

Iowa Arts Council

Iowa Rural Development Council Zoominar Series

February 23, 2024



Overview

- IAC Mission, Vision, History
- Key Partnerships & Priorities
- IAC Resources and Opportunities
- Our Approach to Community Development
- AEP6 Study
- Questions



About Us

History

- Founded as an independent state agency in 1967
- Part of the Iowa Department of Cultural Affairs from 1986-2023

Governance and Funding

- Supported by a statewide Advisory Board appointed by the Governor
- Funded by the Iowa Legislature and the National Endowment for the Arts

Mission and Vision

- Empower Iowa to build and sustain culturally vibrant communities by cultivating creativity, learning and participation in the arts.
- All Iowans have opportunities to create, learn and thrive through the arts.

IOWA ARTS COUNCIL



About Us

State Government Realignment

- **Arts, Film and Media, and Historic Preservation moved to the IEDA.**
- **History and Humanities continue under the Iowa Dept. of Administrative Services**
 - The State Historical Society of Iowa (including HRDP, State Historic Sites)
 - The Iowa Humanities Council remains as a part of the State Historical Society of Iowa.

Alignment with Other IEDA Divisions and Programs

- Arts, Community Development and Global Business
- Other Offices We Work Closely With:
 - Produce Iowa, State Office of Film and Media
 - Empower Rural Iowa
 - Main Street Iowa
 - Iowa Tourism Office
 - Enhance Iowa programs

Why State Arts Councils Exist

PURPOSE

State arts councils ensure that every community in America receives the cultural, civic, economic and educational benefits of the arts.

National Assembly of State Arts Agencies



Why State Arts Councils Exist

Impact in Rural Communities

Grant funding:

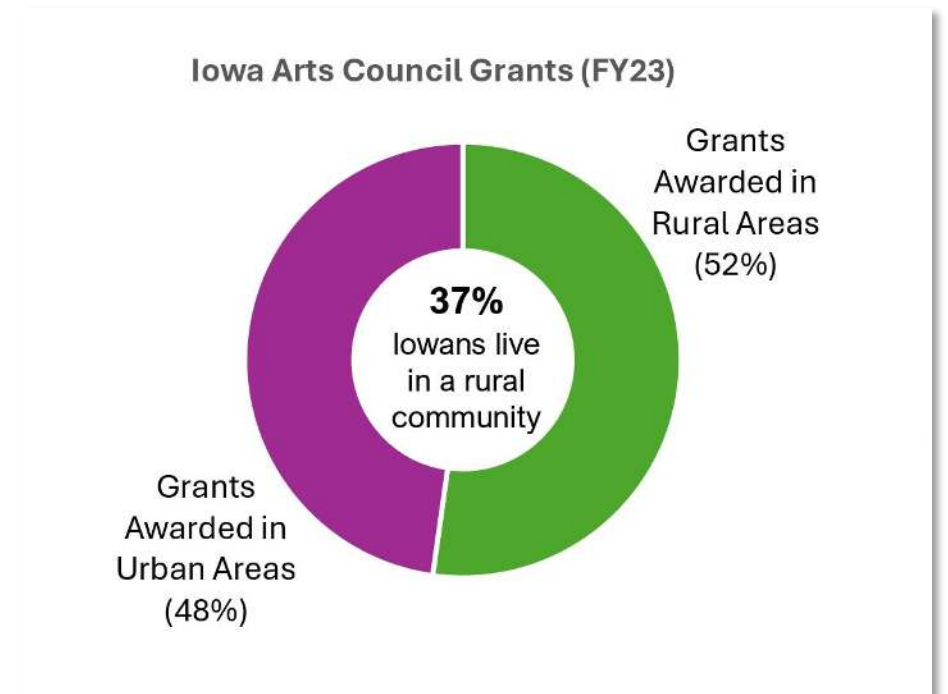
SAAAs invest nearly \$40 million in rural America through more than 5,000 direct grants to 2,028 rural communities.

Cultural infrastructure

SAAAs can help rural communities create their own cultural hubs through arts programming in community facilities.

Preserving cultural heritage:

Through initiatives such as heritage trails, tourism and support for the traditional arts, SAAAs offer a variety of resources aimed at promoting and preserving cultural heritage in rural communities.

