

# Imagine Iowa 2010

**Vision Statement:** In 2010 Iowa will be distinguished as a national leader in culture with support for an environment that allows the arts, history, humanities and sciences to thrive.

## Goals and Objectives

(adopted November 8, 2004)

### 1. Advocacy & Cultural Leadership

*Iowa leadership - elected, corporate and community - demands investment in Iowa's cultural resources.*

Objective	DCA/State Activity	Constituent/Other Groups Activity
1. Conduct a survey of Iowa's cultural organizations and detail their economic impact – a "cultural scorecard."	<ul style="list-style-type: none"> <li>Iowa Arts Council engaged Sustainable Tourism and Environment Program, University of Northern Iowa to produce a pilot study, <i>The Economic Impact of the Arts in Iowa – A Demonstration Project of Selected Counties</i>, released in 2008. Results showed over \$347 million total direct and indirect economic impacts of the arts and 3,480 jobs created in six Iowa counties and their surrounding regions.</li> </ul>	<ul style="list-style-type: none"> <li><i>The Economic Value of Arts and Cultural Organizations to the Central Iowa Economy: A Report for Bravo Greater Des Moines</i>, released in 2007, showed \$87.74 million in industrial output (sales) and 1,944 jobs in the Greater Des Moines area as the economic impact of 37 cultural organizations in the area.</li> <li><i>Arts &amp; Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the Iowa Cultural Corridor</i>, released in 2007 by the Iowa Cultural Corridor Alliance in partnership with Americans for the Arts, showed \$63.08 million total in local economic activity and support for 1,986 full-time equivalent jobs resulting from the presence of 63 cultural organizations in 11 eastern Iowa counties</li> </ul>

2. Authorize a 1 cent increase in the cap for hotel/motel tax with additional revenues exclusively for cultural initiatives.	<ul style="list-style-type: none"> <li>• DCA has participated in discussions noted at right</li> </ul>	<ul style="list-style-type: none"> <li>• This issue has been raised in discussions with constituents and legislators; no momentum has occurred as yet in legislature</li> </ul>
3. Annually publish cultural voting records of elected officials at every level.	N/A	<ul style="list-style-type: none"> <li>• Americans for the Arts annually publishes arts-related voting records for all U.S. Senators and Representatives</li> </ul>

### What else has occurred in support of this goal since 2004?

1. Higher visibility for arts, culture, and history at the statehouse during annual legislative sessions – stronger relationships with legislators on both sides of the aisle
2. Increased opportunities for constituent input to DCA regarding priorities, through phone updates, meetings, and newsletter articles
3. Iowa Cultural Coalition initial staffing supported for 2 years by DCA grants
4. Iowa Alliance for Arts Education staffing supported in part for 3 years by Iowa Arts Council grants
5. MetLife Foundation National Arts Series Forums in 2007 and 2008 brought attention to topics related to arts and business
6. The State Historical Society of Iowa regularly communicates with congressional offices regarding federal legislation and appropriations which has potential to impact cultural resources
7. The State Historic Preservation Offices supports the work of the Iowa Historic Preservation Alliance
8. Iowa Cultural Coalition has attended “Federal Lobby Days” for the arts 2004-05 and for historic preservation 2004-07
9. Iowa Cultural Coalition coordinated “Cultural Advocacy Day” at the state capitol 2004-07
10. ICC was formed and sheltered under the Iowa Historic Preservation Alliance 501c3 until formally recognized by the IRS
11. The Iowa Historic Preservation Alliance and Senator Frasier proposed legislation to change the date for historic barn property tax exemption for rehabilitation from 1936 to 50 years, legislation did not pass in 2007
12. Iowa Museum Association staffing supported in part for 2 years by Iowa Arts Council grants
13. Iowa Museum Association began sending quarterly printed newsletter *IMAg*es to Iowa legislators to keep them informed of issues and aware of what is happening in the Iowa museum community.
14. Iowa Museum Association participates in the Federal Formula Grant Coalition, a group of more than 60 state, regional, and national museum associations that are seeking the establishment of federal formula grants for museums as part of the reauthorization of the Institute of Museum and Library Services

