

DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS

City Council Budget Hearing – October 22, 2014

Remarks – Commissioner Michelle T. Boone

Thank you, Chairman Austin and Council members for the opportunity to discuss the Department of Cultural Affairs and Special Events (DCASE). Your support throughout the years is appreciated.

DCASE is dedicated to enriching Chicago's artistic vitality and cultural vibrancy. 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. Chicago's arts sector contributes \$2.2 billion annually to our city's economy, providing 60,000 jobs and \$1.3 billion in household income every year.

DCASE makes art and culture accessible to a wide and diverse audience and provides local artists an opportunity to perform and display their work through high-quality exhibitions, performances and special events at the Chicago Cultural Center, Millennium Park, Grant Park and neighborhood sites throughout the City. All told, DCASE produces more than 2,000 programs, services and events annually, and, this year alone, 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 roughly 800 neighborhood festivals and athletic events receive proper permitting each year. DCASE provides financial support to local artists, cultural institutions and community organizations through our Cultural Grants Program. And we offer assistance and support to Chicago's thriving creative industries, including workshops and events, for creative professionals in the music, fashion, film and culinary fields. Following are just a few highlights from this past year, and some of the initiatives planned for 2015.

Arts & Events Programming

This year, the Jackie Robinson West rally in Millennium Park, organized by DCASE with the Mayor's Office, united the City in celebration of Chicago's and the nation's Little League World Series national champions. More than 10,000 Chicagoans came out to cheer and congratulate "the little team that could" and did!

But the rally wasn't the only cause for celebration in Millennium Park this year. DCASE worked with the Millennium Park Foundation to celebrate Millennium Park's 10th anniversary with special exhibitions and hundreds of free events, including concerts, films, workouts and family fun. This year, park attendance is projected to reach a record 5 million visitors.

Attendance also increased at the Chicago Jazz Festival in its second year in Millennium Park. An estimated 135,000 music fans attended – 35,000 more visitors than 2013.

At the Chicago Cultural Center ("The People's Palace"), DCASE presents art, music and more for 800,000 visitors annually. This summer, we featured two very popular art exhibitions: "Parade Day Rain," featuring the work of Chicago's hip-hop art star Hebru Brantley, and "CHGO DSGN," a survey of 100 local graphic artists and object designers. This winter, we are set to open a retrospective of Chicago's own internationally-

renowned sculptor, Richard Hunt. As always, we also work with theater and dance groups year-round expanding their reach and exposure to downtown audiences.

In 2014, 1.1 million residents and visitors from around the world enjoyed the Taste of Chicago, the nation's premier free outdoor food festival showcasing the diversity of Chicago's dining community, alongside music and activities for the entire family. Even in spite of the weather-related cancellation of Saturday, historically our highest revenue earning day, the Taste saw only a slight shortfall of roughly \$169,000. The addition of new programmatic features such as the Celebrity Chef du Jour program, food trucks and more diverse dining options have yielded strong attendance and satisfaction ratings among patrons. Our market research reported the "Overall Event Satisfaction" of Taste-goers increased significantly: 61 percent of the people surveyed rated their experience as "Excellent" (the top rating), which represents a 23 percent jump over 2013. And 65 percent said they "Definitely Will" return to Taste next year, an 11 percent increase. DCASE attributes these dramatic increases to a renewed focus on the visitor experience and our robust programming – including 22 new food vendors and a concert series called the best lineup in Taste history by the *Chicago Tribune*.

Military jets were back at the Chicago Air and Water Show this year, and attendance soared to 1.5 million, but once again, weather conditions--this time it was fog--grounded jets and delayed the second day of the event.

And of course, Mother Nature also played a role – with three cold, rainy days leading into the event – at the Great Chicago Fire Festival produced by Redmoon, a Chicago-based theater company, in partnership with the City of Chicago. While technical difficulties were certainly disappointing, the festival did ignite the imaginations of tens of thousands of Chicagoans and visitors. Thirty thousand people enjoyed a neighborhood bazaar along the banks of the Chicago River, poetry and dance stages, music by the Chicago Children's Choir and a spectacular fireworks show. The October event was the culmination of seven months of programming that benefitted children throughout the city, with Redmoon working in 15 neighborhoods and partnering with 38 civic and cultural organizations to engage thousands of Chicagoans in art-making and community-building. A lot has been written and said following the festival, but one thing is certain: support for arts and culture in Chicago is essential to the City's future growth and competitiveness. It's important to remember that supporting those who dare to dream big is an investment that will pay dividends for generations to come.

Next year, we are looking forward to celebrating special anniversaries with the 35th Annual Taste of Chicago and the 30th Chicago Gospel Music Festival, and hosting an additional two major events. The first-ever Chicago Architecture Biennial is scheduled for October 1, 2015 through January 3, 2016 and will be the largest international survey of contemporary architecture in North America. Presented by the Chicago Architecture Biennial organization in partnership with the Graham Foundation and the City of Chicago, the biennial will feature robust public programming and exhibitions featuring the world's leading architectural talent. And the annual convention of Americans for the Arts, our nation's premier arts advocacy organization, will be coming to Chicago next June, showcasing our city to up to 1,200 arts professionals, artists and administrators; it is the largest convening of arts professionals in the country and this will mark the first time that Chicago has hosted the gathering.

