

IOWA DEPARTMENT OF CULTURAL AFFAIRS

PERFORMANCE REPORT

Performance Results for Fiscal Year 2022

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Letter from the Director

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 agency performance report for Fiscal Year 2022. This report aims to satisfy the requirements of Iowa Code sections 7A.3, 8E.210, 303.1(6b) and 303.2(3b).

The DCA comprises the Iowa Arts Council; Iowa Humanities Council; Produce Iowa – State Office of Film & Media; and the State Historical Society of Iowa, including the State Historic Preservation Office.

Our mission is to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state. To do that, we work with Iowa artists, filmmakers, creative entrepreneurs, cultural nonprofit leaders and civic leaders, as well as students, educators and lifelong learners across the state.

All the Iowans who work, volunteer and learn in the areas of art, film, history, humanities and culture contribute in varied and essential ways to our state's creative places, which spark economic growth and improve everyone's quality of life. Together, they make Iowa an even better place to live, work and play.

As you may know, more than **43,000 Iowans** work in the state's arts and cultural sector, which generates **\$4.2 billion** for Iowa's economy. Those statistics from the U.S. Bureau of Economic Analysis are impressive, but they don't just happen. The DCA continues to cultivate Iowa's arts and cultural sector – with the help of local, state, regional and federal partners – and we are proud of the progress we made during the past fiscal year.

Iowans care deeply about arts, history, film and culture – and demonstrate that throughout the year. In December 2021, more than 500 Iowans from across the state attended the 10th annual Celebrate Iowa Gala, a showcase of Iowa arts, music, history and cuisine that raised funds to support statewide initiatives of the State Historical Society of Iowa.

I encourage you to read the following update and to support Iowa arts and culture in your own community in the months and years ahead.

Respectfully,

Chris Kramer

Director

Iowa Department of Cultural Affairs

2022-2026 Strategic Plan

Based on public input from more than 1,200 Iowans and analysis from Wastyn & Associates conducted in 2021, the DCA updated its foundation statements - its vision, priorities, values and goals - which form the framework for our new 2022-2026 Strategic Plan. This new plan aligns with [Governor Kim Reynolds' 2022 Priorities](#) for building culturally vibrant communities and fostering creativity to become a catalyst for innovation.

Mission

We empower Iowans to create and sustain culturally vibrant communities by connecting with the people, places and points of pride that define our state.

Vision

All Iowans have opportunities to learn, create and thrive through the arts, history, humanities, film and media.

DCA Priorities

- Cultivate and promote creative places
- Grow Iowa's creative economy and workforce
- Build the capacity of our cultural organizations
- Preserve and enhance access to Iowa arts, culture, film and history
- Provide dynamic lifelong learning opportunities
- Ignite creativity and innovation

Core Values

- **Collaboration & Leadership.** We serve and collaborate with Iowans to develop programs, strategic partnerships and resources that respond to their needs. We listen, learn and collaborate to ensure inclusion and relevance as a statewide leader.
- **Diversity & Inclusion.** Recognizing and respecting diversity in all we do, we honor and elevate Iowa's people, places and points of pride. We work to ensure that all Iowans have opportunities to tell their stories and to see themselves reflected in our work.
- **Accessibility & Engagement.** We believe every Iowan should have access to meaningful opportunities to engage with the arts, culture, history, and the humanities, recognizing the benefits to personal and community well-being.
- **Excellence.** We work to exemplify professional standards and best practices within our organization and cultivate excellence in our role to preserve and promote Iowa's cultural heritage, history and artistic creativity.
- **Knowledge & Creativity.** We are dedicated to lifelong learning, research and sharing knowledge. We cultivate curiosity and the creativity that stimulates innovation and growth.

Strategic Goals

- Build networks and cultivate leadership.

- Be inclusive, reflect diversity and enhance accessibility in our programming.
- Promote collaboration, peer learning and mentorship.
- Facilitate knowledge sharing with and among cultural partners.
- Offer inclusive opportunities to develop arts, history and culture leadership.
- Encourage sustainable and thriving organizations and careers.
- Address organizational capacity and audience development challenges within the creative and heritage sectors.
- Strengthen programs and resources to support individuals and organizations with their development and workforce needs.
- Focus on learning and career pathways into cultural and creative fields.
- Promote the value and impact of Iowa's cultural and creative sector.
- Collaborate with tourism efforts around arts, film and historical destinations.
- Support communities in their efforts to elevate their cultural assets and vibrancy.
- Guide cultural partners with expanding their visibility and reach.
- Build awareness of Iowa as a viable option for creative workers and projects.
- Enhance access to arts, history, film and culture.
- Develop tools, resources and platforms to increase awareness of and access to creative and cultural resources, particularly for underrepresented and underserved communities.
- Support rural and underserved areas of Iowa in cultivating their unique cultural assets.
- Help our sector navigate and connect to more grant funding opportunities.
- Continue to offer online educational resources, virtual programming and digital accessibility to complement in-person experiences.
- Support educators at all levels in their work to ensure students have access to robust learning experiences inside and outside the classroom.