## **2. Community Development & Cultural Tourism**

*Iowa communities are experiencing economic vitality driven by a diverse, exciting cultural environment.*

<b>Objective</b>	<b>DCA/State Activity</b>	<b>Constituent/Other Groups Activity</b>
1. Create a summit on the importance of arts & culture as economic development engines. Targeted participants would include professional, business, private, and service club sectors.	<ul style="list-style-type: none"> <li>• No financial resources available through DCA for this summit, however DCA established Culture, History and Arts Teams (CHAT) in order to support these goals on a regional level</li> </ul>	
2. Create a new image and brand to identify arts and culture in Iowa (e.g. - "Art grown in Iowa").	<ul style="list-style-type: none"> <li>• This is a primary goal in the Iowa Arts Council's 2008-11 strategic plan. Groundwork is being laid during FY09.</li> </ul>	
3. Expand statewide, culturally dedicated internet and print market penetration, both within (local) and outside (global) each community.	<ul style="list-style-type: none"> <li>• DCA's electronic newsletters have a growing subscriber audience</li> <li>• DCA has worked with the Office of Tourism to cross-promote numerous activities in newsletters, tourism publications, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Iowa Cultural Coalition built a constituent database of over 600 activists, supported by a grant from the Iowa Arts Council. ICC uses the "Constant Contact" web email program to send out important cultural notices, and also maintains a web site, <a href="http://iowaculturalcoalition.org">iowaculturalcoalition.org</a>.</li> </ul>
4. Establish a "tax-free weekend" for art and cultural purchases, to encourage cultural consumerism.	<ul style="list-style-type: none"> <li>• DCA has participated in discussions noted at right</li> </ul>	<ul style="list-style-type: none"> <li>• This issue has been raised in discussions with constituents and legislators; no momentum has occurred as yet in legislature</li> </ul>

### **What else has occurred in support of this goal since 2004?**

1. DCA launched the Great Places initiative to support Iowa communities and regional places; as of September 25, 2008 there are 20 Iowa Great Places
2. DCA expanded the Cultural & Entertainment Districts program; currently there are 30 certified districts in Iowa with more expected to be established yet in 2008 and annually thereafter
3. DCA established the State Curator position to support and boost the quality of work in local historical museums and societies
4. The State Historic Preservation Office regularly collaborates with Main Street Iowa and the Iowa Historic Preservation Alliance to provide outreach in support of enhancing communities through cost-effective preservation of historic buildings
5. DCA worked closely with the Rebuild Iowa Office, FEMA, and others to support cultural resources in Iowa communities following severe weather and flooding in 2008
6. The Iowa Historical Records Advisory Board has provided technical assistance and support to historical repositories in all parts of the state.
7. The State Historic Preservation Office regularly conducts statewide preservation conferences, both as a single agency and in cooperation with Main Street Iowa

8. The State Historic Preservation Office launched a "Hollywood in the Heartland" historic survey project with support from a Preserve American Grant
9. The State Historic Preservation Office works closely with the National Park Service on the Preserve American program. To date, 8 individual Iowa communities and 1 county have been designated as "Preserve America" communities.
10. The Iowa Historic Preservation Alliance has provided historic preservation community consulting to Cedar Rapids to assist government and property owners
11. Silos and Smokestacks National Heritage Area designated Historical Building and State Historic Sites along with over one hundred other "Heritage Attractions"
12. The Iowa Historic Preservation Alliance and Iowan Magazine cooperate on the annual "Heritage Travel Guide" issue that features Iowa Heritage attractions across the state.
13. The Iowa Tourism Office's web site has launched a section called "Experience Iowa". Arts and Culture is an interest area that people can select to plan their trip, highlighting arts and cultural experiences in the state.
14. Iowa Museum Association partnered with Iowa Bed and Breakfast Innkeepers Association, Iowa Bed and Breakfast Guild, Iowa Natural Heritage Foundation, Iowa Tourism regions, and the DNR to determine bike trails in the state that also feature museums and B and Bs and to present "Destination Trails" insert in Spring 2008 issue of Iowan Magazine. This piece highlighted destinations statewide where visitors could find museum and heritage sites, outdoor recreation, and unique places to stay.

