



**ARTS**

**77**

ARTS FOR EVERY

**CHICAGO COMMUNITY**



# Alison Cuddy

MARILYNN THOMA ARTISTIC DIRECTOR,  
CHICAGO HUMANITIES FESTIVAL &  
VICE CHAIR, CULTURAL ADVISORY COUNCIL



# COVID – 19 IMPACT

- Prior to COVID-19, the arts and culture sector was a significant employer and economic driver in the City of Chicago.
- In 2015, Chicago's arts sector generated:
  - \$3.2 billion in total economic activity
  - \$336.5 million in local and state government revenue
  - 85,000 creative jobs
- As of February 2021, Chicago ranked #2 among peer regions for decreases in creative occupations.
- 66% of unemployed artists that self-reported are Black, Indigenous, and People of Color (BIPOC) versus 52% of white artists.
- 20% more revenue loss among smaller BIPOC arts and culture organizations compared to their predominantly white counterparts.





Chief Marketing Officer  
Jamey Lundblad

DEPARTMENT OF CULTURAL AFFAIRS AND  
SPECIAL EVENTS

# APPROACH TO ARTS 77

- The arts are uniquely positioned to aid in Chicago's recovery efforts, and creative workers stand ready.
- To ensure that Chicago thrives post-pandemic, the City will leverage the power of its arts and culture sector, putting artists to work rebuilding, reimagining, unifying, and healing our neighborhoods.



# INITIAL INVESTMENT

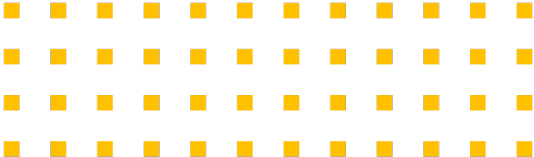
**\$60M**



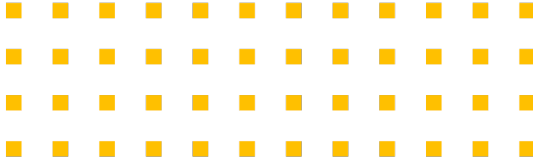
“**Arts 77**” is a citywide arts recovery and reopening plan for all of Chicago’s 77 community areas, representing an initial investment of over \$60 million from DCASE, the Chicago Park District, other city agencies, and private funding to support local artists and organizations.

Candida Alvarez, Banner, 2017, Chicago Riverwalk

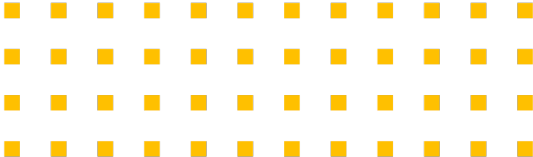
# THE STRATEGIES



**1** expand access and participation in the arts citywide



**2** prioritize employment of creative workers through City programs and services



**3** deepen public sector investment in the creative sector

# CHICAGO BAND ROSTER



The Braided Janes, Chicago Band Roster Artist

In honor of the Year of Chicago Music, DCASE presents the Chicago Band Roster, a selection of nearly 200 singers, songwriters, DJs, solo artists and ensemble musicians based in Chicago performing a variety of music styles including Blues, House, Hip-Hop, Rock, jazz, Gospel, Classical and more. Artists on the Chicago Band Roster were selected by a panel of music industry professionals based on artistic excellence, work samples and performance history at private and public events.

In an effort to increase meaningful performance opportunities for Chicago-based musicians, the Chicago Musician Roster can be used as resource for residents, producers, venues and organizations looking to present high-quality music programs.





# CHICAGO IN TUNE: OVERVIEW

Chicago In Tune (**August 19 – September 19**) is a new citywide festival celebrating Chicago's diverse and legendary music scene and the 2021 Year of Chicago Music. This month of music will bring iconic neighborhood venues, presenting organizations, and musicians from across the city together to celebrate all music genres and forms — with both free and ticketed events at clubs, concert halls, and beyond.





