CULTURAL ARTS AS A CATALYST

2019 ACCT Leadership Congress
San Francisco, CA

College of DuPage
October 18, 2019. 8 – 9 a.m.
WELCOME

Frank Napolitano, Chairman, College of DuPage Board of Trustees
Christine Fenne, Vice Chairman, College of DuPage Board of Trustees
Dr. Brian Caputo, President, College of DuPage
Diana Martinez, Director, McAninch Art Center
Justin Witte, Curator, Cleve Carney Museum of Art
FRIDA KAHLO
1907 - 1954

- Considered one of Mexico's greatest female artists
- One of the most significant female artists of 20th century
- Suffered from Polio
- Survived tragic accident at 18
- Married to Diego Rivera
- Political activist, great pride in Mexican heritage
- Explored issues of feminism, gender, class and race
- Fashion Icon
- Social Icon
- Known for self portraits
Unique Opportunity

- Kahlo only produced approximately 200 paintings
- The 26 original works in this exhibition provide an intimate connection with all of the key moments from Kahlo’s life story.
- 18 months of promotion and events
- Unprecedented exhibition in DuPage County
  - Transformation of performing arts center to provide holistic support of the work and combine theatrical programming.
FRIDA KAHLO EXHIBITIONS

MILAN 2018
BUDAPEST 2018
MOSCOW 2019
GLEN ELLYN 2020
1. Historical timeline
2. Photography
3. Artworks
4. Gift Shop
5. Concessions
6. Lecture Hall
7. Poetry Garden
8. Children’s Area
• Alan Peterson – Glen Ellyn Resident Managing Director at Robinwood Consulting in Chicago, a firm specializing in intellectual property consulting.

“We’ve been lucky in our lives. Much of our success, that was not luck, has come by building bridges between people... in business, with friends, and in the community. We had a big idea – why not build a bridge and bring their fantastic collection to the community and College we love.”

• Carlos Phillips – Director of Frida Kahlo and Dolores Olmedo Museum in Mexico.
Mike Venezia author of over 50 books for children, from the *Getting to Know the World’s Greatest Artists* series, including a children’s book on Frida Kahlo and Diego Rivera, will be consulting on our children’s area and doing a reading, lecture and event.
PROGRAMMING

FRIDA FEST
September 8, 2019

SUGARSKULL
October 4, 2019
A Dia de Los Muertos Musical Adventure

BALLET FOLKLÓRICO DE MÉXICO
February 16, 2020

NEW PHILHARMONIC – Frida Inspired Concert
April 19 -20. 2020

RICK BAYLESS LECTURE
TBA

FRIDA FILM FESTIVAL
June – August 2020

FRIDA BIRTHDAY CELEBRATION
July 6, 2020
FRIDA FEST
SUNDAY, SEPT. 8, 2019
12-9PM | FREE | LAKESIDE PAVILION
McAdams Arts Center of College of DuPage | 4250 East Golf Rd. Glen Ellyn, IL | ATThaNAC.org

12p PARK OPENS
Authentic Mexican Food and Artisanal Food Vendors

12-4p PRINTMAKING & FACE PAINTING - Lakeside Pavilion
Printmaking Saves with Instituto Artefacta in Chicago; each hour make a Frida-themed block print & take your art project home.

12-6p JOEL GUADALUPE PEÑARAL: LEGENDARY
PRINTMAKER OF NOCRED: Clare Gemes Art Gallery
Tours every hour, on the hour in English and Spanish.

1p-3p PAINT WITH MIKE VENEZIA - Lakeside Pavilion
Paint a portrait of our Community Mask with Mike Venezia; Artful/illustrator of the "Getting to Know..." Scholastic Series.

1p SALSA LESSON - Pavilion Stage
Featuring Luis Arturo Santana, Owner and Lead Instructor of Luis Arturo Dance.

1:30p MISS MEXICAN HERITAGE - DelKoch Performance Hall

1:30p COOKING DEMONSTRATION - Pavilion Stage
Led by CDH Culinary Faculty member, Tim Meyers

2p LOTERÍA - Pavilion Stage
Led by CDH Lunes Outreach Center

2:30p SALSA LESSON - Pavilion Stage
Featuring Luis Arturo Santana, Owner and Lead Instructor of Luis Arturo Dance.