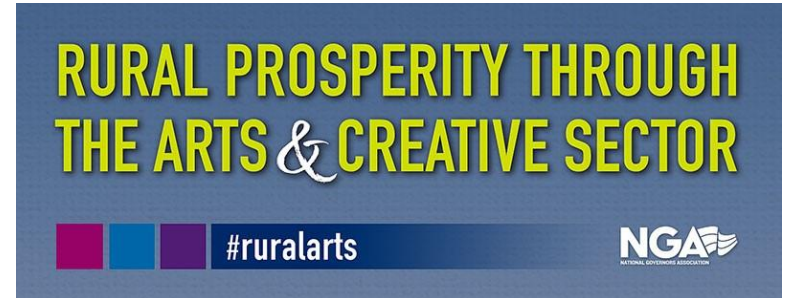


National Research

Rural Prosperity through Arts and Culture, an action guide published by the [National Governors Association](#), found that rural counties with more art and design businesses and performing arts venues tend to:

- Attract more out-of-county visitors
- Experience faster population growth
- Have higher business innovation scores
- And attract more workers

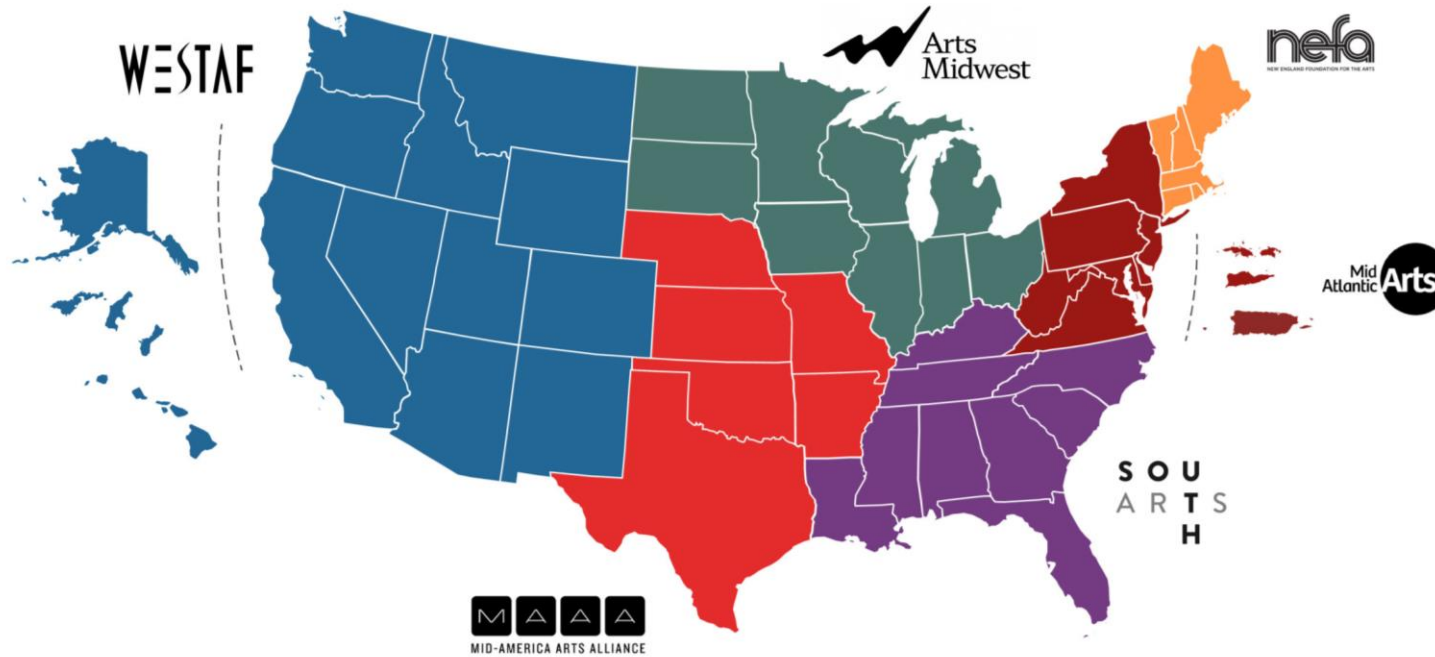
Creative sector initiatives work best as part of a cohesive economic development plan that integrates the arts and culture, workforce and community development, and housing.