# CHICAGO IN TUNE: MARKETING

Venues, organizations and artists may submit Chicago In Tune events by visiting [www.do312.com/chicagointune](http://www.do312.com/chicagointune) (required)

- 1st marketing deadline: June 18
- 2nd marketing deadline: July 16
- 3rd marketing deadline: August 19 and rolling through September 19

Presenters may additionally pitch the Chicago Reader for consideration as a "highlight" in the 16-page August 19 festival guide insert by emailing [chicagointune@chicagoreader.com](mailto:chicagointune@chicagoreader.com) (optional)

Presenters should also (always) submit events to the Choose Chicago calendar via [www.choosechicago.com/events/community/add/](http://www.choosechicago.com/events/community/add/)





# CHICAGO IN TUNE: MARKETING

**PRESS:** Mentions in early May and upcoming early June DCASE summer season announcements, plus dedicated Chicago In Tune announcements in July and August

**ADVERTISING:** Local advertising via DCASE (digital billboards, CTA, O'Hare, radio, paid social — and community media via Chicago Independent Media Alliance) plus major regional/national advertising via Choose Chicago

**SOCIAL MEDIA, WEB AND EMAIL MARKETING:** Toolkit at [www.chicago.gov/music toolkit](http://www.chicago.gov/music toolkit) (updated regularly)





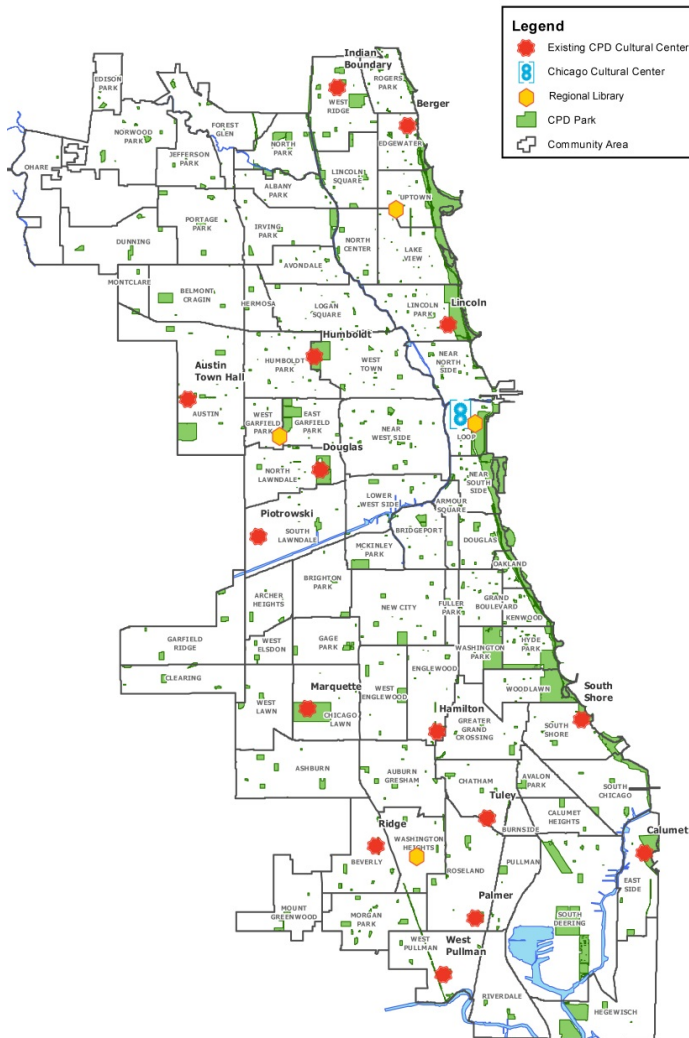
# OPEN CULTURE

“Open Culture” signals the reopening of Chicago’s diverse and legendary cultural scene.

