

IOWA DEPARTMENT OF  
CULTURAL AFFAIRS

# PERFORMANCE REPORT

Performance Results Achieved  
for Fiscal Year 2010

## TABLE OF CONTENTS

| <i>SECTION</i>                       | <i>PAGE</i> |
|--------------------------------------|-------------|
| <b>INTRODUCTION.....</b>             | <b>1</b>    |
| <b>AGENCY OVERVIEW.....</b>          | <b>2</b>    |
| <b>KEY RESULTS .....</b>             | <b>6</b>    |
| <b>PERFORMANCE PLAN RESULTS.....</b> | <b>7</b>    |
| <b>AGENCY CONTACTS .....</b>         | <b>12</b>   |

# INTRODUCTION

On behalf of the Department of Cultural Affairs and its boards, I am pleased to present the agency performance report for Fiscal Year 2010. This report is intended to satisfy the requirements of Iowa Code sections 8E.210, 303.1(6b) and 303.2(3b).

This year found Iowa's cultural arts and historical organizations continuing to recover from the worst economic downturn since the Great Depression and the aftermath of flooding, tornados and severe winter storms.

DCA and its divisions – the State Historical Society of Iowa and the Iowa Arts Council – also faced challenges. A 10 percent budget reduction resulted in layoffs, mandatory time off for staff, and reduced hours of operation at the State Historical Museum, State Historical Library, Historic Sites and the Museum Store. Early retirement of key personnel also impacted DCA.

DCA responded to these challenges and continued to fulfill its mission, serve constituents and help Iowans recover from economic and natural disaster issues.

DCA welcomed six more communities into the Iowa Great Places program, strengthened its Cultural, History, Arts Teams (CHAT) program, and facilitated Iowa Abraham Lincoln Bicentennial Commission activities. It also began administering the Civil War Sesquicentennial Committee and published a book about Iowa's Civil War Medal of Honor recipients.

SHSI fulfilled its dual mission of education and preservation through its

historic sites, libraries, museum, preservation office, records and archives, serving nearly 250,000 visitors and receiving nearly 400,000 visits to its Web site. Major museum exhibits included rarely seen items from the permanent collection; Native American artifacts; Japanese dolls; 19th century transportation; and the Northwest Passage.

More than 20,000 students participated in State Historical Museum programs, while the History on the Move traveling exhibit served about 15,000 Iowans.

The State Historic Preservation Office adopted new administrative rules for the Historic Preservation and Cultural and Entertainment Tax Credit program, and continued to serve federal agencies and local constituents involved with disaster recovery plans and historic preservation.

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. IAC grant programs impacted more than 1 million Iowans.

Lastly, DCA's service to Iowans can only be accomplished with the leadership it has received from Governor Chet Culver and Lt. Governor Patty Judge, the Iowa Legislature and our partners. 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 FY10 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 10 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 Brown, West Des Moines
- John Liepa, Indianola
- Lisa Ossian, Des Moines
- Adam Feiges, Hinton
- Jeffrey Stein, Denver
- Jacqueline Thompson, Ottumwa
- Timothy Walch, West Branch
- Peggy Whitworth, Cedar Rapids
- Jo Ann Zimmerman, West Des Moines

Iowa Arts Council

- Steve Hanson (Chair), Sioux City
- Patricia Abild, Indianola
- Colleen Armstrong, West Des Moines
- Kerry Finley, Iowa City
- Ruth Ann Gaines, Des Moines
- Robert Gillespie, Sioux City
- Roger Hatteberg, Burlington
- James Hayes, Iowa City
- Robert Kinsey III, Mason City
- Clark Marshall, Spencer
- Chawne Paige, Waterloo
- Pramod Sarin, Waterloo
- Linda Von Bank, Fort Dodge

#### Iowa Historical Records Advisory Board

- Jerome Thompson, Interim State Archivist, *ex officio*
- Cyndi Pederson, DCA Director, *ex officio*
- 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:

- Robin Anderson (Chair), Mason City
- David Bernstein (Vice-Chair), Sioux City
- Scott Brennan, 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
- Ruth Smith, Lamoni
- Rita Vargas, Davenport

#### Iowa Cultural Trust Board

- Willard Boyd (Chair), Iowa City
- Carey Downs Gibson, Cedar Rapids
- Ellen Hubbell, Des Moines
- Kurt Hubler, Council Bluffs
- Alyse Hunter, Chariton
- Mary Kelly, Des Moines
- Henry Neuman, LeClaire
- Kim Poam Logan, Urbandale
- Stefanie Devin, Des Moines, Designee of the State Treasurer, *ex officio*
- Jason Follett, Ankeny, State Historical Society of Iowa chair, *ex officio*
- Steve Hanson, Sioux City, Iowa Arts Council chair, *ex officio*
- Cyndi Pederson, Des Moines, Department Director, *ex officio*

#### State Records Commission:

- Barbara Corson (Chair beginning January 2009), Designee of State Librarian
- Karen Austin, Designee of Treasurer of State
- Jerome Thompson, Designee of Director, Department of Cultural Affairs
- 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 approximately 70 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)

Agency constituents also interact with agency programs via:

Live the Arts in Iowa (Iowa Arts Council) on Facebook:

[www.facebook.com/LiveTheArtsInIowa](http://www.facebook.com/LiveTheArtsInIowa)

Iowa Arts Council on Twitter: <http://twitter.com/iowaartscouncil>

Western Historic Trails Center on [Facebook](#)

Western Historic Trails Center on Twitter: <http://twitter.com/spothors>

Western Historic Trails Center on [YouTube](#)

DCA CHAT on [Facebook](#)

Iowa Great Places on [Facebook](#)

## KEY RESULTS

As reported to Results Iowa, key results for the DCA's four highlighted measures in FY10 were as follows:

|   |           |
|---|-----------|
| 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) | 1,105,718 |
| Average number of days for the State Historic Preservation Office to review HUD Grants.   | 6.44      |
| Number of Iowa school children served by the state Historical Society Museum.   | 22,420    |
| Number of public contacts with the State Historical Society Reference Collection  | 114,091   |



## PERFORMANCE PLAN RESULTS

The table that follows documents performance for each core function and service/product/activity listed in the DCA FY10 performance plan.

## AGENCY PERFORMANCE PLAN RESULTS FY 2010

| <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>   |  |                             |  |
| <b>Performance Measure (Outcome)</b>   | <b>Performance Target</b>  | <b>Performance Actual</b>   | <b>Performance Comments &amp; Analysis</b>   |
| <b>Service, Product or Activity: State Historic Tax Credit Program design reviews</b>  |  |                             |  |
| <b>Performance Measure</b>   | <b>Performance Target</b>  | <b>Performance Actual</b>   | <b>Performance Comments &amp; Analysis</b>   |
| <b>1.</b> Number of days required to provide initial determination and response to constituents applying for historic tax credits.   | Response within 60 days  | 6.4 days                    | <b>What Occurred:</b> 877 responses between 7/1/09 and 6/30/10 with an average turnaround of 6.4 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>   |  |                             |  |
| <b>Performance Measure</b>   | <b>Performance Target</b>  | <b>Performance Actual</b>   | <b>Performance Comments &amp; Analysis</b>   |
| <b>1.</b> 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 | 3-to-1 return on investment | <b>What Occurred:</b> Actual is an average of the match reported for the following programs: IAC Major Grants (6:1), IAC Mini Grants (4:1), DCA Iowa Community Cultural Grants (3:1), and SHSI grants for the REAP/HRDP (1:1), and HSPG (2:1) programs.<br><br><b>Data Source:</b> Grantee reports |
| <b>Service, Product or Activity: Great Places Initiative provides sustainable community development and enrichment</b>   |  |                             |  |
| <b>Performance Measure</b>   | <b>Performance Target</b>  | <b>Performance Actual</b>   | <b>Performance Comments &amp; Analysis</b>   |
| <b>1.</b> Number of Iowa Great Places agreements in place  | 15 Agreements  | 17 agreements               | <b>What Occurred:</b> A total of 17 places operated under the designation of Iowa Great Places in FY10.<br><b>Data Source:</b> Great Places office tracking  |
| <b>2.</b> 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<br><b>Data Source:</b> Grantee reports   |

