

DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS

City Council Budget Hearing – October 30, 2013 at 9am

Remarks – Commissioner Michelle T. Boone

Good morning. Thank you, Chairman Austin, Chairman Moore and the entire Council for the opportunity to discuss the Department of Cultural Affairs and Special Events. Your support throughout the years has been tremendous.

The Department of Cultural Affairs and Special Events (or “DCASE”) is dedicated to promoting and supporting the rich and diverse arts, history and culture of Chicago. Our city’s arts sector contributes \$2.2 billion annually to Chicago’s economy, providing 60,000 jobs and \$1.3 billion in household income every year. DCASE fosters the development of Chicago’s nonprofit arts sector, independent working artists and for-profit arts businesses – and markets the city’s cultural assets to local, regional and global audiences.

DCASE’s visual and performing arts programming showcases the work and cultural traditions of local artists and communities, bringing in artists from all around the country and the world for free and affordable programs for all of the City’s residents and visitors. DCASE provides support to local artists, cultural institutions and community organizations through an annual grant program of more than \$1 million, administers workshops and provides opportunities to participate in Chicago’s cultural programs. In addition, we offer assistance and support to the creative industries with culinary, film, fashion and music programs.

DCASE makes the arts accessible to a wide and diverse audience and provides local artists an opportunity to perform and display their work by offering high-quality exhibitions, performances and special events at the Chicago Cultural Center, Millennium Park, Grant Park and neighborhood sites throughout the city. Popular events include annual festivals such as the Chicago Kids and Kites Festival, Chicago Farmers Markets, Millennium Park Music Series, the Chicago Blues Festival, Chicago Bike Week, the Chicago Gospel Music Festival, Chicago SummerDance, the Taste of Chicago, the Chicago Air and Water Show, the Chicago Jazz Festival and World Music Festival Chicago. All told, DCASE will produce more than 2,000 programs this year and our major festivals and venues will host more than 9.5 million people from all over the world. DCASE also works with community-based organizations and event organizers to ensure that over 800 neighborhood festivals and athletic events receive proper permitting each year.

In 2013, DCASE created a new multi-year strategic plan that identified core values and guiding principles to serve Chicago’s arts community. DCASE’s mission is “to enrich Chicago’s artistic vitality and cultural vibrancy,” which is supported by four key objectives:

- Foster a robust, healthy arts community where artists, creative industries and nonprofit arts and culture organizations thrive;
- Achieve global prominence for Chicago’s arts and culture;
- Ensure that the arts and culture are accessible to all residents; and
- Build Chicago’s economy through the advancement of culture and the arts and their significant economic impact.

Following are just a few highlights from this past year, and some of the initiatives we're planning for 2014.

[Cultural Planning]

In October 2012, DCASE released a new Chicago Cultural Plan. The Plan was the first of its kind in over 25 years and provides a blueprint to advance Chicago's cultural community and creative economy. DCASE identified four areas of focus for implementation of the Cultural Plan in 2013: Arts Education, Creative Industries, Cultural Districts and Tourism. And I'm pleased to tell you that just one year since it was released, more than half of the Plan's recommendations have been accomplished. I'm also pleased to tell you that the Chicago Cultural Plan is the recipient of this year's Burnham Award for Excellence in Planning, presented by the Metropolitan Planning Council. We are dedicated to continuing to implement the Plan in 2014, alongside dozens of cultural and community organizations, City departments and sister agencies.

[Arts & Events Programming]

Since 2012, DCASE has developed new Arts Programming including Juicebox (performances for families at the Chicago Cultural Center and Chicago Park District locations), Loops and Variations (a contemporary classical music series at Millennium Park and beyond), the first-ever Chicago Music Summit, a brand-new Chicago Film and Media Summit – and Night Markets (neighborhood food markets with live performances, arts and crafts). DCASE has also collaborated with the Chicago Park District on several projects including Classics in the Parks, which brings classical music, ballet and theater to our neighborhoods. And, of course, we present art, music and more at the Chicago Cultural Center, visited by over 800,000 people each year. This summer, we mounted a very popular exhibit called The Happy Show featuring the work of designer Stefan Sagmeister. And we work with arts groups year round to give them exposure to downtown audiences.

In addition, DCASE has refined its popular Events Programming, including Taste of Chicago. Last year, the Taste was shortened to five days, and the event added Pop-up Restaurants and a Celebrity Chef du Jour program. And this year, we served up new food options (including food trucks) and sold out concerts by chart-topping acts. I'm thrilled to tell you that the 2013 Taste of Chicago was profitable for the first time since 2007. The festival made \$272,000 in profit, contributed over \$106 million in total business activity to the Chicago economy and generated nearly \$2.4 million in tax receipts for the city. This year's Taste drew 1.5 million people from all over the world to our city, an increase of 300,000 visitors over 2012.

We've made other refinements to the Chicago Gospel Music Festival, now at three venues including Ellis Park in historic Bronzeville, the birthplace of Gospel Music; and to the Chicago Jazz Festival, which was moved this past summer to its new home at Millennium Park.