State Research



Regional and National Partners



Priorities

Goal #1

Build an arts infrastructure that reaches every corner of our state.



Actions

- Promote accessibility of grant opportunities
- Act as a statewide resource hub to connect and support the field
- Boost our outreach and service to under-represented communities
- Increase access to the arts, K-12 and lifelong arts learning experiences

Priorities

Goal #2

Grow a sustainable and thriving ecosystem for the arts in Iowa.



Actions:

- Build the capacity, sustainability and resilience of arts organizations.
- Focus on artist support systems.
- Cultivate arts leadership.

Priorities

Goal #3

Support and champion Iowa's creative economy.



Actions

- Communicate the public value and impact of the creative economy
- Promote career pathways in the arts and creative fields.
- Invest in creative projects that enhance the cultural identity of communities and districts

Statewide Impact: Iowa's Creative Sector

JOB AND ECONOMIC

43,000+

Iowans work in the creative sector in a typical year

\$2.4B

Annual creative sector wages in Iowa

\$200M

Combined annual budgets of Iowa's leading museums, zoos and aquariums, art and science centers, and performing arts venues

5,800+

Arts-related businesses in Iowa

\$4.2B

Annual value of arts and cultural production in Iowa

EDUCATION

2,080,037

Participation by Iowa youth in arts and cultural activities supported in part by Iowa Arts Council grants (for 2020-22).

4 MILLION+

Equivalent number of days of learning provided annually by arts and culture organizations.

Who We Serve



ARTISTS

- Grants & Fellowships
- Professional Development
- Exhibition & Commissioning Opportunities



ORGANIZATIONS

- Grants
- Professional Development
- Statewide conference



COMMUNITIES

- Grants
- Technical Assistance
- Networks
- Statewide conference



SCHOOLS

- Grants
- Technical Assistance
- Statewide conference



Artist Resources

- **Artist Services**
 - Arts Project Grants
 - Iowa Artist Fellowship
 - Career Development Program
- **Iowa Artist Directory** (iowaartistdirectory.org)



Arts Organization Resources

Grants

- Arts Project Grants
- Operating Support Grants

Professional Development

- Iowa Culture Leadership Cohort
- Statewide Arts Conference
Iowa Arts Summit June 18



Iowa Culture Leadership Cohort

Film and Media Resources

Communities

- Film Festivals Network
- Reel Scout Database



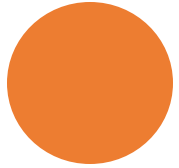
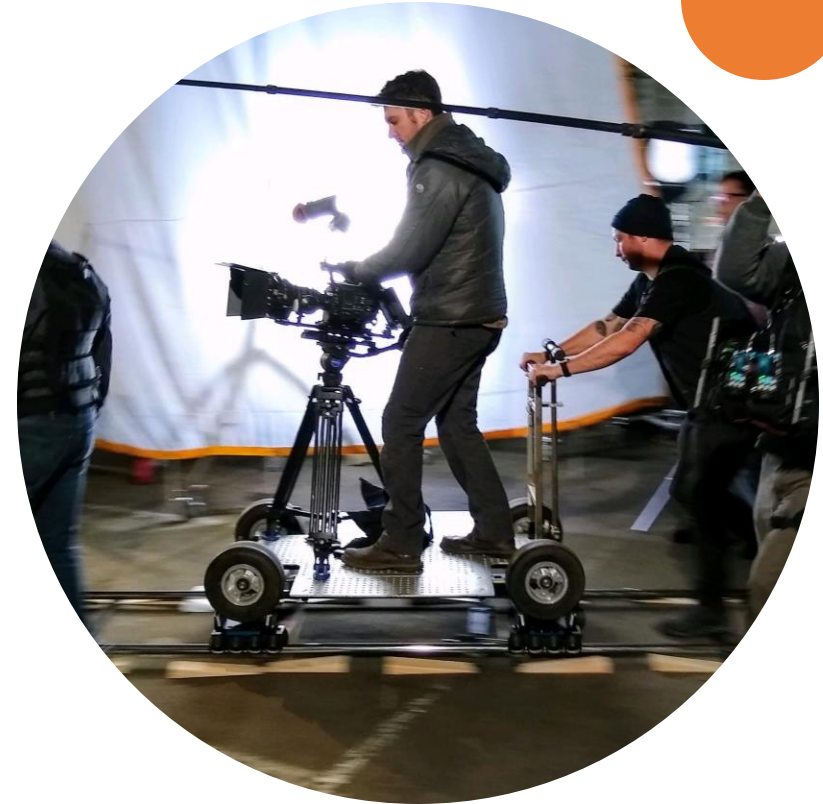
Film and Media Resources

