

IOWA DEPARTMENT OF
CULTURAL AFFAIRS

PERFORMANCE REPORT

Performance Results Achieved
for Fiscal Year 2013

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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 2013. This report is intended to satisfy the requirements of Iowa Code sections 8E.210, 303.1(6b) and 303.2(3b).

I continue to be amazed by the dedication and commitment of Iowans to culture, arts and history in our state.

Whether it's producing cultural events, creating art or preserving a historic asset, Iowans see these activities as a way to improve quality of life, economic opportunities and job growth in our communities.

DCA provides a long-term strategy for investments in our state's cultural infrastructure and creative economy. These investments help to create more sustainable communities, recruit and retain businesses and workers, and foster a greater sense of vitality that makes Iowa more competitive.

DCA fulfills its mission of developing the state's interests in the arts, history and other cultural matters through its two divisions: the Iowa Arts Council and the State Historical Society of Iowa and its bureaus - eight historic sites, two historical libraries, museum, records and archives, and preservation office. DCA also oversees the Iowa Great Places program and the Produce Iowa office, which supports the media production industry in Iowa.

In December 2012, DCA celebrated the State Historical Building's 25th anniversary by presenting the first annual 'Celebrate Iowa' gala. The

results exceeded expectations, drawing nearly 600 people and raising more than \$150,000 to support exhibits, events and initiatives of SHSI and the State Historical Museum of Iowa.

In FY2013, the State Historical Museum opened the '99 Counties of Iowa' and 'Iowa History IQ' exhibits while preparing the 'Riding Through History: A River-to-River Legacy on Wheels' exhibit for a July 2013 opening and the 'Pedalpalooza' program in conjunction with the Register's Annual Great Bicycle Ride Across Iowa visit to Des Moines.

The State Historic Preservation Office continued to oversee 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 educational outreach activities, including: public art and artist education conferences and curriculum-based programs for Iowa's teaching artists.

Lastly, DCA's service to Iowans is accomplished with leadership from Governor Terry Branstad and Lt. Governor Kim Reynolds, the Iowa Legislature and our partners. We are grateful for their support.

Sincerely,



Mary Cownie, 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, Produce 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.

Produce Iowa is the newly-created film, television and digital media office that supports the media production industry in Iowa.

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 FY13 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, the Produce Iowa office, 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 13 were as follows:

State Historical Society of Iowa Board of Trustees:

- William Bartine (Chair), Des Moines
- Maura Pilcher (Vice-Chair), Cedar Rapids
- John Brown, Des Moines
- Kitty Green, Sioux City
- Alyse Hunter, Chariton
- William Jackson, Des Moines
- John Mickelson, West Des Moines
- William Sherman, Des Moines
- Candy Streed, Waterloo
- Richard Thomas, Cedar Rapids
- Jill Wanderscheid, Sioux City

Iowa Arts Council

- Paul Dennson (Chair), Mount Pleasant
- Carmen Darland (Vice Chair), Eldridge
- Linda Grandquist, West Des Moines
- Kent Hartwig, Des Moines
- Evan Hilsabeck, Spencer
- Molly Kotval, Des Moines
- Randall Lengeling, Dubuque
- Sean O'Harrow, Davenport
- Chawne Paige, Waterloo
- Frances Parrott, Council Bluffs
- Kenneth Sidey, Greenfield
- Terri Steinke, Urbandale
- Vicki Sukup, Clear Lake
- Lisa Walsh, Burlington
- Ann Wilkinson, Pella

Iowa Historical Records Advisory Board

- Jeffrey Dawson, Deputy State Archivist, *ex officio*
- Mary Cownie, DCA Director, *ex officio*
- Shelley Bishop, Council Bluffs

- Daniel Daily, Orange City
- Michael Gibson, Dubuque
- Amy Groskopf, Davenport
- Larry Murphy, Ankeny
- Daniel Rittel, Stuart
- Laura Sullivan, Ames
- Rachel Vagts, Decorah
- Timothy Walch, West Branch

Great Places Citizen Advisory Board:

- Nick Glew (Chair), Marion
- Dustin Embree, Anamosa
- Sam Erickson, Pleasant Hill
- Greg Fisher, West Des Moines
- Stephen Hammes, Cedar Rapids
- Kerrie Kuiper, Lehigh
- Brent Mathias, Waverly
- Emily Meyer, Cedar Rapids
- Gayle Redman, Gowrie
- Gerald Schnepf, Johnston
- Linda Washburn, Hastings
- Donald Zuck, Ankeny

