

WHAT'S AHEAD FOR CHAMPAIGN COUNTY

The opportunities for arts and business groups to work together in Champaign County are vast. Arts organizations, with their large audience base, could encourage their members and audiences to patronize local shops and restaurants - further solidifying the economic strength of the community. Identifying and focusing on significant, common issues will be important to the success of any arts/business collaboration. Evidence of informal collaboration already exists between the arts and business communities, with arts organizations patronizing local businesses and local businesses in turn supporting arts groups when asked to do so. Developing and nurturing this type of collaboration will result in expanded benefits to both groups - providing arts organizations with the opportunity for audience and membership development and business with a wider target market.

Champaign County is positioned to take advantage of collaborative opportunities due to the launch of its new arts, culture and entertainment council. *40°North/88° West: Putting Champaign County's Culture on the Map* now serves both the arts and the business communities by establishing a central location for information, resources and programming.

ABOUT WORKING TOGETHER

Results from the Working Together survey are intended to provide a factual understanding of the economic and social impact that arts organizations and individual artists have on their local communities. In addition, the survey provides insights into sources of arts funding, identifies areas of shared opportunity and profiles the current relationship between businesses and the arts. In 2002, the Working Together survey was conducted in Champaign County. The information gathered provides the basis for dialogue between local artists, arts organizations and businesses with the goal of developing mutually beneficial relationships - true collaborations between arts and business at the community level.

ILLINOIS ARTS ALLIANCE FOUNDATION promotes the arts' impact on human, community, economic, and educational issues and enhances private sector support of the arts through research, public education and information.



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WORKING TOGETHER 3

(Building Community through the Arts)



A PROJECT OF THE ILLINOIS ARTS ALLIANCE FOUNDATION

CHAMPAIGN COUNTY

A community's economic development growth is dependent not only on quality infrastructure such as roads, utilities, water, but also on the arts. The arts display the fullness of the quality of life within a community and also distinguish it from all other communities. Champaign County is fortunate to have a wealth of arts organizations that set the standard for the quality of life within central Illinois.

~Roger Pontifex
Senior Director of Regional Business Management at Illinois Power

ECONOMIC IMPACT

The Illinois Arts Alliance Foundation commissioned an economic impact study of the nonprofit arts on a statewide basis. With the generous assistance from Convention, Sports & Leisure International, we can isolate the results for Champaign County. These figures are derived by establishing the direct effects of the purchases made by the organizations which then filter through the economy through re-spending to create the indirect effects. Together the direct and indirect impacts comprise the total economic impact. Commercial arts venues, individual artists, and audience spending associated with arts attendance make the actual economic impact of the arts in Champaign County much higher.

TOTAL ANNUAL ECONOMIC IMPACT

*Champaign County:
\$33.7 million*

CHAMPAIGN COUNTY

ORGANI ZATI ONS • BACH: BAROQUE ARTISTS OF CHAMPAIGN-URBANA • BARKSTALL ELEMENTARY SCHOOL • BOLTINI • CENTRAL ILLINOIS ENGLISH COUNTRY DANCERS • CHAMPAIGN PARK DISTRICT • CHAMPAIGN PARK DISTRICT - TASTE OF CHAMPAIGN-URBANA ARTS & CRAFTS FESTIVAL • CHAMPAIGN PARK DISTRICT - SPRINGER CULTURAL CENTER • CHAMPAIGN URBANA BALLET • CINEMA ART CAFÉ • CONSERVATORY OF CENTRAL ILLINOIS • C-U STORYTELLING GUILD • C-U SYMPHONY • ILLINI FOLK DANCE SOCIETY • KALARTE GALLERY • KRANNERT ART MUSEUM • KRANNERT CENTER FOR THE PERFORMING ARTS • MARK FOUCH BAND • MOTHERLAND ART & DESIGN • PARKLAND ART GALLERY • PARKLAND COLLEGE/WORLD MUSIC ENSEMBLE & CHAMBER SINGERS • PRAIRIE ENSEMBLE • SINFONIA DA CAMERA • SPURLOCK MUSEUM • THE CANOPY CLUB • THE HIGHDIVE • THE IRON POST • U OF I AFRICAN AMERICAN CULTURE PROGRAM • U OF I ASIAN EDUCATIONAL MEDIA SERVICE • U OF I CENTER FOR AFRICAN STUDIES • U OF I CENTER FOR LATIN AMERICAN & CARIBBEAN STUDIES • U OF I COLLEGE OF FINE AND APPLIED ARTS • U OF I DEPARTMENT OF DANCE • U OF I DEPARTMENT OF THEATER • U OF I SCHOOL OF ART & DESIGN • U OF I SCHOOL OF MUSIC • URBANA COUNTRY DANCERS • URBANA PARK DISTRICT • URBANA-CHAMPAIGN I NDEPENDENT MEDIA CENTER • VIRGINIA THEATRE • WEFT • WI LL • WILLIAM STARKEL PLANETARIUM

ARTS ORGANIZATIONS

- Excellent response rate (77%), with 44 of the 57 surveys distributed returned.
- Most respondents are non-profit arts organizations, primarily in music.
- Annual operating budgets vary with half under \$50,000, 37% between \$50,000 and \$500,000, and 12% over \$1 million.
- Total annual operating expenses for the organizations surveyed is \$15.6 million.