Individual Filmmakers

- Grants
- Professional Development

Producers and Projects

- Media Production Directory
- Location Database





Related Resources

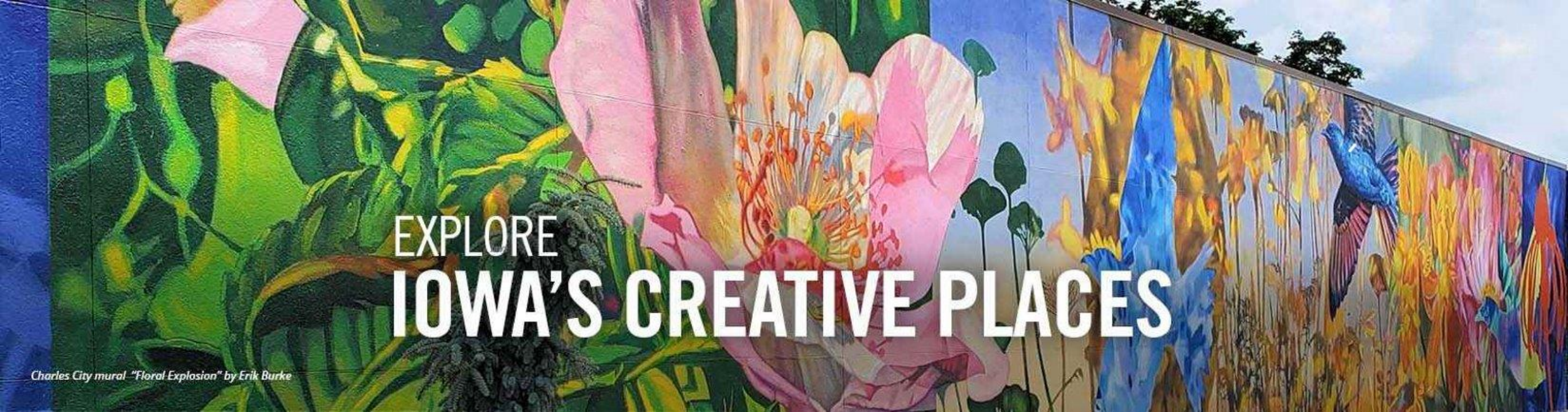
Arts Midwest

- Grants (GIG Fund, Arts HERE)
- Amplifying Creativity (Midwest Creativity News Desk)

National Endowment for the Arts

- Grants (Arts Projects, Our Town, Challenge America)
- Initiatives (Citizens' Institute for Rural Design)