Iowa Cultural Trust Board

- Carey Downs Gibson, Cedar Rapids
- Alyse Hunter, Chariton
- Mary Kelly, Des Moines
- Mary Ellen Kimball, Osceola
- Henry Neuman, LeClaire
- Connie Schmett, Clive
- Lori Shields, Council Bluffs
- Chad Umland, Sioux City
- Stefanie Devin, Des Moines, Designee of the State Treasurer, *ex officio*
- William Bartine, Des Moines, State Historical Society of Iowa chair, *ex officio*
- Paul Dennison, Mount Pleasant, Iowa Arts Council chair, *ex officio*
- Mary Cownie, Des Moines, Department Director, *ex officio*

State Records Commission:

- Jake Friedrichsen (Chair), Designee of Treasurer of State
- Trina Brietske, Designee of Director, Department of Administrative Services
- Megan Hogan, Designee of Auditor of State
- Carla Seeman, Designee of Director, Department of Management
- Barbara Corson, Designee of State Librarian
- W. Charles Smithson, Designee of Secretary of State
- Jerome Thompson, Designee of Director, Department of Cultural Affairs
- Stu Voss, Designee of Director, Department of Revenue

DCA's executive director is appointed by the Governor and confirmed by the Iowa Senate. The agency has approximately 60 employees in 10 facilities, including the State Historical Building in Des Moines, the Centennial Building in Iowa City and eight historical sites:

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

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

www.produceiowa.gov

Agency constituents also interact with agency programs via:

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

www.facebook.com/LiveTheArtsInIowa

DCA: <https://www.facebook.com/IowaDepartmentOfCulturalAffairs>

DCA YouTube: <http://www.youtube.com/user/dca29>

State Historical Museum of Iowa: [Facebook](#)

State Historical Museum of Iowa: <https://twitter.com/IowaMuseum>

SHSI Library Flickr: <http://www.flickr.com/photos/shsi-library/collections/>

Western Historic Trails Center on <https://www.facebook.com/pages/Western-Historic-Trails-Center/273027477897>

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

Western Historic Trails Center on [YouTube](#)

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

Iowa Great Places on [Facebook](#)

Produce Iowa: <https://www.facebook.com/ProduceIowa>

Produce Iowa: <https://twitter.com/ProduceIOWA>

SHSI's Iowa Heritage Illustrated magazine

SHSI's Annals of Iowa scholarly/academic publication

SHSI's The Historian email newsletter

IAC's IAC News email newsletter

AGENCY PERFORMANCE PLAN RESULTS FY 2013

Name of Agency: Department of Cultural Affairs			
<p>Agency Mission: The Department of Cultural Affairs has primary responsibility for development of the state's interest in the area of the arts, history and other cultural matters. The State Historical Society of Iowa (SHSI) connects generation to generation – past, present and future. As a trustee of Iowa's history legacy, SHSI identifies records, collects, preserves, manages and provides access to Iowa's historical resources. The State Historical Museum of Iowa exhibits and cares for a rich collection of historic artifacts while also providing history education programs for children and lifelong learners. The Iowa Arts Council enriches the quality of life for Iowans through support of the arts. The Iowa Great Places program is designed to promote bold thought, innovation and entrepreneurship at the local and regional level in Iowa and provides guidance to communities to create a vision and roadmap to enhance quality of life. Produce Iowa supports the media production industry in Iowa; encourages economic development and innovation; and promotes our state across the country.</p> <p>DCA Strategic Plan Core Strategies: A focus on the DCA Strategic Plan core strategies will position the department to be more efficient and effective, reinforce its purpose and assert its role as a driver for quality of life, economic development and growth across the state.</p> <ul style="list-style-type: none"> • Guide responsible management of cultural and heritage resources • Amplify cultural education and outreach • Deliver exemplary customer service • Strengthen organizational effectiveness 			
<p>Core Function: Manage the state of Iowa's resources and serve as catalyst for arts, history, cultural and heritage emerging trends.</p> <p>Iowa's cultural and heritage resources connect generations in ways that help Iowans understand who they are, where they came from and where they are going.</p> <p>DCA Strategic Plan: Strategy 1:</p> <ul style="list-style-type: none"> • Encourage effective management of Iowa's cultural resources. • Serve as a catalyst for cultural enrichment while cultivating emerging trends. 			
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 within 60 days	100%	What Occurred: SHPO staff processed all historic preservation tax credit applications within performance target.