### **3. Cultural Workers as Entrepreneurs**

*Iowa is a place where cultural workers can be financially successful and are recognized as a significant part of the economy.*

Objective	DCA/State Activity	Constituent/Other Groups Activity
1. Cultural worker tax incentives at local & state level by 2008 (e.g. – income tax exemption, property tax abatement).	<ul style="list-style-type: none"> <li>• DCA has provided information in response to legislative inquiries</li> <li>• Legislation on this issue has been introduced by Representative Helen Miller; no passage to date</li> </ul>	
2. Form an association of artists & cultural workers offering group health insurance and other benefits by 2008.		<ul style="list-style-type: none"> <li>• The Iowa Cultural Coalition entered into discussions with Farm Bureau Insurance to develop a group insurance program for individual cultural workers. Its success is unmeasured at this time.</li> </ul>

**What else has occurred in support of this goal since 2004?**

1. The Iowa Arts Council established an online store, Buyiowaart.com, to provide artists with a means of selling their work to a broader audience. The program has since spun off from the Iowa Arts Council and is managed independently as SpinMarketArt.com
2. The Iowa Arts Council produced a marketing conference for artists in 2007, and plans another in June, 2009.

3. DCA divisions maintain rosters or directories of historical consultants, teaching artists, performing artists, public art artists, and folk & traditional artists, to help communities find excellent resources in these areas, statewide
4. An increase statewide in historic preservation projects has resulted in increased employment for artisans in traditional crafts such as stoneworking, tile, etc.
5. The Iowa Arts Council is conducting research during FY09 to establish an artist fellowship program for Iowa artists
6. With the designation of a portion of gaming funds to DCA, the Iowa Community Cultural Grant program is able to support more projects, in turn resulting in the hiring of more cultural workers
7. The Iowa Arts Council provided training in 2008 for artists seeking to work in public art
8. The State Historical Society of Iowa's Technical Assistance Network (TAN) employs professionals as consultants to potential grant applicants in the areas of museums, documentary collections and historic preservation
9. The State Historic Preservation Office maintains a current database of consultants and is in discussions with associated organizations to transfer maintenance responsibilities for this database to the Association of Iowa Architects and the Iowa Historic Preservation Alliance in order to provide better service to the public.
10. The Iowa Historic Preservation Alliance is publishing a web resource list for historic preservation contractors
11. The Iowa Arts Council coordinated with the Iowa Tourism Office to feature folk and traditional arts performers at the Iowa Tourism Conference in 2008, as a way to let tourism workers gain familiarity with Iowa artists.
12. The Iowa Historic Preservation Alliance publishing web resource list for historic preservation contractors
13. The Iowa Museum Association maintains a list of job openings for museum workers at [www.iowamuseums.org](http://www.iowamuseums.org) and routinely sends notices of such openings to its membership.
14. The Iowa Museum Association recognizes cultural workers' achievements, job changes, etc. in its printed quarterly newsletter, *IMAg*es.

#### **4. Education**

*Iowa is a national leader in cultural education.*

Objective	DCA/State Activity	Constituent/Other Groups Activity
1. At least 50 school districts will establish at least one new school-community collaboration (business-school, arts organization-school, etc.) each year by 2008.	<ul style="list-style-type: none"> <li>• From FY05-08, 147 projects in 123 Iowa schools received Iowa Arts Council funding to connect artists with students in classroom visits, residencies, and other projects.</li> </ul>	
2. Establish and implement an Iowa Studies course (including history, arts, culture, diversity, humanities) in 10 new school districts by 2008.	<ul style="list-style-type: none"> <li>• Iowa Studies curriculum is being tested in FY09; will report to legislature on its status in January 2009 and in 2010</li> </ul>	<ul style="list-style-type: none"> <li>• Simpson College established an Iowa History Center to promote study of Iowa History.</li> <li>• DMACC established an Iowa Studies Center to promote the study of Iowa studies and to promote additional teaching of Iowa History at the secondary level.</li> </ul>

3. At least 20 school districts increase funding of arts, music and other cultural opportunities by 20% by 2008.		
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### What else has occurred in support of this goal since 2004?

