

Department of Cultural Affairs and Special Events Program Inventory

Program Inventory

Background

Mayor Rahm Emanuel's Transition Plan identified the need to conduct an inventory of the City's cultural programs, events, and services, as a first step in the development of the City's new cultural plan

In June 2011, Michelle Boone, Commissioner of the Department of Cultural Affairs and Special Events (DCASE), reached out to Civic Consulting Alliance, which conducted the program inventory on a pro-bono basis

The goal of the inventory was to provide DCASE with a comprehensive understanding of its programs, services, and facilities, and as well as basic information about approaches to program marketing and administration

The following slides provide an overview of the program inventory results

Program Inventory Approach

The inventory looked at the programs, services, and facilities managed by:

- DCASE, including both the bureaus of Cultural Affairs (CA) and Special Events (SE)
- Chicago Office of Tourism and Culture (COTC), with which DCASE had entered into a one-year contract (2011) to perform certain functions on its behalf

To conduct the inventory, Civic Consulting interviewed DCASE and COTC program managers; reviewed program, audience, and departmental data; and addressed the following questions:

- What programs and services are offered?
- How many people participate (audience, artists, etc.)?
- How are decisions made?
- How is each facility used? How often?
- How are programs being marketed?

Notes:

- The program inventory does not include tourism promotion or the Taste of Chicago, which in 2011 was managed by the Chicago Park District
- In the 2011 contract, COTC functions include visual/public art; tourism; cultural programs and grants; events, production, and retail; and some finance/administration

Program and Services (2010)

In 2010, DCASE and their contractors offered programs and services in these areas:

- Artistic programming and performances
- Arts / culture industry support
- Permitting and event logistics support
- Special events, both small (< 1 million attendance/week) and large (> 1 million/week)
- Visitor services (tours and information)

Total offerings included:

- 88 programs, nearly 2K performances
 - ~80% of programs were free to the public
 - Most ticketed events were run by DCASE contractors with no more than a \$30 ticket price
- 37 services

Top 5 genres were (by # of performances*):

- Music (1,043 performances)
- Neighborhood events (753)
- Theatre (657)
- Dance (567)
- Visual arts (394)
- All other genres each featured 108 or fewer performances

*When a program falls into more than one genre, its performances are counted in both categories

Participation (2010)

In 2010, DCASE programs served:

- 8 million people through direct attendance at programs
- 10+ million people (additional) served indirectly through partnerships with other organizations
- 14,000 participants and performers hired

Additional notes on participation:

- In 2010, three events (Taste of Chicago, Chicago Air and Water Show, and the Christmas Tree lighting) drove more than half of the attendance
- Attendance at musical events is triple that of other genres
- ~ 6 million people (of the 8 million program attendees) participated in programs in central Chicago
 - 2.2 million downtown
 - 3.7 million in central neighborhoods (e.g. Pilsen, West Loop, Old Town, etc.)
- Permitting and logistics support (e.g. for neighborhood festivals) served more than 7 million people (of the 10 million indirectly served)

Facilities (2010)

DCASE programs the following 10 facilities:

- Millennium Park
- Cultural Center
- Gallery 37
- 72 E Randolph
- **Maxim's**
- Water Works
- City Gallery
- Clarke House
- Daley Plaza
- 601 S Michigan



All but one (72 E Randolph) use 70% or more of available square footage for programming

Cultural Center

- 319 private event rentals generated \$1.208 million in rental revenue

Millennium Park

- 91 private event rentals generated \$1.016 million in rental revenue

Maxim's

- Programs: 19 days in 2010 (including 6 days for afternoon tea, discontinued for 2012)
- Private rentals: 50 days in 2010

Program Administration and Marketing (2011)

Administration

- The bureaus of Cultural Affairs and Special Events differ in their perceived mission and approach to program origination
- Special Events works very closely with the Chicago Park District on many programs

Marketing

- DCASE and its contractors strongly emphasize social marketing when marketing programs
- Most programs and services are marketed through similar efforts (e.g., web site, social media, etc.); few receive customized marketing
- Target audiences by program are not typically identified for marketing efforts

