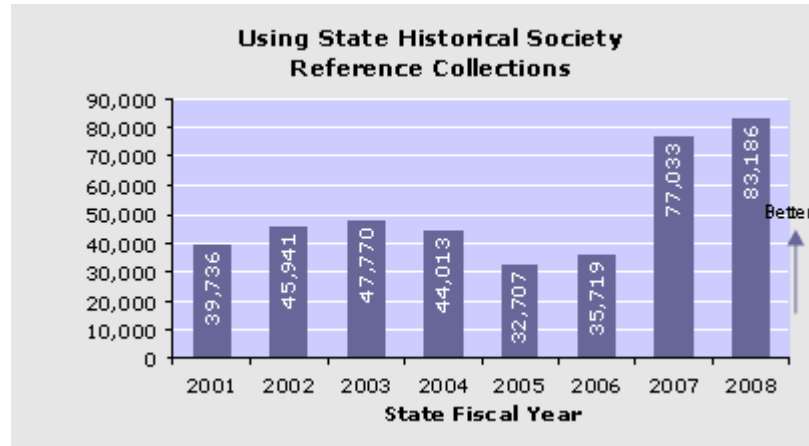
Number of public contacts with the State Historical Society Reference Collection.

Data Source: Department of Cultural Affairs

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

Updates available annually.

Updated 8/29/08



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 FY06, 46,442 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 08 performance plan.

AGENCY PERFORMANCE PLAN RESULTS FY 2008

Name of Agency: Cultural Affairs			
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.			
Core Function: Community Coordination and Development			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
Service, Product or Activity: State Historic Tax Credit Program design reviews			
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	18 business days; 24 calendar days	What Occurred: All applications were received by close of business on July 15, 2007, applications were sequenced in accord with administrative rules procedures; applications were reviewed and approval letters were delivered to applicants between August 2 and August 9, 2007. Data Source: State Historic Tax Credit Program records
Service, Product or Activity: DCA services to constituents statewide through various grant programs			
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	4:1 ROI for IAC 1.8:1 ROI for SHSI	What Occurred: 4 to 1 return on investment from IAC Major Grants, Mini Grants, EZ 1-2-3 Grants, DCA Small Operating Support grants and DCA Iowa Community Cultural Grants – per final reports. SHSI grants for the REAP/HRDP and HSPG programs documented a 1.8 to 1 return on investment. Data Source: Grantee reports
Service, Product or Activity: Great Places Initiative provides sustainable community development and enrichment			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Number of Iowa Great Places agreements in place	6 Agreements	7 agreements were signed in FY 2008; 16 total agreements in place	What Occurred: Applications were received, applicant communities visited and 7 applicants were designated as Iowa Great Places in November, 2007. Project agreements were negotiated with these Great Places and the agreements were finalized and signed in February, 2008. Data Source: Great Places office tracking
2. Level of return on investment from projects supported by Iowa Great Places	2 to 1 return on investment	14:1 ROI	What Occurred: State investment via grant funding for portions of projects is far exceeded by local investment, on a regular basis Data Source: Grantee reports

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Core Function: Conservation, Preservation and Stewardship			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
Service, Product or Activity: DCA program service units train citizens in cultural resource management and interpret cultural resources for the public.			
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	28,575	What Occurred: Total is for museum theatre, special educational events, school tours of museum, and other youth tours Data Source: Program personnel tracking & door counters
2. Number of people impacted by arts projects funded by the Iowa Arts Council	3,000,000 people	1,463,529	What Occurred: Total is based on final report figures. Data Source: Final reports submitted by grantees

AGENCY PERFORMANCE PLAN RESULTS FY 2008

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Core Function: Economic Growth and Expansion			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
Service, Product or Activity: DCA grant programs create employment opportunities in cultural organizations			
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	179	What Occurred: 179 people employed in 158 part time and 21 full time positions, per final reports. Data Source: Final reports from grants
2. Number of cultural workers (both paid and volunteer) receiving professional development through DCA programs	250 people	697	What Occurred: 305 attendees at Iowa Arts Council grant writing workshops; 192 at state archives workshops; 125 at Community History Day; approximately 75 at National Register of Historic Places workshops Data Source: Check-in sheets from workshops, facilitator counts

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Core Function: Education			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
Service, Product or Activity: Museum exhibits and library collections provide public access to educational materials			
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	91,728	What Occurred: 21,020 visitors to archives & libraries; 39,933 to Western Historic Trails Center; 2,200 National History Day competitions; 28,575 education visitors to Iowa Historical Museum (adult visitor numbers are not available at this time). Data Source: Staff tracking
2. Number of visitors to DCA web sites	500,000 web site visitors	392,220 unique visitors	What Occurred: Web sites tracked included DCA general site (www.culturalaffairs.org), State Historical Society general site (www.iowahistory.org), Iowa Arts Council general site (www.iowaartscouncil.org), and Great Places web site (www.iowagreatplaces.gov), plus online catalog users for the state historical library Data Source: 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. Copies may also be requested through Cyndi Pederson at 515/281-8741 or Cyndi.Pederson@iowa.gov.

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