Division Updates

Iowa Arts Council

The Iowa Arts Council empowers Iowans to build and sustain culturally vibrant communities by cultivating creativity, learning and participation in the arts. Established in 1967, the council serves as Iowa's state arts agency and works with its federal partner, the [National Endowment for the Arts](#), and regional partner, [Arts Midwest](#), to build the capacity of Iowa's arts ecosystem.

The key services of the Iowa Arts Council are delivered through:

- ArtUps
- School Arts Experience
- Cultural Leadership Partners
- Governor's Arts Awards
- Grants
- Iowa Arts Summit
- Iowa Artist Fellowship
- Iowa Great Places

- Poetry Out Loud
- Scholarship for the Arts
- Volunteer Panelist Programs

Key Highlights

Throughout 2021, Iowa's arts, culture and creative community were still rebounding from the global pandemic that shuttered many venues during the previous year. Almost overnight, an industry that thrives on connecting with audiences and visitors and relies on income from events and ticket sales was transformed, with lost gigs and canceled spring programming taking a toll on artists, museums and the performing arts.

Fortunately, federal and state relief funds helped make up for some of the more than \$44 million in financial losses reported by Iowa's arts and cultural sector. Over several rounds of grants, the Iowa Arts Council distributed funds to support jobs, operations and marketing efforts—all while artists and arts and cultural organizations continued to adapt and serve communities through innovative virtual and outdoor programs.

The return of in-person arts and culture events in 2021 and 2022, including the Iowa Arts Council's in-person Iowa Fine Arts Summit in Des Moines, supported a broader rebound of the hospitality and tourism industry and helped Iowans to reconnect, further demonstrating the essential role of the arts in strengthening communities.

The Iowa Arts Council worked to fulfill its mission in four key ways: building capacity, connecting and convening arts leaders, cultivating creative places and strengthening Iowa's creative economy.

Produce Iowa – State Office of Film & Media

Produce Iowa promotes and facilitates film and television projects in our state to develop a more sustainable creative economy. The office creates job opportunities, encourages professional development and elevates the work of Iowa filmmakers.

The key services of Produce Iowa are delivered through:

- Media Production Directory
- Location Database
- Greenlight Grants
- MediaMasters Series
- The Film Lounge
- Higher Education Summits
- Iowa Film Festivals and Executive Director Summits
- MediaMakers profiles
- Hollywood Backstories

Key Highlights

According to the Motion Picture Association, Iowa's movie and television industry supports more than 4,120 jobs in Iowa and more than \$210 million in wages.

Films create high-paying jobs, boost small businesses, and attract and retain residents. With that in mind, Produce Iowa created Greenlight Grants to help build a sustainable statewide "ecosystem" for filmmaking by investing in Iowa filmmakers and empowering them to develop the industry through their own homegrown storytelling. Exclusively for projects shot in Iowa, the grants require a 50-percent cash match, accelerate projects "from script to screen" and challenge filmmakers to think big.

Produce Iowa connects Iowans to opportunities through its Media Production Directory and Location Database. The office has also produced or supported: 26 colleges & universities that offer media production programs, 22 MediaMasters classes for professional development, 17 film festivals, 16 one-hour episodes of "The Film Lounge" for Iowa PBS, and one production assistant "boot camp," produced in partnership with NBCUniversal.

State Historical Society of Iowa

Committed to preservation and education, SHSI serves as a trustee of Iowa's historical legacy, and identifies, records, collects, preserves, manages and provides access to Iowa's historical resources through its programs and services. As an advocate for understanding Iowa's past, SHSI 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, helping Iowans connect generations – past, present and future.

The key services of the State Historical Society of Iowa are delivered through:

- State Historical Museum of Iowa
- Exhibits & Collections
- Museum Education & Outreach
- National History Day
- In-person and virtual field trip experiences
- Goldie's Kids Club
- State Historical Library & Archives Research Centers
- Historic Sites
- Local History Network
- Historical Resource Development Program

Key Highlights

To commemorate Iowa's 175th statehood anniversary, on Dec. 28, 2021, the historical society offered a full year of educational and promotional programs, including a special edition of its flagship journal, *The Annals of Iowa*. The year-long commemoration won two prestigious awards of excellence from the American Association of State & Local History and the Midwestern History Association's Alice Smith Prize in Public History.