## AGENCY PERFORMANCE PLAN RESULTS FY 2010

| <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>  |                           |                           |   |
| <b>Performance Measure (Outcome)</b>  | <b>Performance Target</b> | <b>Performance Actual</b> | <b>Performance Comments &amp; Analysis</b>  |
| <b>Service, Product or Activity: DCA program service units train citizens in cultural resource management and interpret cultural resources for the public.</b>  |                           |                           |   |
| <b>Performance Measure</b>  | <b>Performance Target</b> | <b>Performance Actual</b> | <b>Performance Comments &amp; Analysis</b>  |
| <b>1.</b> Number of people benefiting from DCA educational programming about history, culture, and the arts.  | 18,000 people             | 39,944                    | <b>What Occurred:</b> Total includes museum education and school programs, special museum tours, arts council workshops, national history day, and tours/workshops offered by historical libraries, special collections, and preservation programs.<br><br><b>Data Source:</b> Program personnel tracking & door counters |
| <b>2.</b> Number of people impacted by arts projects funded by the Iowa Arts Council  | 500,000 people            | 1,105,718                 | <b>What Occurred:</b> Total is based on final report figures from all IAC grant programs, combined.<br><br><b>Data Source:</b> Final reports submitted by grantees, as of 8/31/10   |

## AGENCY PERFORMANCE PLAN RESULTS FY 2010

|   |                           |                           |  |
|---|---------------------------|---------------------------|--|
| <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>   |                           |                           |  |
| <b>Performance Measure (Outcome)</b>  | <b>Performance Target</b> | <b>Performance Actual</b> | <b>Performance Comments &amp; Analysis</b>   |
| <b>Service, Product or Activity: DCA grant programs create employment opportunities in cultural organizations</b>   |                           |                           |  |
| <b>Performance Measure</b>  | <b>Performance Target</b> | <b>Performance Actual</b> | <b>Performance Comments &amp; Analysis</b>   |
| 1. Number of people employed by arts, culture, and history projects as a result of Iowa Community Cultural Grant funding.   | 150 people                | 134 people                | <b>What Occurred:</b> 134 people, including 123 part-time and 11 full-time, per final reports received as of 8/31/10<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   | 200 people                | 482                       | <b>What Occurred:</b> 482 attendees at Iowa Arts Council grant writing and other professional development workshops, state curator workshops and assistance, etc.)<br><b>Data Source:</b> Check-in sheets from workshops, facilitator counts |

## AGENCY PERFORMANCE PLAN RESULTS FY 2010

| <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>   |                           |                           |   |
| <b>Performance Measure (Outcome)</b>  | <b>Performance Target</b> | <b>Performance Actual</b> | <b>Performance Comments &amp; Analysis</b>  |
| <b>Service, Product or Activity: Museum exhibits and library collections provide public access to educational materials</b>   |                           |                           |   |
| <b>Performance Measure</b>  | <b>Performance Target</b> | <b>Performance Actual</b> | <b>Performance Comments &amp; Analysis</b>  |
| <b>1.</b> Visitor numbers at Iowa Historical Museum, Historical Libraries, Historic Sites, and State Archives   | 55,000 visitors annually  | 241,061 visitors          | <b>What Occurred:</b> Total includes museum visitors, library reading room patrons, and historic site visitors<br><br><b>Data Source:</b> Staff tracking  |
| <b>2.</b> Number of visitors to DCA web sites   | 400,000 web site visitors | 347,397 site 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> ), Great Places web site ( <a href="http://www.iowagreatplaces.gov">www.iowagreatplaces.gov</a> ), and battle flags site ( <a href="http://www.iowaflags.org">www.iowaflags.org</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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