Charles City mural "Floral Explosion" by Erik Burke

EXPLORE IOWA'S CREATIVE PLACES

Creative Community Development & Infrastructure

Creative Places Technical Assistance Requests



RECRUITING ARTISTS



VISIONING
PLANNING



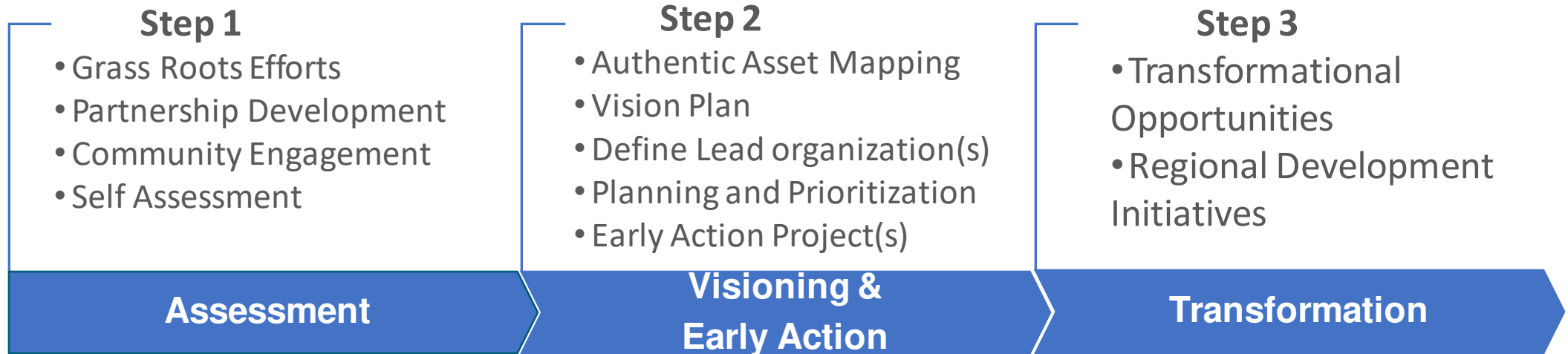
PROJECT
PRIORITIZATION



NAVIGATING FUNDING
OPPORTUNITIES

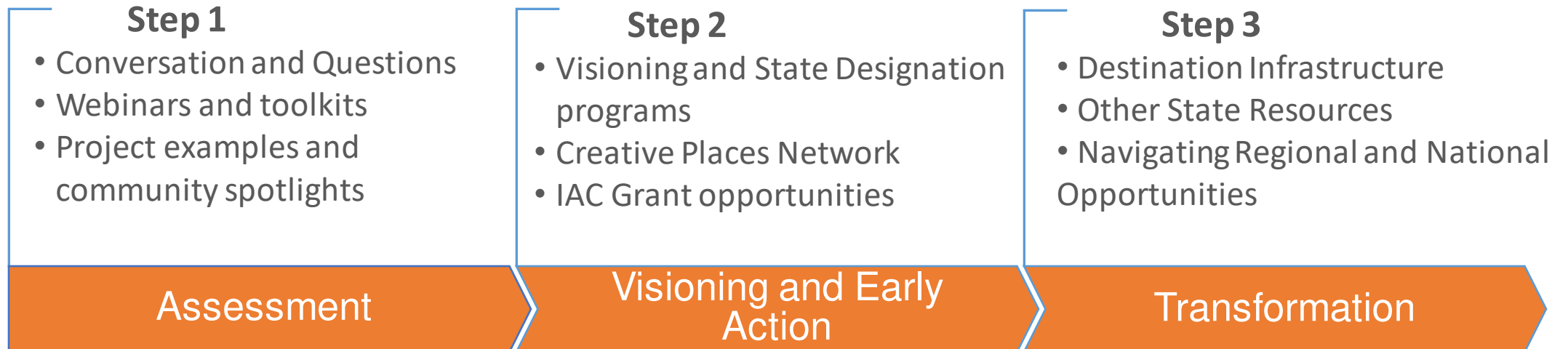
Creative Places Roadmap

