



ARTS

MUSIC IN THE
CHICAGO KEY OF 

77

ARTS FOR EVERY
CHICAGO COMMUNITY



Commissioner Mark Kelly

DEPARTMENT OF CULTURAL AFFAIRS AND
SPECIAL EVENTS



Margaret Murphy Webb
and Robert Gomez

YOCM STEERING COMMITTEE MEMBERS

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.



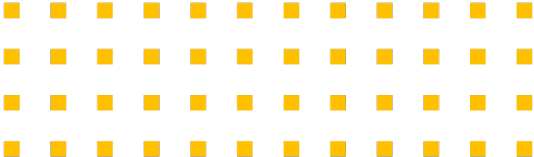
EXPANDED CULTURAL POLICY

“**Arts 77**” signals a new direction for Chicago’s cultural policy, in which the arts are embedded in initiatives and strategies across City government.

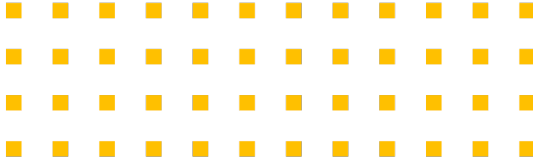


Eric Hotchkiss, INVEST SOUT WEST ARTIST IN RESIDENCE, ENGLEWOOD

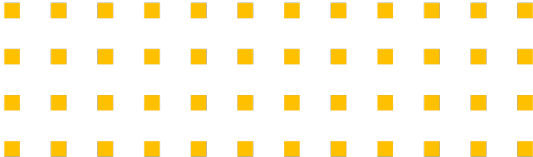
THE STRATEGIES



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

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



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



EXPAND ACCESS IN THE ARTS



The City has begun to announce new guidelines, funding opportunities, and programs to increase access and reopen the cultural sector through the following strategies:

- Provide support and guidance for cultural venues and organizations to assist with reopening
- Provide financial support for cultural programs in neighborhoods to ensure access in all parts of the city, not just downtown
- Build cultural facilities on the south and west sides to support the work of local organizations and artists
- Increase support for arts education to engage youth
- In partnership with MOPD, expand arts access for people with disabilities through grants and capacity building programs

CREATIVE WORKFORCE



The City is supporting programs that are designed to recognize the talents of artists as creative problem solvers that can help address issues of critical importance to Chicagoans:

- Provide direct grants to artists for relief, recovery and rebuilding programs
- Employ artists and creative skilled workers through the capital plan
- Hire artists to work in and with city departments through artist in residence programs
- Provide free professional development programs for organizations and individuals
- Better understand, support and plan for creative workforce development in Chicago

DEEPEN PUBLIC SECTOR INVESTMENT



The City will invest in short-term grants and funding programs that are critical to recovery, along with long-term cultural policy interventions that stabilize and grow Chicago's creative and cultural sector including:

- Relief programs for artists
- Increased direct support to the most impacted communities
- Centering the arts in recovery planning
- Public awareness and advocacy opportunities for artists

This work is foundational to the “next generation” role of DCASE in Chicago's arts communities



2021 YOCCM UPDATES

THE BRAND

CULTURAL
RESOURCES

PROGRAMMING

CHICAGO IN
TUNE



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: GOALS

1. Galvanize the music community and rally around this impactful moment where music is the centerpiece of bringing people back together as the city once again comes to life with cultural presentations
2. Create a unifying moment for our residents as we invite tourists and visitors back to experience the unparalleled culture of Chicago
3. Wrestle with issues of race, equity and inclusion and address issues of access and create opportunities for underserved communities in the music landscape





CHICAGO IN TUNE: PRIORITIES

- Position Chicago In Tune as the first large-scale event welcoming people back to the City
- Align signature DCASE programming in Millennium Park and push concerts, events and activities out into the neighborhoods
- Utilize the newly launched band roster to support and promote neighborhood establishments, organizations and performances throughout the city
- Program performances on the South and West sides that have fewer traditional performing arts spaces
- Partner with sister agencies and key partners to find synergy and intersections with initiatives and programs that are happening in the neighborhoods during this time
- Emphasize the hiring of local talent for all DCASE and partner produced events and concerts