This year, DCASE celebrated the anniversary years of four major festivals, which are: the 15th Annual Chicago Kids and Kites Festival, 30th Annual Chicago Blues Festival, 35th Annual Chicago Jazz Festival and 55th Annual Chicago Air and Water Show. And in 2014, DCASE will celebrate the 10th Anniversary of Millennium Park. We'll also develop new large-scale festivals with the strongest potential for tourism growth. In October 2014, DCASE will partner with Redmoon, a Chicago-based theater company, to present The Great Chicago Fire Festival, a grand procession and fire spectacle on the main branch of the Chicago River. The festival will feature acrobatics, live music, wild mechanical objects, and more.

[Creative Industries]

DCASE leads the City's efforts to generate revenue by attracting and facilitating the creative industries in Chicago such as film production, fashion, music and culinary. During summer 2013, the Chicago Film Office worked with three movies and six full-time TV shows in production. In 2012, TV and movie productions generated \$128 million for the local economy – this amount will be eclipsed in 2013. Additionally, DCASE presented the first-ever Chicago Film and Media Summit for the film industry this fall. Also this fall, DCASE produced Fashion Focus: Chicago's Fashion Week, a weeklong celebration of Chicago's thriving fashion industry. This past summer, DCASE produced the Chicago Sidewalk Sale, a two-day shopping event showcasing Chicago fashion designers and independent boutiques. In September, DCASE presented the first-ever Chicago Music Summit, a new music industry conference. And numerous 2013 programs and initiatives have supported the local culinary industry, including Chicago Farmers Markets, Taste of Chicago and the popular City of Chicago Food Truck Rally on Daley Plaza in October. DCASE supported individual artists and creative professionals through programs such as the Creative Chicago Expo, various Creatives at Work Forums and Chicago Artists Month.

[Tourism]

To attract out-of-market visitors to our city, DCASE continues to partner with Choose Chicago, the official tourism organization for Chicago, which was launched in 2012. Mayor Emanuel set a goal upon taking office of 50 million visitors annually by 2020, and the City has closed two-thirds of that gap already. In 2012 Chicago welcomed 46.37 million visitors in 2012, and moved up to 9th in International tourism (from its previous position in 10th place). Throughout the summer of 2013, Choose Chicago marketed many DCASE events and venues regionally, including Chicago Blues Festival, Chicago Gospel Music Festival, Chicago Jazz Festival, Taste of Chicago and Millennium Park.

[Grants]

In 2013, DCASE will provide more than \$1.2 million to over 200 non-profit organizations and individual artists. In 2014, DCASE expects to invest another \$1.2 million into our arts economy, while streamlining our application process and helping grantees leverage the City's support into even more funding opportunities.

DCASE could not accomplish all of this without the continued support of the City Council, so on behalf of the entire team, I would like to extend our sincere thanks to each and every one of you. I would also like to assure you that your investments in our programs are paying off. According to market research we conducted this year, our summer events contributed more than \$246 million in total business activity to the Chicago economy and generated well over \$5.6 million in tax revenues for the City.

Serving the residents of Chicago is an extraordinary honor. We all look forward to working closely with you in the coming years.

Thank you. I'm happy to answer any questions you may have at this time.

Department of Cultural Affairs and Special Events

2014 Budget Hearing

MBE/WBE Data

Period: January 1, 2013 – September 30, 2013

Total Purchases: \$11,256,680

	MBE	WBE	Total MBE/WBE Purchases
WBE only	n/a	\$500,979 (4.45%)	\$500,979
Asian	\$1,437,088 (12.77%)	n/a	\$1,437,088
African-American	\$1,401,742 (12.45%)	n/a	\$1,401,742
Hispanic	\$807,770 (7.18%)	n/a	\$807,770
Total Spending	\$3,646,601 (32.40%)	\$500,979 (4.45%)	\$4,147,581 (36.85%)

Staffing Data

Department Ethnicity and Gender				
	Male	Female	Total	%
Asian	2	5	7	9%
Black	3	11	14	18%
Hispanic	6	5	11	15%
White	20	22	42	57%
Total	31	43	74	100%
	42%	58%		

New Hires Ethnicity and Gender				
	Male	Female	Total	%
Asian	0	0	0	0%
Black	0	1	1	20%
Hispanic	0	0	0	0%
White	1	3	4	80%
Total	1	4	5	100%
	20%	80%		

Department Managers Ethnicity and Gender				
	Male	Female	Total	%
Asian	1	2	3	9%
Black	1	4	5	15%
Hispanic	2	2	4	12%
White	12	10	22	65%
Total	16	18	34	100%
	47%	53%		

Interns

School	Gender	Race
Ball State University, Muncie, IN	Male	White
Columbia College – Chicago, Chicago, IL	Female	Black
DePaul University, Chicago, IL	Male	White
DePaul University, Chicago, IL	Female	White
Manchester University, Manchester, IN	Female	White
Paul Smiths College, Paul Smith, NY	Female	White
School of the Art Institute of Chicago, Chicago, IL	Female	Asian
Southwestern University, Georgetown, TX	Male	White
Northwestern University, Evanston, IL	Female	Asian

Department of Cultural Affairs and Special Events

2014 Budget Hearing

University of Chicago, Chicago, IL	Male	Asian
University of Chicago, Chicago, IL	Male	White
University of Chicago, Chicago, IL	Female	White
University of Illinois at Urbana-Champaign, Urbana, IL	Male	Black
Western Illinois University, Macomb, IL	Female	Black

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