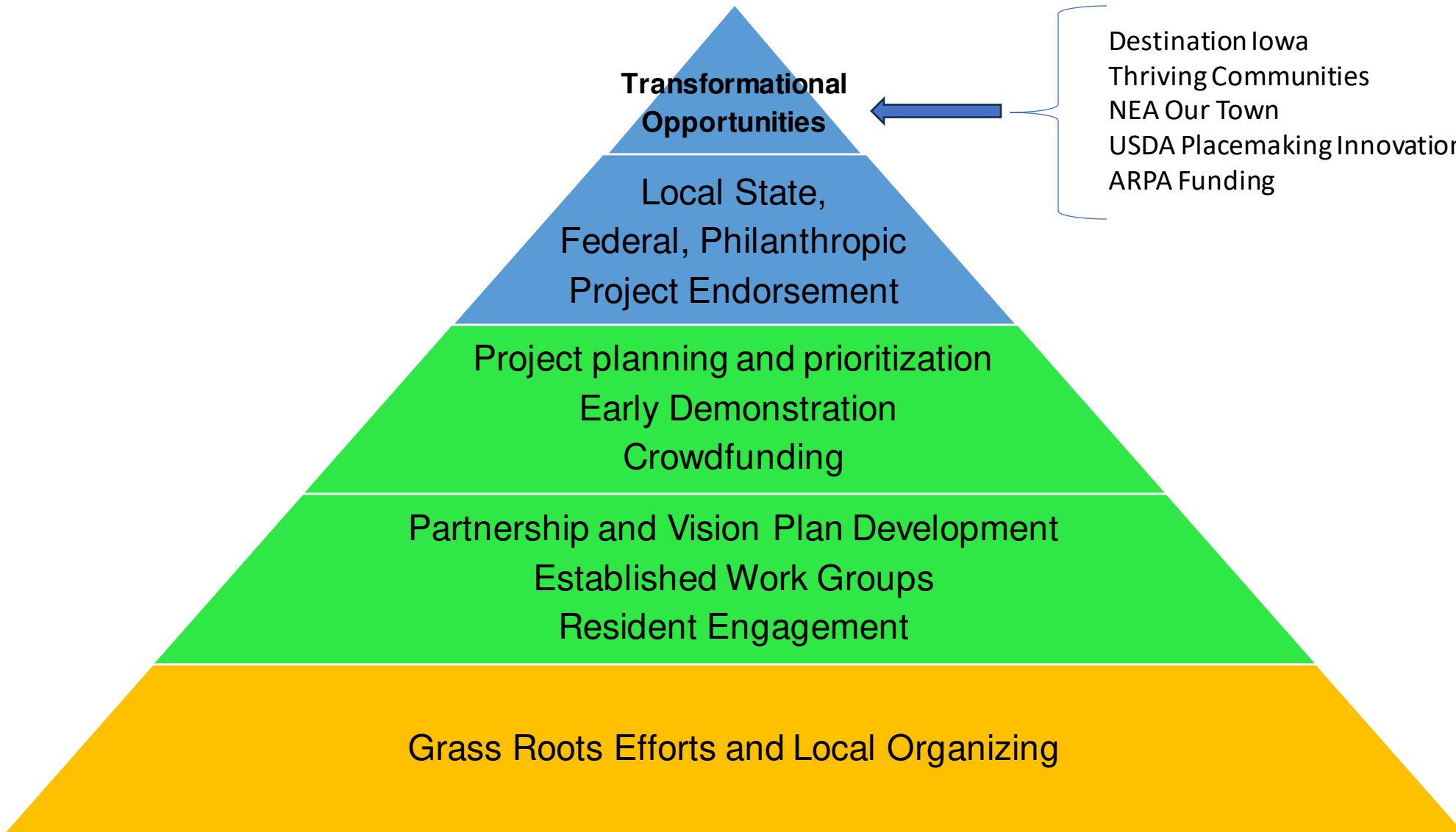
What are the steps for communities?



Creative Places Roadmap

How do we work with communities?





Destination Iowa
Thriving Communities
NEA Our Town
USDA Placemaking Innovation Challenge
ARPA Funding

Manning

Vision Plan

→ Plan established in 2014 and updated in 2019



Priority Projects

- Art is Refreshing – Public Art
- Housing development
- Trail projects/Recreation