response to constituents applying for historic tax credits			Data Source: SHPO database tracking system.
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 found in these grant programs: - DCA Grants - Iowa Arts Council Grants - SHSI HRDP Grants - SHSI CLG Grants	3-to-1 return on investment of state funds found in DCA, IAC, SHSI HRDP and CLG Grants.	What Occurred: Actual is an average of the match reported for the IAC Major Grants, IAC Grants, and SHSI grants for the REAP/HRDP, and CLG programs. 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.	28 Great Places Agreements in place	28 Great Places Agreements in place	What Occurred: A total of 28 places operated under the designation of Iowa Great Places in FY13. Data Source: Great Places office tracking
2. Level of return on investment from projects supported by Iowa Great Places	2-1 return on investment	2-1 return on investment	What Occurred: State investment via grant funding for portions of projects matched by local investment. Data Source: Grantee reports
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Core Function: Education and outreach, technology and infrastructure			
As the department strives to reach its goals, it must first build a framework that begins at the local level. To this end, DCA is dedicated to partnering with communities large and small to articulate a clear and dynamic cultural vision.			
DCA Strategic Plan: Strategy 2: Amplify cultural education and outreach			
<ul style="list-style-type: none"> • Create an infrastructure that provides the greatest access to Iowa's cultural resources. • Ensure constituents recognize and have ready access to genuine, authentic cultural experiences. 			
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. (Museum education, museum theatre, history day, battle flags workshops, special tours, historic site programming, various workshops)	20,000 people	20,330 people	<p>What Occurred: 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.</p> <p>Data Source: Program personnel tracking & door counters.</p>
2. Number of people impacted by arts projects funded by the DCA and Iowa Arts Council Grants	500,000 people	4,150,208 people	<p>What Occurred: Total is based on final reports figures from all IAC grant programs, combined.</p> <p>Data Source: Final reports submitted by grantees.</p>

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Core Function: Customer Service			
DCA Strategic Plan: Strategy 3: Deliver exemplary customer service			
<ul style="list-style-type: none"> • Ensure constituent needs are met in a timely, professional manner. • Assure staff skills and backgrounds are appropriate to meeting constituent needs. • Improve and expand relationships with key stakeholders, decision makers and the public. 			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
Service, Product or Activity: DCA grant programs create new 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	65 people	What Occurred: 65 people per final reports received. Data Source: Final reports from grants.
Service, Product or Activity: DCA provides service and support through training programs to assist local organizations and individuals to become better employers and employees in cultural organizations.			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Number of cultural workers (both paid and volunteer) receiving professional development through DCA programs (resource and grant management workshops, artist and arts organization workshops)	200 people	390 people	What Occurred: 390 attendees at Iowa Arts Council grant writing and other professional development workshops, state curator contacts and assistance. Data Source: Check-in sheets from workshops, facilitator counts.
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Core Function: Organizational Effectiveness			
DCA Strategic Plan: Strategy 4: Strengthen organizational Effectiveness			
<ul style="list-style-type: none"> • Re-evaluate DCA responsibilities to ensure priorities are mission critical and carried through all levels of the organization. • Manage and support internal and external change. • Encourage and facilitate internal and external communication and collaboration opportunities. 			
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	104,471 visitors	<p>What Occurred: Totals include museum visitors, library reading room patrons, and historic site visitors.</p> <p>Data Source: Staff tracking</p>
Service, Product or Activity: DCA web sites provide information about agency programs and services as well as information about Iowa history and historical resources as well as Iowa art, artists and cultural opportunities			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Number of visitors to DCA web sites	400,000 web site visitors	350,000 web site visitors	<ul style="list-style-type: none"> • What Occurred: Web sites tracked included these sites: • www.culturalaffairs.org • www.iowahistory.org • www.iowaartscouncil.org • www.iowagreatplaces.gov • www.produceiowa.gov • SHSI Library on-line catalog • iowamuseumcollections.pastperfect-online.com <p>Data Source: Staff monitoring and tracking</p>
2. Number of participants on social media networks	2,000	2,352	<p>What Occurred: Social media participants opt in for information or respond to invitations to participate.</p> <p>Data Source: Staff tracking.</p>

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 Mary Cownie at 515/281-8824 or mary.cownie@iowa.gov.

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