Supporting Data

The following pages contain details and select data, such as:

- Program inventory (catalogue of programs, services and facilities)
- Programmatic breakdown
- Attendance at events
- Number of offerings and direct attendance
- Breakdown of participants and performers
- Overview of facilities

Program Inventory

(88 programs and 37 services; 125 total)

Arts & Community Engagement ⁽²⁾

1. World Kitchen
2. Farmstand Programs
3. Chicago Publishers Gallery
4. Literary/Publishing programs for the public
5. Fashion Focus
6. Sidewalk Sale
7. Holiday Shopping Event
8. Cultural Network
9. Spotlight on Chicago
10. ACE Programing – Misc.
11. Public Lecture Programs
12. Neighborhood Arts Program ⁽¹⁾
13. City Arts Program ⁽¹⁾
14. Community Arts Assistance Program ⁽¹⁾
15. Cultural Outreach Program ⁽¹⁾
16. Culinary Concierge ⁽¹⁾
17. Culinary Industry Support ⁽¹⁾
18. Chicago Publishes website ⁽¹⁾
19. Literary/Publishing Industry Support ⁽¹⁾
20. Mayor's Fashion Council ⁽¹⁾
21. Fashion Incubator ⁽¹⁾
22. Fashion Website ⁽¹⁾
23. Fashion general support ⁽¹⁾
24. ACE Outreach ⁽¹⁾
25. Chicago Artist Month ⁽¹⁾

Music ⁽²⁾

1. Lunchbreak Concerts at MP
2. Downtown Sound: New Music Mondays
3. Music Without Borders
4. Made in Chicago: World Class Jazz
5. MP Free Summer Workouts
6. Under the Dome
7. New Music Mondays
8. Summer Opera
9. Sunday Salon
10. Film Programming
11. Lunchbreak at CCC (incl. Classical Mondays, Jazz, Blues, and Beyond, Music Without Borders)
12. Dance-Along Nutcracker
13. Jazz Links Jam Sessions
14. Euro Jazz meets Chicago
15. Chicago Cultural Center Presents
16. Chicago Summerdance
17. World Music Festival: Chicago
18. Chicago Early Music Festival
19. Music – Misc.
20. Music Artist Services ⁽¹⁾

Sports

1. Bike Chicago/ Bike to Work Rally
2. Race to Taste
3. **Mayor's Sport Festival**
4. Large Sport Celebrations
5. Private Athletic Events ⁽¹⁾

Film

1. Film ⁽¹⁾

Festivals

1. Chicago Blues Festival
2. Air & Water Show
3. Chicago Jazz Festival

Also:

- Taste of Chicago (Operated by the Chicago Park District in 2011)

Events

1. Christmas Tree / Santa House
2. Snow Days Chicago
3. Chicagoween/Franken Plaza
4. Kids & Kites Festival
5. Dr. Martin Luther King Jr. Interfaith Breakfast
6. City Birthday Celebration
7. Daley Plaza Noontime Program/Events
8. Chicago Farmers Market
9. City Hall Holiday Concert
10. Maxwell Street Market
11. Memorial Day Parade

Private Events ⁽²⁾

1. Tribute Series
2. **Cabaret @ Maxim's**
3. Holiday Program @ **Maxim's**
4. **Afternoon Tea @ Maxim's**
5. Production Service ⁽¹⁾
6. Technical Service ⁽¹⁾
7. Private Rental- Millennium Park⁽¹⁾
8. Private Rental- Cultural Center ⁽¹⁾
9. Private Rental- **Maxim's** ⁽¹⁾

Notes: (1) Denotes service; All other listings s are programs (2) Program managed by a contractor

Program Inventory, continued

Visual Arts ⁽²⁾

1. **Public Art ("Percent for Art")**
2. Visual Art
3. Project Onward
4. Millennium Park Curator