- The Iowa Arts Council has developed high-quality curriculum resources, including extensive lesson plans and classroom materials, related to Iowa folklife and the work of master Iowa artists
- The State Historical Society's National History Day program consistently results in Iowa students receiving national awards for their research into important historical events and people. Thousands of Iowa school students are served annually through the National History Day in Iowa Program
- The Iowa Arts Council began a 3-year partnership with Gallagher-Bluedorn Performing Arts Center in 2008, to enhance the skills of professional artists in working collaboratively with schools and teachers
- The State Historical Museum began a Museum Theatre program, which annually offers 8,000 to 12,000 students the chance to learn about history in a lively and engaging way
- The State Historical Museum has established a partnership with Scavo alternative high school in Des Moines. The teacher and students use our classroom and the historical museum as an off site classroom and in turn provide service hours for programs within the department.
- DCA staff collaborate with numerous other organizations on a regular basis, to improve arts, culture, and history education in Iowa. Some partners include: Bravo Greater Des Moines, Iowa Alliance for Arts in Education, Iowa Museum Association, Des Moines Public Schools
- Iowa's Department of Education re-established its Social Studies consultant position, thereby providing additional support for history education in Iowa schools
- Special events and programs presented at Western Historic Trails Center, Plum Grove and Montauk expand audiences and educational impact
- The State Historical Museum annually hosts the Art Educators of Iowa's Youth Art Month exhibition
- State Historical Library staff conduct a regular book discussion group in Des Moines
- The State Historical Society implemented a Big Read program based on Jack London's connections to Iowa
- State Historical Library staff in Iowa City developed and implemented a "History for Lunch" series bringing discussions of relevant historical topics to the public on a regular basis.
- The State Historic Preservation Office is developing additional education sessions as part of a new public outreach initiative including the creation of a new "Public Outreach Coordinator" position within the office.
- The State Historical Society of Iowa published the "Rural Heritage & Timber Frame Barn" 5<sup>th</sup> through 8<sup>th</sup> grade curriculum with funding from Silos And Smokestacks National Heritage Area and support from the National Barn Alliance
- The Iowa Museum Association is partnering with Silos and Smokestacks and the University of Northern Iowa on an IMLS 21<sup>st</sup> Century Grant Application that would provide hands on education and mentoring for university students entering the museum or public history field.
- The Iowa Museum Association regularly offers workshops and/or seminars on improving the teaching of Iowa's history and culture by Iowa museums.

## **5. Financial Planning**

*Iowa cultural organizations are vigorous, healthy, entrepreneurial and financially sound.*

<b>Objective</b>	<b>DCA/State Activity</b>
1. Create a dedicated funding stream to achieve a \$10 million Cultural Trust in 5 years, to include a component that supports organizational stabilization.	<ul style="list-style-type: none"> <li>• A dedicated funding stream (the 2005 Iowa Values Fund) will deposit \$1 million/year to the Iowa Cultural Trust for a total of 10 years (until 2015)</li> </ul>
2. Create significant financial incentives for at least 100 Cultural & Entertainment Districts, such as sales tax exemptions, rehabilitation tax credits, property tax abatements, hotel/motel tax dedications, and income tax exemptions or credits.	<ul style="list-style-type: none"> <li>• Cultural &amp; Entertainment Districts are eligible for 40% of available state historic tax credits, as a result of 2007 legislation</li> </ul>
3. Create at least 10 additional local "percent for public art" programs.	<ul style="list-style-type: none"> <li>• The DCA has asked permission to introduce legislation in 2009 to increase the percent for public art for Iowa's Art in State Buildings program.</li> <li>• Senator Bill Dotzler introduced legislation in 2008 to increase the percent for art in the Art in State Buildings program, and to add a revolving fund for maintenance costs; no passage as yet</li> </ul>
4. Establish a Governor's awards program to recognize local financial support of cultural organizations and endeavors, by corporations, trusts, small businesses and individuals.	<ul style="list-style-type: none"> <li>• Lt Governor Patty Judge has instituted an Iowa Artist Showcase program, highlighting the work of visual artists in Iowa regions</li> </ul>

