

ARTS ALLIANCE FEASIBILITY STUDY

Arts Alliance Feasibility Study

- **Sponsors:** Iowa City Downtown District, Think Iowa City & City of Iowa City
- **Consultant:** Group Creative Services (Des Moines)
- **Purpose:** Evaluate the need for an Iowa City Arts Alliance and evaluate:
 - Risk, opportunities & factors for success in forming an alliance
 - Organizational models & structure
 - Funding strategies
 - Membership Criteria
 - Proposed Scope of Activities/Services
 - Road map for the first 5 years (operational needs & priorities)

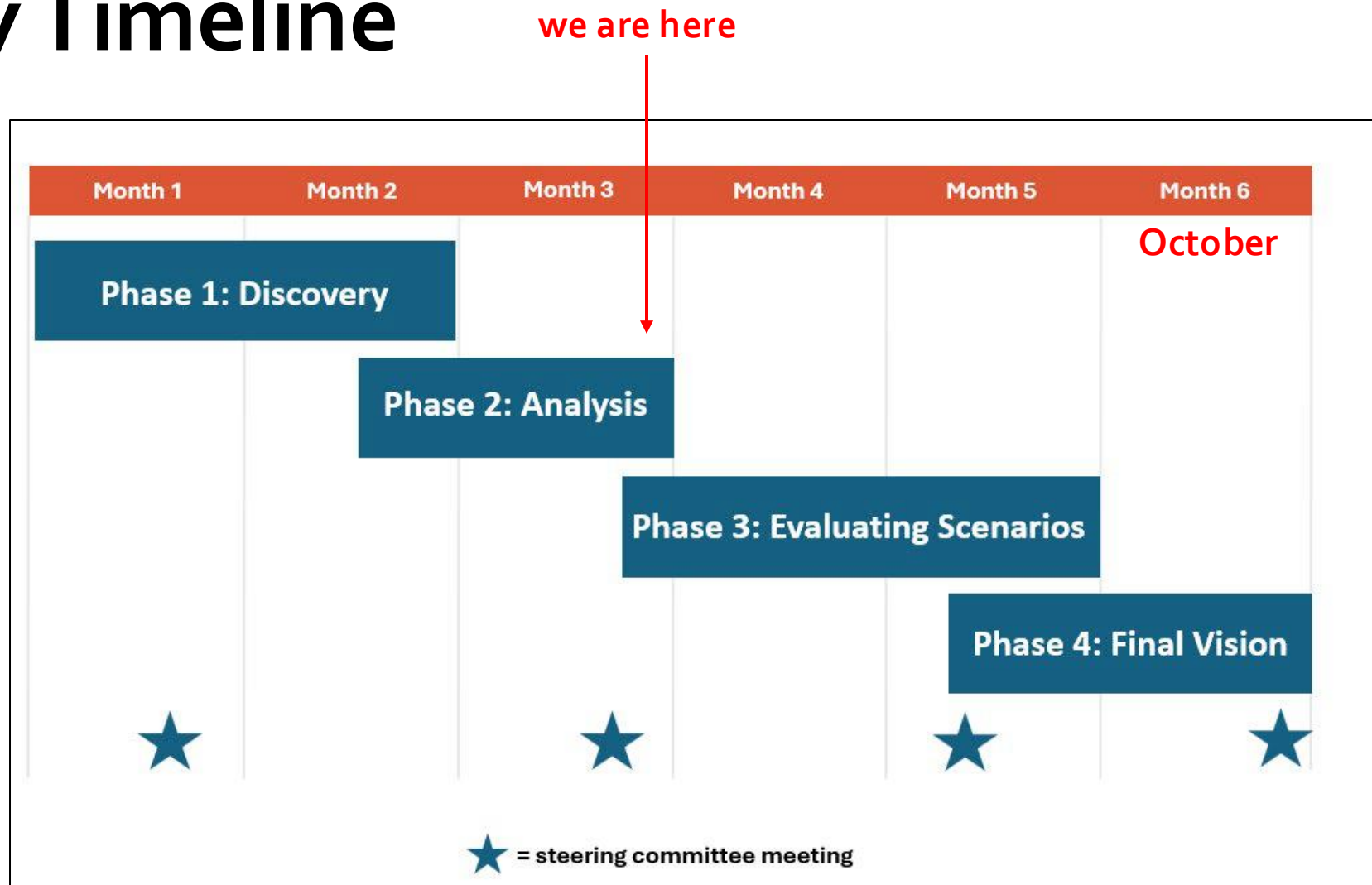
Steering Committee

- John Engelbrecht - Executive Director, Public Space One
- Betsy Potter - Executive Director, Iowa City Downtown District
- John Schickedanz - Executive Director, The Englert
- Chris O'Brien/Rachel Killburg - City of Iowa City
- Maurice Davis - Executive Director, So6
- Tammie Walker - Director, University of Iowa School of Music
- Shelly Maharry- Executive Director, Community Foundation of Johnson County
- Cady Gerlach - Executive Director, Better Together 2030
- Jeff Capps - Executive Director, Iowa Children's Museum
- Lisa Barnes - Executive Director, Summer of The Arts
- Caleb Rainey - Founder, Mic Check Poetry Fest/ICSpeaks - Pending
- Andre Perry - Executive Director, University of Iowa Office of Performing Arts & Engagement
- Katie Roche - Executive Director, Iowa City Public Library Friends Foundation
- Jen Knights - Performing Arts Communication Manager, University of Iowa
- Adam Knight - Producing Artistic Director, Riverside Theatre
- Andrew Sherburne – Executive Director, FilmScene
- John Kenyon - Executive Director, Iowa City UNESCO City of Literature

Phase 1 Interviews

- Economic Development & local government partners
- Donors
- Artists
- 16 other Arts & Culture Organizations + Venues not represented on the Steering Committee (16 total - Stanley, Wright House, Artifactory, Fab Lab, ICON, Trumpet Blossom, etc.)
- other Arts supporters, advocates, and stakeholders
- 11 non-profit groups and foundations

Study Timeline



Emerging Themes

Guiding Principles

- Collaboration over competition
- Preservation of individual artist/org autonomy
- Inclusivity & accessibility
- Action-Oriented & nimble
- Peer-led with professional support

Emerging Themes

Strategic Priorities

- Fostering financial stability & sustainability
- Enhancing collaboration & connectivity
- Championing unified advocacy
- Addressing collective needs
- Building capacity for artists & organizations
- Promoting inclusivity + accessibility
- Ensuring effective leadership & accountability

Emerging Themes

Shared Concerns & Pitfalls

- Starting too fast & broad
- Duplicating existing efforts
- Becoming “just another” organization
- Losing individuality of members
- Funding cannabilization
- Planning paralysis
- Geographic overreach
- Balance diverse needs & inclusive challenges
- Public perception gap
- Arts education & audience development

Study Timeline