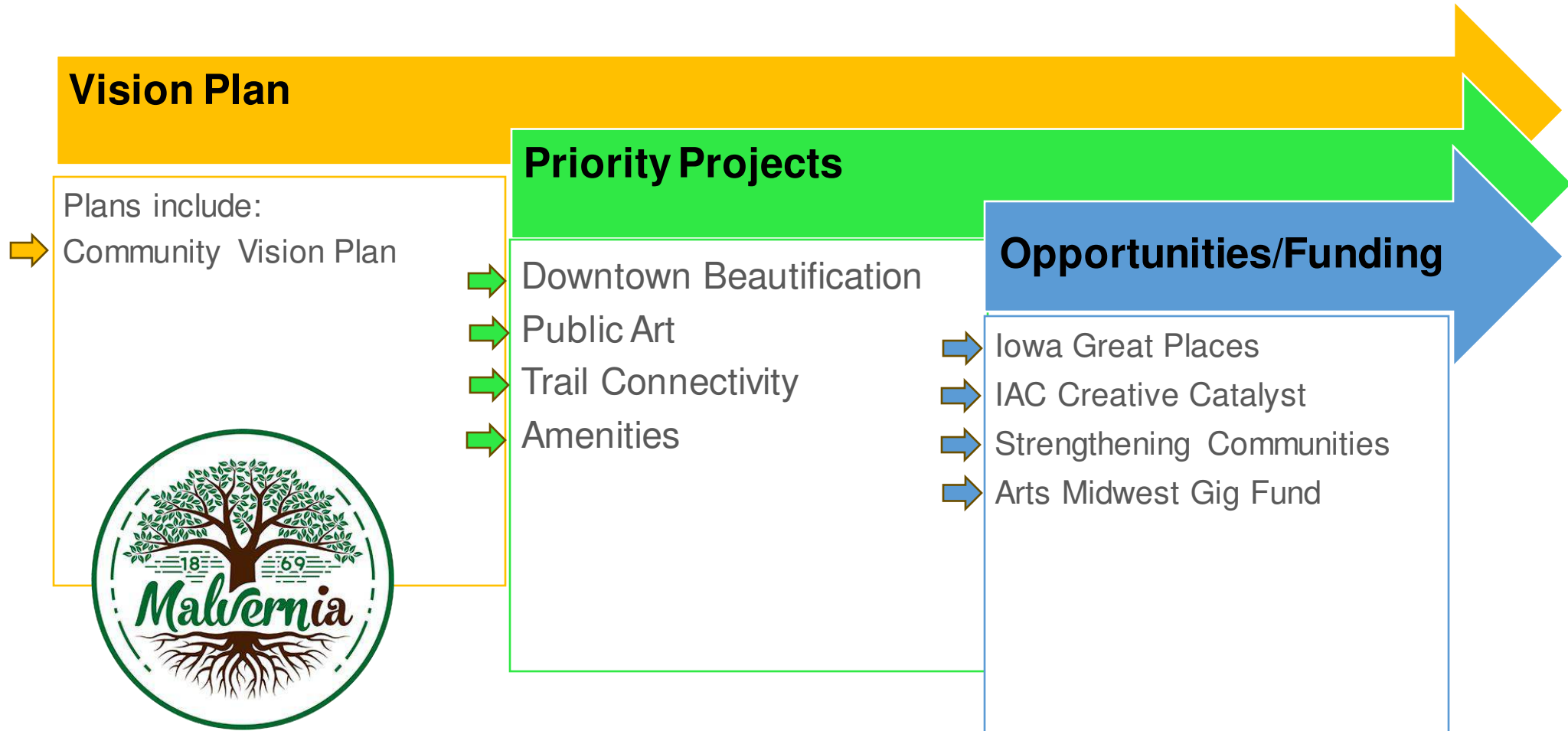


Opportunities/Funding

Received Endorsement for Public Art, Housing and Trail Projects and:

- Secured Rural Revitalization planning and enrichment grant
- Secured Iowa DOT State Rec Trails grant
- Iowa Thriving Communities Designation

Malvern



Other Recent Examples



Creston Art



Elkader – Art in the Park



Jefferson – Rooftop Murals

Creative & Cultural Infrastructure

- Destination Iowa Fund
- Strengthening Communities
- Enhance Iowa



Designations

Iowa Cultural & Entertainment District Program

- Founded in 2002
- Creative Project Funding Opportunities
- Technical Assistance
- Networks & Convening





Historic Preservation

- State Historic Preservation Office (SHPO) Joined IEDA as part of State realignment
- Historic Tax Credits
- Section 106 Review
- Certified Local Government Program

SAVE THE DATE

TUESDAY, JUNE 18, 2024

IOWA
ARTS
SUMMIT

FFA ENRICHMENT CENTER

ANKENY



Statewide Conference

Who Should Attend

- Artists
- Nonprofit arts and culture organizations
- Creative community builders and leaders



Iowa Arts & Culture

About Us

Resources

Iowa Arts Council

Produce Iowa

Historic Preservation



WHO WE ARE



Iowa Arts Council



Produce Iowa



Historic Preservation



Get Involved

culture.iowaeda.com

Iowa Arts Council Team

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Questions