### What else has occurred in support of this goal since 2004?

- The 2007 designation of \$520,000 annually to DCA from state gaming revenues allowed a much-needed influx of funds to support operating costs of cultural organizations in Iowa, through the administration of several DCA grant programs
- DCA's Cultural Leadership Partners program was established, and has resulted in a mutually supportive network of 59 arts, culture, and history organizations statewide. These organizations receive operational support from DCA, and as a network they share expertise and professional knowledge among themselves as well as with smaller organizations in Iowa.
- The Iowa Cultural Trust began a series of workshops in 2008 to provide training for small- and mid-sized organizations in strategic planning and board development, with a view toward greater professionalism and fiscal sustainability.
- With a portion of the gaming funds designated for DCA, the department established a Small Operating Support (SOS) grant program to assist smaller cultural organizations.
- The Iowa Museum Association regularly offers workshops and seminars on increasing financial stability of Iowa's museums, identifying new revenue streams, improving museum stores, etc.

## **6. Historic Preservation & Documentation**

*Iowa is recognized for its dynamic, creative approach to the preservation of its cultural heritage and ease of public access to historic documents, artifacts and resources.*

<b>Objective</b>	<b>DCA/State Activity</b>	<b>Constituent/Other Groups Activity</b>
<p>1. Provide state training for local archivists, to establish and support local archives.</p>	<ul style="list-style-type: none"> <li>• Annual training is provided for city clerks, as well as workshops for many others working with archival materials</li> <li>• State Historical Society collaborated with the Iowa Municipal Finance Officers Association to present a series of ten workshops in various parts of the state to assist local government records keepers with establishing records management programs at the local level.</li> </ul>	<ul style="list-style-type: none"> <li>• The Council of State Archivists (headquartered in Iowa City) is developing a training program for local government officials on disaster preparedness focused on protecting vital operating records. The State Archives of Iowa is an active partner with this effort.</li> <li>• The Iowa Museum Association has presented several workshops on protection of cultural resources for local organizations.</li> </ul>
<p>2. Double allowable historic preservation tax credits, and make them more equitable for both residential and commercial projects.</p>	<ul style="list-style-type: none"> <li>• Allowable historic preservation tax credits have more than doubled since 2004, from \$2.4 million to \$20 million, including a 10% set-aside for smaller projects, which generally include residential projects</li> </ul>	<ul style="list-style-type: none"> <li>• Constituent organizations are evaluating the political viability of proposing that the cap on Historic Tax Credits either be increased dramatically or be lifted entirely.</li> </ul>
<p>3. Establish an annual public education program to provide training about historic preservation for Certified Local Governments, property owners, real estate firms, lenders and other professionals.</p>	<ul style="list-style-type: none"> <li>• State Historic Preservation Office has instituted a biennial Historic Preservation Conference and supports Main Street Iowa's preservation conference on off years.</li> <li>• State Historical Society also conducts annual Community History Day activities, which include training workshops, and collaborate regularly to provide training through the Iowa Department of Economic Development's Main Street program.</li> <li>• In 2008 and subsequent years, the State Historical Society is collaborating with FEMA and CDBG programs to provide specialized training in flood-affected communities</li> </ul>	<ul style="list-style-type: none"> <li>• The Iowa Historic Preservation Alliance is sponsor of the State Historical Society conference and the Main Street Conference</li> <li>• The Iowa Historic Preservation Alliance sponsors annual best of preservation awards and 11 most endangered designations</li> <li>• The Iowa Historic Preservation Alliance publishes a state wide quarterly newsletter highlighting historic preservation activities around the state</li> <li>• The Iowa Historic Preservation Alliance plans to produce "how to use" programs on historic tax credits and international building code</li> <li>• The Iowa Historic Preservation Alliance and National Trust for Historic Preservation</li> </ul>