The statewide project involved the entire state, offering Iowans many opportunities to experience Iowa history through “Iowa People & Places” museum and traveling exhibits, a related 3D virtual exhibit tour, and 270 pop-up displays that more than 40,000 Iowans visited in all 99 counties. The society organized Goldie's Kids Club activities, online presentations and an online book club, in addition to a collaborative initiative with the Iowa Arts Council to commission Iowa artists to create cover artwork for *The Annals of Iowa*, a new tradition that continues.

Besides the anniversary campaign, the state historical society's ongoing work includes caring for Iowa's vast collections of unique historical artifacts, documents, maps, photos, audio and video recordings – and much more. The historical society's recent acquisitions include political campaign swag from David Yepsen's journalism career and NASA materials from Peggy Whitson's flights into space.

To provide greater access to the collection, the historical society shares its collections with people across Iowa and far beyond its borders. The State Historical Museum of Iowa has opened or refreshed 20 on-site exhibits since 2017, and the popular Mobile Museum, housed in a custom-built Winnebago, has taken two unique Iowa history exhibits statewide since its 2017 debut.

The Iowa History Collections Catalog is a single, unified, free way to search the state's vast historical collections online, making them more accessible than ever. The new-and-improved version is the result of a 5-year grant-funded effort that started in 2017. Additionally, Iowa's historic newspapers have been preserved and digitized at an accelerated pace over the last decade, offering greater access to “the first draft of history” in cities and small towns.

The historical society provides free access to educational materials and programs for all ages, including online presentations, activities and resources for children, families and lifelong learners. The society also offers programs and resources for K-12 students and teachers both within and beyond the classroom. The resources include the Primary Source Sets, which cover more than 65 broad topics with a mix of photos, maps, documents, audio recordings and even political cartoons from Iowa and the Library of Congress. In all, they've been viewed more than 3 million times.

Other history education programs for all ages include Goldie's Kids Club, National History Day, and a series of Iowa History 101 webinars that showcase a variety of topics on the second and fourth Thursdays of every month. The historical society also supports more than 320 member organizations of the Iowa Local History Network, a statewide group of local historical societies, genealogical societies, archives and museums. The free-to-join network connects organizations and their leaders through an online forum, newsletters and toolkits to address common needs for technical assistance, professional development and access to funding.

State Historic Preservation Office of Iowa

The State Historic Preservation Office of Iowa identifies, preserves, and protects Iowa's historic and prehistoric resources. It also administers state and federal historic preservation programs, including the National Register of Historic Places, which lists more than 2,400 historic properties and 387 historic districts across the state.

The key services of the State Historic Preservation Office are delivered through:

- Section 106 Review & Compliance
- National Register of Historic Places
- State Historic Preservation Tax Incentive Program, administered with Iowa Economic Development Authority (IEDA) & National Park Service (NPS)
- Federal Historic Preservation Tax Incentive Program, administered with NPS
- Certified Local Governments Program

Key Highlights

The State Historic Preservation Office has successfully overhauled its records and procedures, introducing an "e-SHPO" system that saves paper, saves time – and saves Iowa history by helping Iowans navigate the preservation process. Since e-SHPO's implementation in 2021 implementation, more than 134,000 historic-property records and 20,000 archaeological surveys have migrated to the new Salesforce-supported system.

Section 106 of the landmark National Preservation Act of 1966 requires historic-preservation experts to review all proposed construction and development projects that receive federal funding. The new e-SHPO process has streamlined and accelerated this process for more than 400 registered e-SHPO users, who have collectively submitted more than 2,600 projects for review.

The state historic preservation office shares guidance and grant funding with Certified Local Governments to help preserve historic properties across Iowa. Iowa now boasts 90 CLGs – the third-highest of any state – which collectively received more than \$395,000 in grant funding for 41 projects from 2019 through 2022.

Architects with the Iowa State Historic Preservation Office regularly consult with developers to revise, adapt and complete historic preservation projects that qualify for critical state tax credits by honoring the integrity of the properties' original design.

The National Park Service awarded the State Historical Society of Iowa a \$600,000 grant in 2021 to support five preservation projects in rural communities, boost economic development and promote a sense of local pride. Iowa was one of just eight states to receive funding during the first year of the federal grant program.

Every year, the State Historic Preservation Office organizes the state's premier conference for professionals and volunteers involved in historic preservation. Through a mix of presentations, workshops and tours, participants celebrate Iowa's past and learn how to preserve it for the future in accordance with the high standards of the National Park Service. Attendance doubled to nearly 500 during virtual summits in 2020 and 2021, co-hosted respectively by the cities of

Dubuque and Council Bluffs, before the event successfully returned in-person in 2022 in Mason City.

