

# Objective 1: Business Partnerships & Philanthropy

*Building connections between commerce and culture to create sustainable, dedicated sources of funding for the arts in Kenosha.*

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## Context

Identifying funding sources for the arts and communicating the community impact of the creative sector is a challenge felt across the country. While this issue is not unique to Kenosha, we believe Kenosha is uniquely positioned to build these relationships and make a strong case to private donors and businesses for arts partnerships and funding. Kenosha does have strong community interest around developing the creative economy, however current arts funding remains project based and disparate. Some challenges identified to Kenosha's current arts funding include: inadequate measurement and accountability metrics for funded projects; one-off funding, rather than funding for strategic growth; and limited size of most of the Kenosha area funding sources. In order to achieve the outcomes identified in this strategic plan, research and development of a centralized, sustainable philanthropic strategy is vital.

While Kenosha currently enjoys strong community interest around developing the creative economy, current arts funding remains project-based and disparate. *Some challenges identified to Kenosha's current arts funding include: inadequate measurement and accountability metrics for funded projects; one-off funding, rather than funding for strategic growth; and limited size of most of the Kenosha area funding sources.* To achieve the outcomes identified in this strategic plan, research and development of a centralized, sustainable philanthropic strategy is also vital.

## Key findings that led to this objective

- Coordination among groups and projects remains an obstacle in growth in the arts and cultural sector (Phase I)
- Financial support and philanthropic leaders are needed to move creative growth forward (Phase I)
- The "creative economy" is already featured as valuable in several standing city planning documents (Phase II)
- Cross-sector collaboration is the most highly prioritized type of leadership for the strategic plan (Phase III)
- Community identity as a creative economy is not universally known, communicated or marketed (Phase III)
- Kenosha has demonstrated growth in its creative economy relative to the selected comparable counties (Phase IV)

## Key Partnerships

- Kenosha Community Foundation
- Local private financial institutions
- United Way
- Kenosha Area Business Alliance
- Snap-on and other corporate leaders

### Exploring Models for Community Arts Funding:

>> **Example:** [power2give](#)

"power2give.org empowers you to give directly to local arts, science and history projects you are passionate about."

>> **Long-Term Options:**

[Participatory Budgeting Oregon Cultural Trust Model](#)

***"Local arts orgs may not survive if they weren't on our funding list"***  
- Kenosha-area arts funder

***"Businesses and nonprofits are not considering succession planning. Time flies; if you're not grooming someone to further your mission, take your spot and help someone see what you see, your wisdom is lost and you keep doing the same thing over and over again because no one knew how to pick up the ball"***

**Contact for this objective:**

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## **KEY INITIATIVE I**

**Establish a centralized clearinghouse for arts & cultural funding in Kenosha. Raise an endowment or alternative funding model dedicated to centralized clearinghouse**

### **Outcomes**

- Individuals and corporations have the opportunity to fund a creative ecosystem in Kenosha
- Measurement tools and benchmarks for funding provide a clear picture of the impacts of philanthropy
- Funders feel confident that their dollars are having an impact
- Kenosha's artistic community has a sustainable source of philanthropic support to grow and thrive
- Fundraising campaigns are made less often and more efficiently

### **Action Steps**

- Convene major regional funders for discussion and discovery
- Determine if the Kenosha Community Foundation Arts Fund is the right vehicle for expansion
- Develop application and evaluation criteria for funded projects/organizations in Kenosha
- Assemble a team to determine the capacity and financial goals of a Kenosha-wide endowment campaign
- Develop a written case statement for arts and creativity in Kenosha to communicate to businesses
- Develop a written case statement for arts and creativity in Kenosha to individuals and residents

## **KEY INITIATIVE II**

**Create resources that foster partnerships between area businesses and arts and cultural projects, organizations, and individuals**

### **Outcomes**

- The Kenosha area experiences more collaboration between its for-profit and non-profit sectors
- Return on investment for arts funding is realized both through community impact and relationship building

### **Actions**

- Coordinate with the case statement development process to create materials and resources that communicate the impact of arts and cultural funding on Kenosha's greater economy
- Explore the development of a funding marketplace model, where businesses can connect and contribute to arts and cultural projects (see box above re: power 2 give model)
- Build a network or council of current and aspiring philanthropy, arts, and business leaders that meets regularly to discuss, brainstorm and plan Kenosha area arts funding strategy and objectives