WHAT THE ARTS CONTRIBUTE LOCALLY

Arts groups are making a meaningful and multifaceted contribution to Champaign County. Improving the quality of life is perceived as the single most important contribution that the arts provide to the local community. The arts improve the quality of life in Champaign County in a number of ways:

- Through the people they employ
-The organizations surveyed employ 1,400 people - 70% of whom live in the local community.
- Through the people they involve in the community
-There is strong volunteer participation in arts organizations, with 1,675 people volunteering - nearly all from the local community.
- Through the people they bring into the community
-The total annual audience for the organizations reporting is an estimated 634,000.
-Just over half of the audience lives locally - within five miles of the organization - while the other half are comprised of people coming from a greater distance.
- By making improvements to their property
-Half of the organizations made improvements to their property in the past year - with a total value of over \$2.3 million.
- By patronizing local businesses
-Arts groups spent \$1.5 million last year on basic services such as printing and catering.
- Through the services which they provide to the community
-Arts organizations provide a variety of services to the community. Contributions to education and to local community and civic organizations are particularly noteworthy.

COUNTY

"I would like to see the result of the Working Together project very quickly grow into one of the important pillars of the Champaign-Urbana art scene. By pillars I mean things that are inescapable proof of the vitality and verve of the arts, culture and entertainment."

*~Jon (Cody) Sokolski
CEO of Cody Holdings and Board Chair for 40°North/88°West:
Putting Champaign County's Culture on the Map*

EDUCATION

- 73% supplement educational programming in the local schools. This is done through:
 - In-school performances and lectures
 - After-school classes, workshops, and instruction
- Over 75% of the respondents offer classes or workshops as part of their primary programming. These classes are offered most often to adults on a group basis. In addition, a variety of other educational services is offered to the community. Examples include:
 - Artist lectures
 - Demonstrations
 - Free concerts
 - Summer camps

ARTS FUNDING

- Responding arts organizations in Champaign County earn much of their income.
 - Earned income (ticket sales, workshops, etc.) is the primary source of income (44%) followed by government grants (26%) and individual donations and fundraising efforts (23%).
 - Corporate and foundation grants account for only 8% of income.
 - Fundraising and marketing/audience development are viewed as the primary issues facing organizations at this time.

COMMUNITY PERCEPTIONS

- Schools and colleges are perceived to be the most positive characteristics of the community for residents and visitors in Champaign County.
- The quality of arts activity is ranked third as the most important community characteristic.
- Public relations is considered the most significant barrier to attracting new visitors to arts organizations in Champaign County.

COMMUNITY AND CIVIC CONTRIBUTIONS

- Nearly 70% of respondents contribute to civic and community organizations, primarily by having staff members serve on committees and boards. Among the many organizations that benefit are: Chamber of Commerce, Champaign County Cultural Consortium, Boy and Girl Scouts, Downtown Merchants Association, Urbana Business Alliance.
- Nearly 70% of the respondents sponsor annual community events. These include: Champaign-Urbana Days, Day-In-The-Park, Symphony at Sunset, Taste of Champaign, and many more.
- 50% of organizations provide arts programming for special populations. The primary recipients of these programs are: ethnic minorities, economically disadvantaged persons, seniors, and at-risk children.

ARTS ORGANIZATIONS

CHALLENGES TO COLLABORATION BETWEEN BUSINESS & THE ARTS

- Lack of time, insufficient opportunities to communicate, and private agendas are viewed as the most significant factors that make collaboration difficult between arts and business groups.
- However, 43% of responding artists have asked local businesses for support - and have generally received a positive response.

INDIVIDUAL ARTISTS

RESPONDENTS - INDIVIDUAL ARTISTS

- Excellent response rate with 123 artists surveys returned.
- Most respondents are visual artists followed by musicians.
- The majority of respondents are 40 years of age or older and are Caucasian.

ARTISTS ARE COMMITTED TO CHAMPAIGN COUNTY

- 58% of responding artists have lived at their present address for six years or more.
- 98% are registered voters and 88% vote regularly.
- 73% own their living spaces and 60% own their workspaces.
- Art is the primary source of income for over half of these artists.
- 67% indicate that personal ties, including employment, are the most important reasons for remaining in the area. 45% identify cultural activity as the most important reason.
- Artists spend an average \$1,200 per year on basic services such as printing, supplies, and catering. Most of these expenditures are made locally.

EDUCATION

- 54% of responding artists supplement educational programming in the local schools. This is done through:
 - After-school classes, workshops, and instruction
 - In-school lectures and performances
- 54% of the respondents also offer classes or workshops as part of their primary programming. These classes are offered on a group or individual basis, and several offer classes free of charge.

COMMUNITY AND CIVIC CONTRIBUTIONS

- 57% of respondents volunteer for civic and community service organizations. Organizations that benefit include: Afrikan Arts Alliance, Chamber of Commerce, Champaign County Arts Consortium, National Society for Arts & Letters, Nature Conservancy, Rotary, and Volunteer Council
- 31% of respondents provide programs for special or in-need populations. Senior citizens and ethnic minorities are the primary recipients of these services.