Agency Customers and Stakeholders

- Educators, students and lifelong learners
- Iowa explorers – families, young professionals, capitol visitors, tourists, enthusiasts
- Cultural creatives – artists, filmmakers, musicians, designers, museums, cultural partners, cultural institutions
- Public and government agencies – communities, local governments, developers, business and industry

Organizational Structure

The Iowa Department of Cultural Affairs is a state agency within the Executive Branch of Iowa State Government and was established in 1986 by Iowa Code Chapter 303. The DCA includes the Iowa Arts Council; Iowa Humanities Council; Produce Iowa – State Office of Film & Media; and the State Historical Society of Iowa, including the State Historic Preservation Office. Further, the DCA works with the Iowa Historical Foundation, a 501(c)(3) nonprofit organization whose mission is to generate support for the State Historical Society of Iowa.

The DCA has four advisory boards: the State Historical Society of Iowa Board of Trustees, the Iowa Arts Council Board of Directors, the Iowa Historical Records Advisory Board and the Iowa Great Places Citizen Advisory Board. The DCA also oversees the State Records Commission, the State National Register Committee and the Iowa Historical Foundation.

The DCA's director is appointed by the governor and confirmed by the Iowa Senate. The agency oversees approximately 60 employees and engages numerous volunteers and interns in carrying out its mission from 10 facilities, including the State Historical Building of Iowa in Des Moines, the Centennial Building in Iowa City and the following eight historic 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

Boards and Commissions

The following citizens served on DCA boards in Fiscal Year 2022 from July 1, 2021, through June 30, 2022.

State Historical Society of Iowa Board of Trustees

- Christina Blackcloud, Tama
- Tova Brandt, Elk Horn/Decorah
- John Brown, Johnston
- Scott Carlson, Des Moines
- Tyler De Haan, Van Meter
- Kylie Dittmer, Chariton
- Terrence Lindell, Waverly
- Dawn Meyer, Manning
- John Mickelson, West Des Moines
- Cecilia Rokusek, Cedar Rapids
- Jerome Thompson, Des Moines
- Lori Witt, Pella

Iowa Arts Council Board of Directors

- Robin Anderson, Mason City
- Amber Danielson, Marshalltown
- Donna Dostal, Council Bluffs
- Jennifer Dutcher, Fort Dodge
- Michelle Hargrave, Davenport
- Karen Hoyt, Marion
- John Mayne, Sioux City
- Akwi Nji, Cedar Rapids
- Brandon Paulsen, Des Moines
- Andre Perry, Iowa City
- Claudia Rivera, Hampton
- Jaron Rosien, Washington
- Frank Sposeto, Collins

Iowa Historical Records Advisory Board

- Hope Bibens, Des Moines
- Jeffrey Dawson, Des Moines
- Christopher Doll, Peosta
- Wesley Enos, Bondurant
- Amy Groskopf, Davenport

- Anthony Jahn, Des Moines
- Susan Kloewer, Ex-Officio, Des Moines
- Teresa Olson, Northwood
- Joseph Swanson, West Des Moines
- Timothy Walch, Iowa City

Iowa Great Places Citizen Advisory Board

- Aaron Burnett, Mason City
- Barbara Determan, Early
- Greg Fisher, West Des Moines
- Alexis Fleener, Atlantic
- Nick Glew, Marion
- Duane Hagerty, Dubuque
- Darryl High, Cedar Rapids
- Joseph Hrdlicka, West Des Moines
- Mark Jackson, Story City
- Danna Kehm, Council Bluffs
- Jenna Kimberley, Des Moines
- Tammy McCoy, Burlington
- Jacque Rahe, Dyersville
- Angel Wallace, Sioux City

Iowa Historical Foundation Board of Directors

- Kevin Condon, West Des Moines
- Beth Danowsky, Oskaloosa
- Kylie Dittmer, Chariton
- Jessica Feeney, Des Moines
- Onnalee Gettler, Des Moines
- Chris Kramer, Des Moines
- Ricki King, Windsor Heights
- Barbara Wisnieski, Clive

Budget

Annual Operating Budget for FY2022

State Appropriation - General Fund	\$5,975,067
Federal Funds: NEA, NPS & NEH	\$4,209,795
Other	<u>\$1,227,692</u>
Total	\$11,412,553

Other Funds for FY2022

Iowa Great Places	\$1,000,000
HRDP & Other Grants	<u>\$ 862,000</u>
Total	\$1,862,000

Total DCA Funds for FY2022 **\$13,274,553**

Agency Contacts

DCA constituents, partners and the general public can learn more about the agency and its programs and activities at the following website and social media platforms:

iowaculture.gov
facebook.com/IowaCulture
twitter.com/iowaculture
instagram.com/iowaculture

Copies of the DCA Performance Plan may be requested through the office of DCA Director Chris Kramer at 515-281-5111 or dca.finance@iowa.gov.

Iowa Department of Cultural Affairs
State Historical Building
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Des Moines, IA 50319