Jamey Lundblad

CHIEF MARKETING OFFICER



CHICAGO IN TUNE: MARKETING

Venues, organizations and artists may submit Chicago In Tune events by visiting 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 (optional)

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



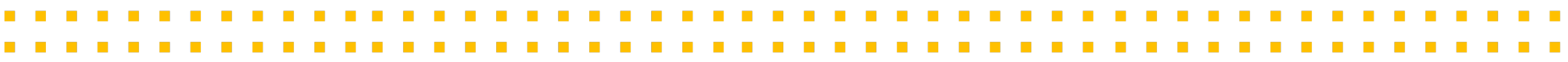


CHICAGO IN TUNE: MARKETING

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 (updated regularly)





Mariam Thiam

PROGRAM DIRECTOR, PERFORMING ARTS

Chicago Band Roster



Melody Angel-Byron Bay

The Chicago Band Roster is a design book of over 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 selected by a panel of music industry professionals.

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.

Visit [Chicago.gov/music](https://chicago.gov/music) to view the downloadable pdf.



Chicago Presents



A new funding program to support cultural presenters as they activate dance and music cultural programs that comply with public health guidelines in neighborhoods throughout Chicago.

DCASE with financial award amounts ranging from \$5,000 - \$30,000 to present individual events throughout Chicago's streets, plaza and parks from July-October 2021.

The Braided Janes, Chicago Band Roster Artist

Chicago Presents Program

There are two pathways for presenters to engage with *Chicago Presents*:

- **Direct Funding Request**: Presenters can submit event proposals to receive funding for to produce live outdoor dance and music cultural programs.

- **Band Request**: Presenters/promoters can also select up to three solo musicians and/or bands from the Chicago Band Roster to play at the proposed program. It will be the responsibility of the Presenter to communicate and negotiate event and production details with the artist. DCASE will cover payment of artistic fees based on pre-established rates.



Dos Santos



Chicago Presents Program

DCASE anticipates giving up to 100 grants through this program with a special focus on INVEST South/West neighborhoods and Year of Chicago Music activations.

Applicant Eligibility

Arts organizations, community-based non-profits, and for-profit cultural venues and business based in the City of Chicago are eligible to apply.

Individuals are not eligible to apply.

Presenters must have at least a (2) year history of presenting public programming. Does not have to be consecutive.

Presenters/promoters must be able to obtain the necessary licenses, permits and insurances necessary to deliver the event with the City of Chicago or Chicago Park District depending on location.



Chicago Presents Timeline



Meagan McNeal

Monday, May 17, 2021: Applications Opened for public programming occurring August 15, 2021 – October 31, 2021.

Friday, June 4, 2021: Application Deadline for August 15th-October 31, 2021 Programs.

Selected applicants will be notified in July 2021.

For more information visit Chicago.gov/music .

Additional questions email

Mariam.Thiam@cityofchicago.org.



Q+A



Commissioner Mark Kelly

DEPARTMENT OF CULTURAL AFFAIRS AND
SPECIAL EVENTS

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!

PROTECT CHICAGO ★

LIGHT BITES
NON-ALCOHOLIC BEVERAGES

THURSDAY
MAY 20, 2021
2PM-7PM

THE PROMONTORY
5311 S LAKE PARK AVE W
CHICAGO, IL 60615

→ FRIENDHEALTH.AS.ME/ART

SHON DERVIS
DJ LADY D
BEN LAMAR

FRIDAY
MAY 21, 2021
2PM-7PM

THEATER WIT
1229 W BELMONT
CHICAGO, IL 60657

→ REBRAND.LY/THEATERWIT

JANICE RODRIGUEZ
/LAS LOCAS
CABINET OF CURIOSITY
M.A.D.D. RHYTHMS

CELEBRATIONS FOR
CHICAGO ARTISTS

THESE VACCINATION EVENTS WILL ADMINISTER
THE JOHNSON & JOHNSON VACCINE



ARTS VACCINATION EVENTS

Arts Alliance^{LLC}



CHICAGO LATINO
THEATER ALLIANCE



ARTS

77

ARTS FOR EVERY

CHICAGO COMMUNITY