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. The number of movie and television projects filmed in Chicago jumped 20 percent in 2013 – including six TV series, three studio features and 137 commercials – and our Chicago Film Office expects this amount will be eclipsed in 2014. Additionally, DCASE presented Fashion Focus: Chicago's Fashion Week, a weeklong celebration this fall of Chicago's thriving fashion industry. At Taste of Chicago this summer, DCASE produced the new Made in Chicago Market, a five-day shopping event showcasing Chicago fashion designers and independent boutiques. Earlier this month, DCASE presented a new "Chicago Made" music showcase to promote local acts and to continue the successful Chicago activation we launched with Choose Chicago and World Business Chicago at the SXSW music conference and festival in Austin, Texas. And numerous 2014 programs and initiatives have supported the local culinary industry, including Chicago Farmers Markets, Taste of Chicago and the popular City of Chicago food truck rallies on Daley Plaza. 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, to meet or surpass Mayor Emanuel's goal of 55 million visitors annually by 2020. Throughout the summer of 2014, Choose Chicago marketed many DCASE events and venues regionally, including Chicago Blues Festival, Chicago Jazz Festival, Taste of Chicago and Millennium Park. And in support of the Chicago Cultural Plan, Choose Chicago launched a new Cultural Tourism Strategy that includes neighborhood tours to usher visitors out into Chicago communities and beyond downtown.

Grants

DCASE is expanding its Cultural Grants Program to better serve the local arts and culture community. In 2013, DCASE provided more than 200 grants totaling \$1.2 million to nonprofit organizations and individual artists. And in 2014, DCASE added a new grant program to foster cultural innovation – increasing our grant budget to \$1.7 million with \$500,000 in Cultural Plan implementation funds.

Cultural Planning

And last, but certainly not least, DCASE continues to work at achieving the goals of the Chicago Cultural Plan and measuring its impact on neighborhoods throughout the City. The Chicago Cultural Plan – our city's blueprint to advance Chicago's cultural community and creative economy – continues to capture the attention of policymakers around the U.S.; in fact, one of the architects of our Plan, Julie Burros, was recently recruited as the new chief of arts and culture for the City of Boston. I'd like to congratulate Julie and thank her for 16 years of public service in Chicago. This summer, DCASE partnered with the Chicago Park District to expand Night Out in the Parks, with more than 1,000 free cultural activities throughout the city. This fall, we launched the inaugural Fifth Star Awards, a live show honoring those that have made significant contributions in the world of arts and culture. Our debut class of honorees included: choreographer and founder of Hubbard Street Dance Chicago, Lou Conte; sculptor Richard Hunt; jazz musician Ramsey Lewis; arts advocate and public servant Lois Weisberg; and the historic Auditorium Theatre, now celebrating its

125th anniversary. Another important new milestone for arts and culture in Chicago is an initiative to support the development of new works by Chicago artists; with support from the Joyce Foundation, DCASE launched a new residency program for artists and curators at the Chicago Cultural Center.

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 just last year, our summer events contribute more than \$246 million in total business activity to the Chicago economy annually and generate 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 and your constituents as we continue planning for 2015.

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

Department of Cultural Affairs and Special Events

2015 Budget Hearing

MBE/WBE Contracting Data

Period: January 1, 2014 – September 30, 2014

Total Purchases: \$ 11,873,144

<u>MBE/WBE Spend</u>	
WBE:	\$680,880 (5.8%)
Asian MBE:	\$1,253,564 (10.6%)
African-American MBE:	\$1,665,907 (14%)
Hispanic MBE:	\$980,639 (8.3%)
Total Purchases:	\$4,590,427 (38.7%)

Staffing Data

<u>Department Ethnicity and Gender</u>				
	Male	Female	Total	%
Asian	2	4	6	8%
Black	4	11	15	21%
Hispanic	5	5	10	14%
White	19	22	41	57%
Other	0	0	0	0%
Total	30	42	72	100%
	42%	58%		

<u>New Hires Ethnicity and Gender</u>				
	Male	Female	Total	%
Asian	0	0	0	0%
Black	1	1	2	67%
Hispanic	0	0	0	0%
White	0	1	1	33%
Other	0	0	0	0%
Total	1	2	3	100%
	33%	67%		

<u>Department Managers Ethnicity and Gender</u>				
	Male	Female	Total	%
Asian	1	1	2	6%
Black	2	5	7	22%
Hispanic	1	2	3	9%
White	11	9	20	63%
Other	0	0	0	0%
Total	15	17	32	100%
	44%	56%		

Interns

School	Gender	Race
Beloit College, Beloit, IA	Female	Hispanic
Columbia College, Chicago, IL	Female	Black
Columbia College, Chicago, IL	Female	Hispanic
Columbia College, Chicago, IL	Female	White
DePaul University, Chicago, IL	Male	Hispanic
DePaul University, Chicago, IL	Male	White
DePaul University, Chicago, IL	Female	Hispanic

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DePaul University, Chicago, IL	Female	White
Haverford College, Haverford, PA	Female	White
Luther College, Decorah, IA	Female	White
Massachusetts Institute of Technology, Cambridge, MA	Female	Hispanic
Northwestern University, Evanston, IL	Male	White
Northwestern University, Evanston, IL	Female	Asian
Paul Smiths College, Paul Smith, NY	Female	White
Roosevelt University, Chicago, IL	Male	White
Roosevelt University, Chicago, IL	Female	Black
University of Chicago, Chicago, IL	Male	Other
University of Chicago, Chicago, IL	Female	Asian
University of Illinois at Chicago, Chicago, IL	Female	Black
University of Illinois at Chicago, Chicago, IL	Female	Other

DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS

Commissioner

Assistant to the
Commissioner

1st Deputy
Commissioner

FINANCE AND
ADMINISTRATION

ARTS AND
INDUSTRIES
PROGRAMMING

EVENTS
PROGRAMMING

STRATEGIC
INITIATIVES AND
PARTNERSHIPS

MARKETING AND
COMMUNICATIONS

CULTURAL
PLANNING AND
OPERATIONS