Neighborhoods

1. Jumping Jacks
2. Neighborhood Events-Misc. ⁽¹⁾
3. Neighborhood Festivals ⁽¹⁾
4. Parades ⁽¹⁾

Theatre & Dance ⁽²⁾

1. Storefront Theatre
2. Studio Theatre
3. AFTRA/SAG
4. Vet Art Project
5. Theatre- Misc
6. Dance- Misc
7. DCATheatre.org ⁽¹⁾
8. Ticket Office ⁽¹⁾

Special Programs ⁽²⁾

1. Family Fun Festival
2. MP Presenting Concerts
3. Dusk Variations
4. Caroling at Cloudgate
5. In the Works
6. Cabaret with a View
7. Family Theatre Series
8. Hallowed Halls
9. Misc Programs
10. Neighborhood Photo Tours
11. Visitor Services/ Front of House ⁽¹⁾

Visitor Program & Services ⁽²⁾

1. Chicago Neighborhood Tours
2. Chicago Greeter
3. VIP Chicago
4. 3 Visitor Centers
5. Summer Initiative
6. Winter Initiative
7. Get up and Go

Facilities

1. Cultural Center
2. Gallery 37
3. **Maxim's**
4. 72 E Randolph
5. Water Works
6. Clarke House
7. Millennium Park

Additional programming at:

8. City Gallery
9. Daley Plaza
10. 601 S. Michigan

Protocol

1. Ethnic Receptions
2. Military Events
3. Holocaust Remembrance
4. Drunk Driving Candlelight Vigil
5. Corporate Sponsor Reception
6. Protocol Related Support ⁽¹⁾

Planning

1. At Work Forums
2. Clarke House
3. Creative Chicago Expo
4. Cermak Creative Industries ⁽¹⁾
5. Chicago Artists Resource Website + E-newsletter ⁽¹⁾
6. Creative Chicago Survey ⁽¹⁾
7. Policy ⁽¹⁾
8. Research and special projects ⁽¹⁾
9. Space and Facility Development Assistance ⁽¹⁾
10. Theatre District Banner Program ⁽¹⁾
11. Tribute Markers ⁽¹⁾

Notes:

(1) Denotes service; All other listings are programs

(2) Program managed by a contractor

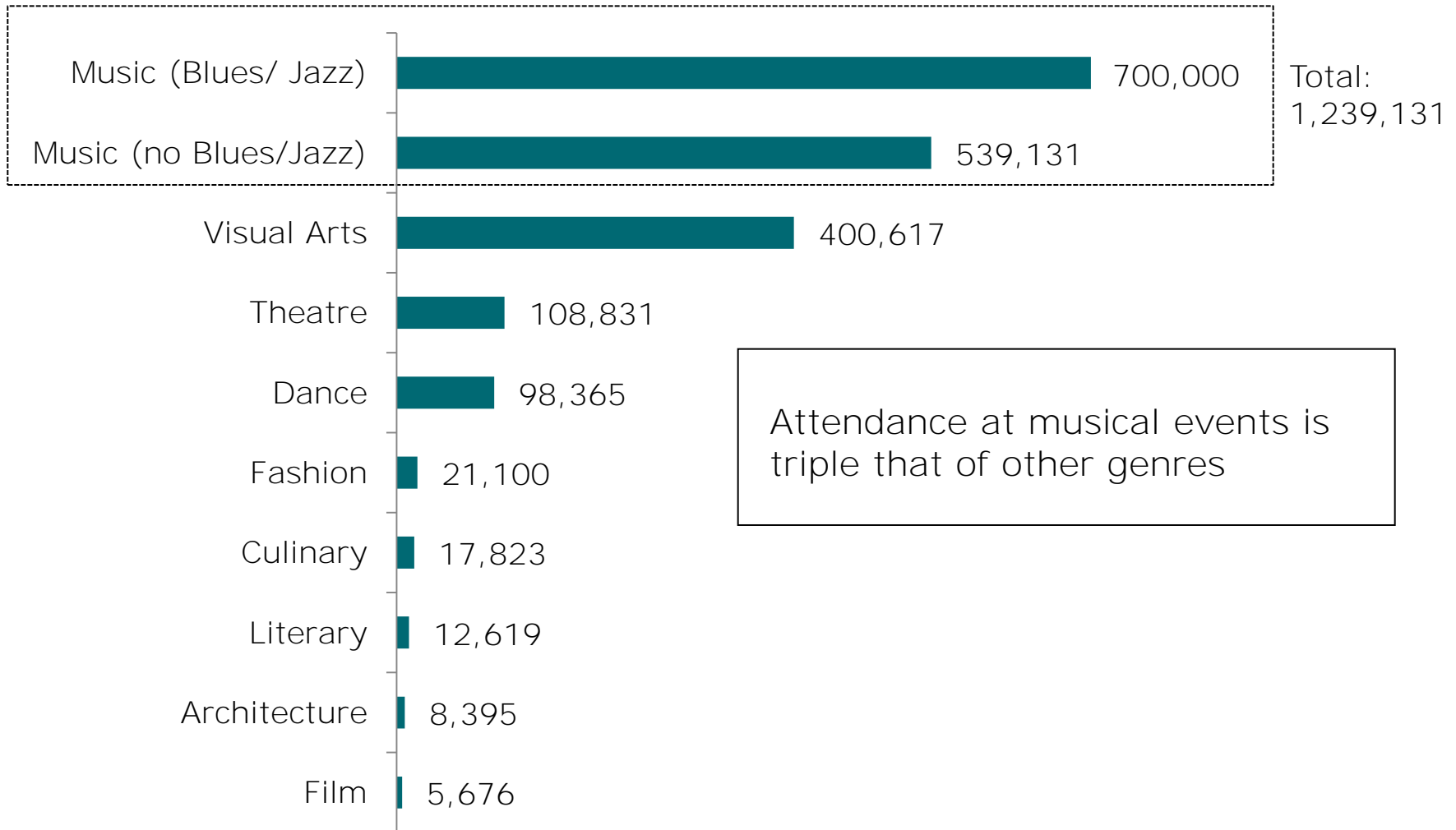
Programmatic breakdown by function

Function	DCASE (Special Events)	DCASE (Cultural Affairs)	DCASE (Contractor)
Artistic Programming			✓
Arts/ Culture Support		✓	✓
Facilities Management	✓	✓	✓
Permitting/ Logistics Support	✓		
Special Events (Large)	✓		
Special Events (Small)	✓		✓
Visitor Services			✓

Notes:

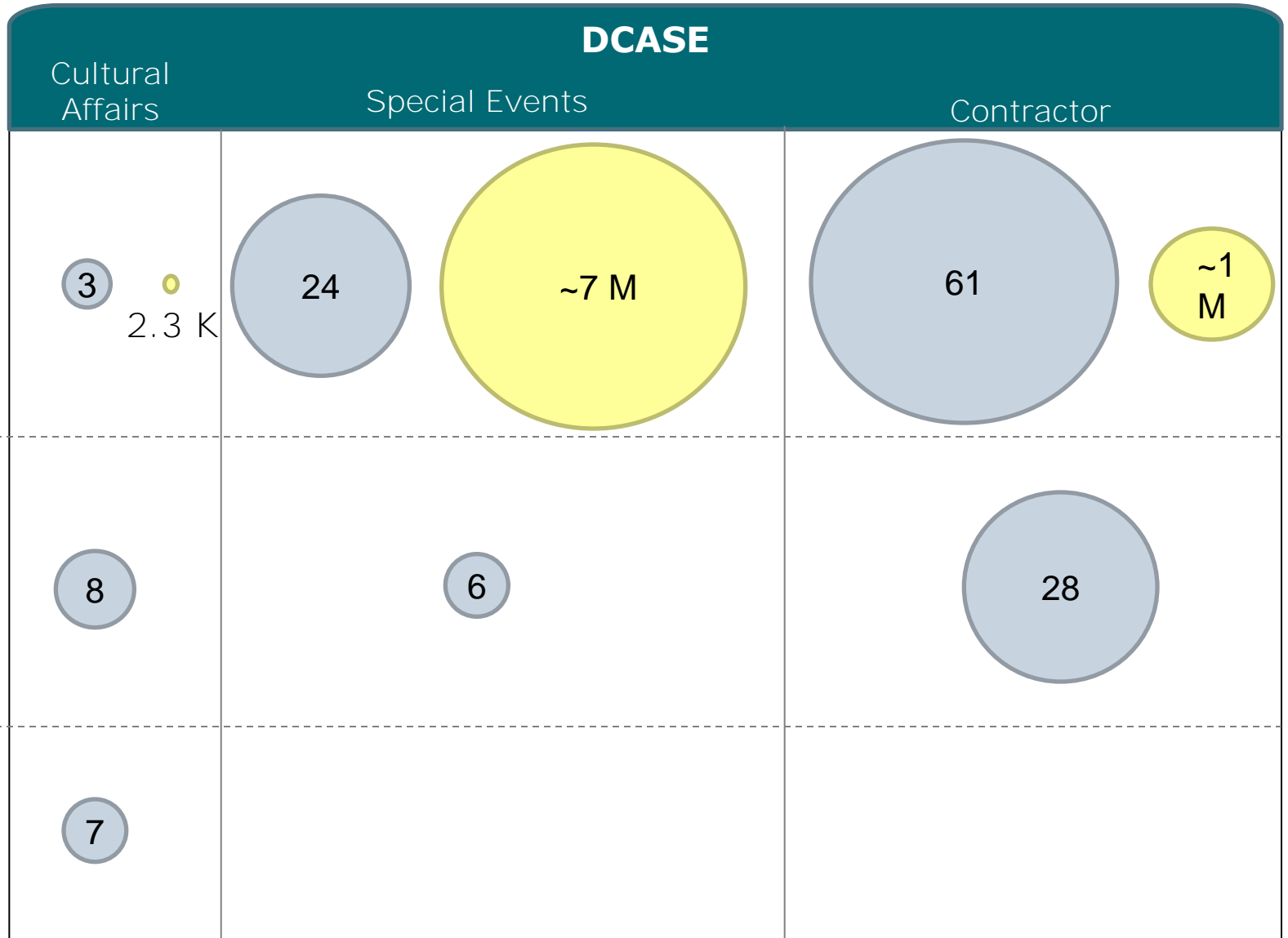
- Functional categories were created for the purposes of this inventory and are not official DCASE designations
- Facilities management staff also provide production support to programs listed in other categories

Attendance at events (by genre)



Note: Programs that incorporate multiple genres are included in both genre totals