		designated a consulting party for Federal disaster funding <ul style="list-style-type: none"> <li>• Sheriffa Jones conducted a historic preservation workshop with real estate professionals in 2008</li> </ul>
4. Implement a "smart" building code for historic structures.	<ul style="list-style-type: none"> <li>• In 2006 the State Building Code Commissioner, with support from the State Historical Society, adopted the International Existing Buildings Code to provide standards for renovation of historic buildings.</li> </ul>	<ul style="list-style-type: none"> <li>• The Iowa Historic Preservation Alliance initiated this activity with letter to Governor and DCA in 2003</li> <li>• The Iowa Department of Economic Development established a new "green initiative"</li> </ul>
5. Lock in full funding for the REAP program, at least through 2010.	<ul style="list-style-type: none"> <li>• REAP program is funded at \$18 million as of FY09. Full funding would be \$20 million.</li> </ul>	<ul style="list-style-type: none"> <li>• The REAP Alliance, in conjunction with the Department of Natural Resources has developed a proposal for sustainable funding for REAP at full finding levels.</li> </ul>

### What else has occurred in support of this goal since 2004?

- Established a structure for the State Historical Society in 2008 that allows for integration and communication throughout the division and clarifies its identity in the field
- Boosted visibility of numerous Iowa folk & traditional artists through annual Iowa Roots radio series, 2003-08 Cultural Express program, and participation in tri-state Midwest Folk Festival
- Underground Railroad articles digitized and ready to go online once capacity exists
- John Brown Trail has been established and will be marked with appropriate signage by the end of FY 2009.
- Enhanced online library catalog, adding special collections and other unique materials
- Maintained an extraordinarily active program of state historical museum exhibitions
- Embarked on a contract with a vendor to provide digital access to all articles in past issues of Annals of Iowa and Iowa Heritage Illustrated magazine
- Ready to begin a project to prepare architectural and historical records for digitization
- Researched and documented the existence and development of place-based foods in Iowa, and launched a new web site to share that information
- Preservation of Iowa Civil War battle flags for future generations
- the State Historical Society has overseen the state investment of vertical infrastructure/routine maintenance funding at historic sites and at the Centennial Building in Iowa City.
- State Curator workshops on collections and exhibit work have been presented to local organizations and to Iowa Museum Association membership
- State of the State Archives have improved collection care and enhanced basic controls for State Archives inventory
- All National Register of Historic Places nominations have been digitized and approximately 3.4 of the Historic/Architectural reports have been digitized. Work is about to begin on digitizing archaeological reports submitted to the State Historic Preservation Office
- The State Historic Preservation Office continues to develop GIS information layers. Over 80% of the existing Iowa Site Inventory has been geomapped

- In 2004 the Iowa Historic Preservation Alliance, DCA, Iowa Farm Bureau, Iowa Farmers Union and other organizations sponsored a resolution that was adopted by the Governor as “The Year of the Barn”
- The Iowa Historic Preservation Alliance coordinated with the State Historical Society on a Barn and Farmstead Survey/documentation project
- The Iowa Historic Preservation Alliance sponsors an annual School House Conference
- The Iowa Historic Preservation Alliance conducts Barn and Farm Documentation training
- The Iowa Historic Preservation Alliance conducts ongoing training efforts in Cedar Rapids for flood recovery
- The Iowa Museum Association offers multiple workshops and seminars each year which increase institutional capacity in the care of historic artifacts and documents.
- The Iowa Museum Association offers multiple workshops and seminars each year which increase institutional capacity in the exhibition and interpretation of artifacts and documents for the public’s better understanding.