- Summer cultural events announced
- Chicago In Tune
- Millennium Park and Chicago Cultural Center
- Chicago Presents and Chicago Band Roster
- SummerDance
- Taste of Chicago To-Go
- Chicago City Markets and Maxwell Street Market
- New public art
- New reopening guidelines



# CULTURE IN MY NEIGHBORHOOD



- The network of Cultural Centers and libraries within the City will help increase access in all neighborhoods
- Arts and culture organizations will be able to access these spaces to deliver high quality programs for residents with enhanced production capability
- Community-led visioning, expanded use, funding opportunities, and marketing support will accompany this new program

CHICAGO  
PUBLIC  
LIBRARY

CHICAGO PARK DISTRICT





# Direct Artist Response Grants

- \$1.2 million investment
- Five artists and artist teams receiving \$100,000 in grants
- Seven arts organizations will receive grants ranging from \$80,000 – \$100,000 to re-grant funds to approximately 60 artists
- Artists will apply directly to these programs for grants ranging from \$2,500 – \$10,000



# Artist Response Regranting Partners



*Yollocalli mural at 25th & Christiana, created in partnership with the Public Spaces Committee*

- ConTextos
- Folded Map Project
- Full Spectrum Features
- Greater Southwest Development Corporation
- Jazz Institute of Chicago
- Kartemquin Films
- National Museum of Mexican Art (NMMA)

Applications open in May.



# Art and Infrastructure

The Capital Plan, for the first time, invests at least **\$15 million** in public art over the next five years to turn the everyday into the extraordinary, physically and symbolically communicating connections between neighborhoods, histories, people, and futures.

O'Hare International Airport Terminal 5 Expansion Project will also include a **\$3.5 million** public art plan to celebrate the work of Chicagoland artists through large-scale commissions and acquisitions and to provide international visitors a dynamic and welcoming first impression of our city.



Nick Cave and Bob Faust (Facility), Ways and Means, 2021





# Citywide Plan for Chicago



- What do we want to keep? What do we want to change?
- What is urgent right now?
- Communities are experiencing planning fatigue:
  - Why another asset gathering and planning exercise? What are the incentives to participate? What do they get back? What does reciprocity look like?
- How do we position artists, organizers, residents, and other local stakeholders as experts, knowledgeable contributors, and problem solvers?



**HOUSING & NEIGHBORHOODS**

**TRANSPORTATION & INFRASTRUCTURE**

**ARTS & CULTURE**

**PUBLIC HEALTH & WELLNESS**

**ECONOMIC DEVELOPMENT**

**ENVIRONMENT, CLIMATE & ENERGY**

**LIFELONG LEARNING**



Parrish Brown



Yaritza Guillen



Dorain Sylvain



Alexandria Willis



Vanessa Stokes



Cat Mahari



Jacob Watson



Michelle E.L. Merritt



Jordan Evangelista



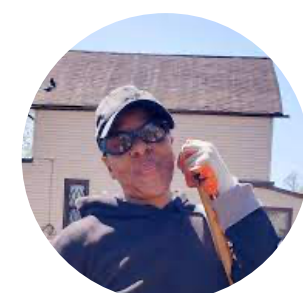
Aaliyah Christina



Gloria Rivera



``Reesie`` Davis



Pearl Ramsay



Quenna Barrett

**WE WILL ARTIST TEAMS**





# AWARENESS & ADVOCACY

DCASE in partnership with the Cultural Advisory Council, will launch a public awareness and advocacy campaign reiterating the importance of the local arts sector.



Garfield Park Conservatory





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VICE CHAIR, CULTURAL ADVISORY COUNCIL



# DISCUSSION

# STAY ENGAGED



Continue to encourage vaccination within the arts community and beyond so we can get back to it!



Apply for open and available opportunities on the city's cultural grants website for funding from \$5,000 - \$50,000 for organizations and individuals.



Sign up to receive communications from the city so you can stay up-to-date on future announcements.



Adhere to public safety guidelines and produce what you can safely.



Help us market, promote and advocate for culture by adding your event at Choose Chicago.



Stay engaged. And stay tuned-in. We're in this together!



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