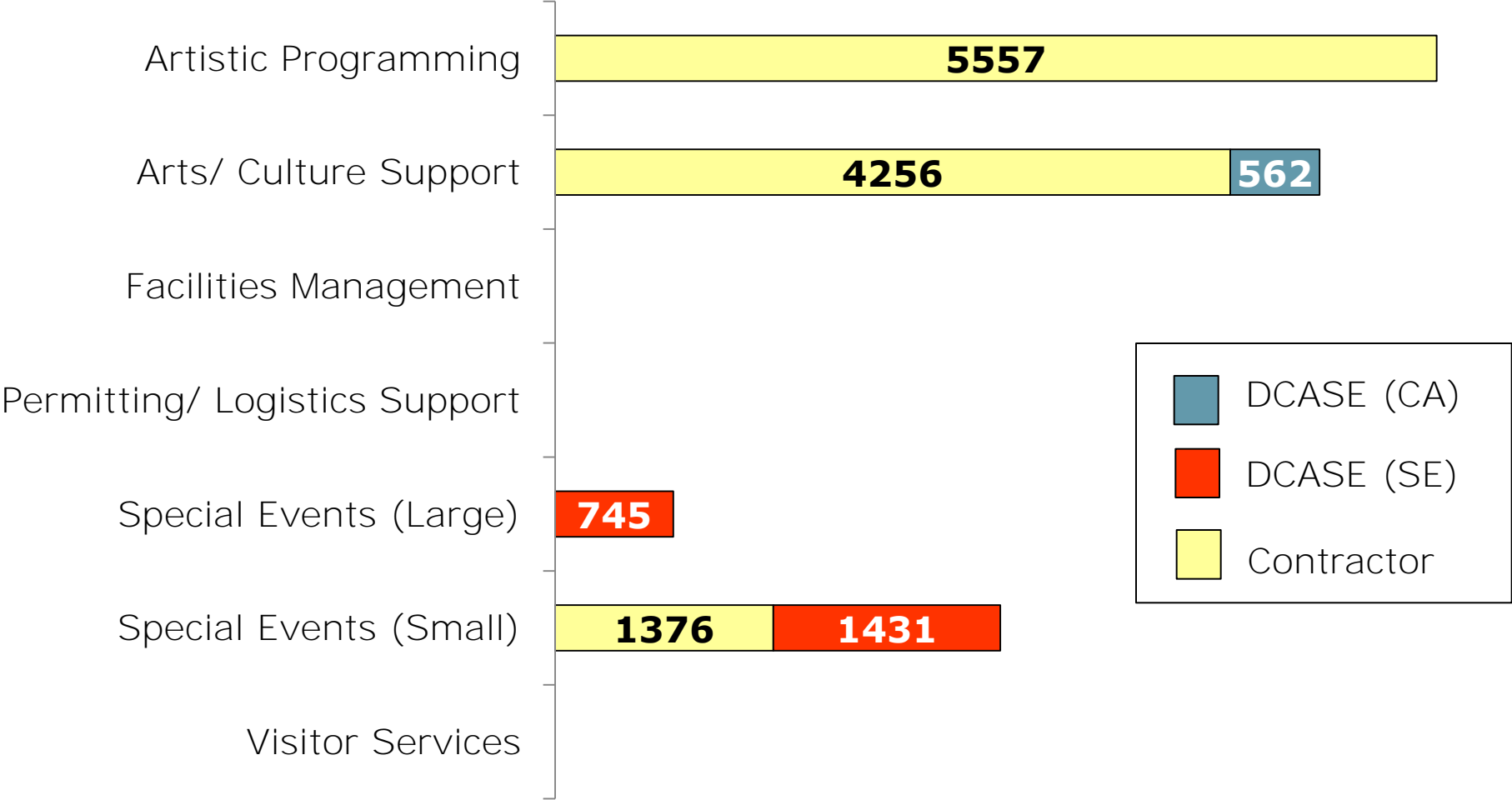
of Offerings and Direct Attendance



⊙ # Offerings (Current)

⊙ Annual Program Attendance (2010)

DCASE supported ~14K participants and performers in 2010



Note: Arts/Culture Support includes 2500 participants for Chicago Artists Month

DCASE is responsible for programming 10 facilities

	Millennium Park	Cultural Center	Gallery 37	72 E Randolph	Maxim's	Water Works	City Gallery	Clarke House	Daley Plaza	601 S Michigan
Square Footage	1,067,220	240,000	65,000	18,000	5,000	15,000	3,000	2,500	62,500	45,220
Owner	DGS/DCASE (Governance Ordinance)	DGS	DGS	DGS	DGS	Water Mgmt	Water Mgmt	DGS	Public Building Commission	Park District
Property Manager	MB Real Estate	DGS	DGS	DGS	Condo Asso	Water Mgmt	Water Mgmt	DGS	MB Real Estate	DCASE
External Residents	<ul style="list-style-type: none"> • Cycle Center Bike & Roll • Grant Park Orchestral Association • Harris Theatre • Ice Rink (Westrec) • LAZ Parking • Lurie Garden (MPI) • Park Grill 	<ul style="list-style-type: none"> • After School Matters • Chicago Children's Choir • Chicago Office of Tourism and Culture (COTC) • Dept of Family & Support Services • Hedwig Dance • Poetry Center • Sister Cities International 	<ul style="list-style-type: none"> • After School Matters • Chicago Public Schools 	<ul style="list-style-type: none"> • HotTix • Lurie Garden (MPI) • World Chicago 	n/a	<ul style="list-style-type: none"> • Chicago Public Library • Hot Tix • Looking-glass Theatre 	n/a	n/a	n/a	n/a