### 7. Marketing & Audience Development

*Iowans of all ages enthusiastically participate in cultural activities.*

Objective	DCA/State Activity	Constituent/Other Groups Activity
1. Iowa Cultural Coalition designs a blueprint for—and promotes—development of community cultural alliances statewide.	• n/a	• Iowa Cultural Coalition and Iowa’s Cultural Alliances have effectively merged into a single advocacy organization.
2. Develop, promote & secure adequate private funding for a statewide cultural web site, such as the Iowa Cultural Opportunity Network.	• n/a	• ICC has a web site and has established fund raising as a high priority for the coming year (2009)
3. Create a best practices manual for promoting to younger audiences and volunteers.		
4. Establish a cultural co-op to leverage media purchasing power.	• Collaboration with Iowa Office of Tourism has resulted in more cross-promotion of Tourism’s Co-op Marketing Program to cultural organizations, and the addition of more Iowa-specific publications included in that program	• IA Historic Preservation Alliance and IA Museum Association regularly encourage historic sites to take advantage of the IDDED Tourism Co-op as well as the Iowan Magazine “Heritage Travel” edition

What else has occurred in support of this goal since 2004?

- Established a DCA communications team with coordinated plans and activities, which has resulted in much greater media visibility for DCA activities statewide
- Iowa Arts Council’s 2008-11 strategic plan includes a major focus on visibility for Iowa arts and artists; strategies being developed in FY09

- The Department of Cultural Affairs has improved collecting of visitor statistics at the State Historical Building
- Increased public programming associated with special events and correlated with State Museum exhibitions has increased public visibility for the State Historical Society of Iowa
- SHPO created a “Public Outreach Coordinator” position to enhance and coordinate educational workshops presented through that office
- “The Bracket,” a long-dormant historic preservation newsletter is projected to be re-introduced as an electronic publication in 2009
- The SHPO initiated an annual preservation conference with a very successful “Reddy for Preservation” Conference in Sioux City in 2008
- The Iowa Museum Association provides space on its website ([www.iowamuseums.org](http://www.iowamuseums.org)) for IMA member institutions to promote events and programs at their institutions.
- The Iowa Museum Association promo on the value of volunteering at cultural and historical institutions has been part of the KCRG-TV Public Service Announcement rotation during 2008.
- The Iowa Museum Association introduced “Lights On for Museums,” an initiative to have museums across the state stay open on the same night to promote increased access to museums.
- The Iowa Museum Association has partnered with The Iowan Magazine for several special sections promoting Iowa’s museums.

### 8. *Young Iowans*

*Young people are involved, engaged and committed to Iowa culture.*

Objective	DCA/State Activity
1. The Iowa Department of Cultural Affairs will allocate one dedicated part-time staff person to oversee and reorganize the Young Iowans Cultural Council program, to include a new purpose, membership development, sustainable planning, and an annual networking conference.	<ul style="list-style-type: none"> <li>• Young Iowans Cultural Council is no longer active. One DCA (IAC) staff member is assigned to maintain ongoing connection and communication with the Generation Iowa Commission, YP Iowa, and other groups representing young Iowans</li> </ul>
2. Inventory internship opportunities available at arts and cultural organizations and promote these on the DCA and YICC websites.	<ul style="list-style-type: none"> <li>• The Iowa Arts Council web site has instituted a listing of available internships in Iowa cultural organizations</li> <li>• DCA makes extensive use of interns and volunteers, including a formal partnership with Simpson College for ongoing internship placement, and prominent information about volunteering on the State Historical Society web site</li> </ul>
3. Establish a grant program to support 5 paid internships for applicable organizations yearly.	<ul style="list-style-type: none"> <li>• No funding resources available to establish a new grant program.</li> </ul>
4. 10% of DCA grant funds issued to arts and cultural initiatives will require youth leadership development and involvement.	<ul style="list-style-type: none"> <li>• Discussed internally, but a quota system for grant funds was determined to not be in the best interest of constituents</li> </ul>

What else has occurred in support of this goal since 2004?

- Cultural & Entertainment Districts review panel always includes at least 1 young Iowan, as does the Iowa Great Places board
- State historical museum began a program to train young Iowans as docents and volunteers in the museum
- The Iowa Arts Council manages the state-level competition of the national Poetry Out Loud poetry recitation competition for high school students
- National History Day activities involve some 4000 Iowa junior high and high school students annually
- The Iowa Museum Association is working with University of Northern Iowa History Department (Public History) to make students more aware of opportunities for volunteering and interning in cultural/historical institutions.