3-4:45p BALLET FOLKLORICO QUETZALCOATL - Pavilion Stage

5-6:45p MARACHI MONUMENTAL DE MEXICO - Pavilion Stage

6:30-7:30p DECLARATION OF THE YEAR OF FRIDA, SPONSOR INTRODUCTION, & CCMA LOGO UNVEIL - Pavilion Stage

7-9p ART RAGEOUS - Pavilion Stage

FRIDA KAHLO 2020 EXHIBITION TICKETS WILL BE ON SALE AT FRIDA FEST!
BOX OFFICE HOURS: 12-6p

Supported by:

BANK OF AMERICA

CCMA • the mac • College of DuPage Foundation • College of DuPage
Frida Fest was a day long community festival celebrating Frida Kahlo. The festival took place on September 8th, 2019 and was free and open to public.

- Counted 3700 at the 3 outdoor gates
- 250 people attended Miss Mexican Heritage event
- 2500 people took Gallery tours
- 700 people attended ARTRAGEOUS!
- Estimated at least 1000 people came through front entrance
- A wide variety of ages, races and ethnicities
- People came from as far as Wisconsin and Michigan
FRIDA FEST - Total estimated guests: 4700 - 5000

SUNDAY, SEPT. 8, 2019
12-9P | FREE | LAKESIDE PAVILION

LIVE MUSIC | AUTHENTIC MEXICAN FOOD VENDORS | COMMUNITY ART PROJECTS
SALSA LESSONS | COOKING DEMONSTRATIONS | GALLERY TOURS & MORE!

FEATURED ENTERTAINMENT:

12p PARK OPENS
1:30p GAMES & ACTIVITIES
1p MISS MEXICAN HERITAGE CONTEST
3p BALLET FOLKLORICO QUETZALCOATL
5p MARIACHI MONUMENTAL DE MEXICO
7p ARTROCKET!

José Guadalupe Posada: Legendary Printmaker of Mexico

FRIDA KAHLO 2020
EXHIBITION TICKETS WILL BE ON SALE AT FRIDA FEST
BOX OFFICE HOURS: 12-6P

DuPage Foundation

AtTheMAC.org | 630.942.4000
“FOR THE LOVE OF FRIDA!” GALA
Marketing Impact and Brand Recognition for College

Google Frida2020 – 13,700,000 results!
Marketing impact and brand recognition. As of today we have over 31k results in a Google search, 6 months prior to the opening.

About 31,600 results (0.43 seconds)

**College of DuPage**, in partnership with the McAninch Arts Center and Cleve Carney Art **Gallery**, is pleased to announce an exhibition of the largest private collection of works by **Frida Kahlo** coming to the Glen Ellyn campus in summer 2020. View photos and video from the official exhibition announcement.
Marketing estimates

10 Million impressions!
EDUCATIONAL ENGAGEMENT

PARTICIPATING COD ACADEMIC DEPARTMENTS

- Creative Writing
- Performing Arts (Dance, Music, Theatre)
- Visual Arts (Drawing, Painting, Photography)
- Fashion
- Mexican History
- Health Care
- Spanish Language
- Women’s Studies
- Culinary
- Art Appreciation
- Horticulture
Fashion students created replicas of Frida’s dresses.

Theatre students building recreation of garden pyramid.

Culinary students designed and created Frida themed work.
ALUMNI ENGAGEMENT
Publisher/Promoter Jaqueline Camacho

Frida Kahlo 2020
TODAY’S INSPIRED LATINA NIGHT AT FRIDA KAHLO 2020 EXHIBIT
AUGUST 13, 2020
Save the Date!
CULINARY & HOSPITALITY FUNDRAISER

- Frida Kahlo themed event
- Scholarship Fundraiser
- Mexican-fusion inspired recipes
Area grade school students present ideas for children’s activities for Frida Kahlo 2020
A UNIQUE OPPORTUNITY TO EXPAND

- Historic and unprecedented exhibition of Frida Kahlo original artworks coming in 2020
- Over $110M in rare and valuable pieces
- Budgeted upgrades have been planned to bring the space to museum grade standards for security, lighting, and humidity control.
- Optimal time for expansion
POTENTIAL FUTURE EXHIBITIONS

EDGAR DEGAS

PICASSO

ANDY WARHOL
COD Collection
plus loaned work
College of DuPage is poised to be the leading center for arts and culture in the region.
Collaborations & Partnerships Mitigate Risk

Partnered with College of DuPage Foundation to mitigate risk of $3 million investment.

College of DuPage's McAninch Arts Center to display rare work of Frida Kahlo

By ERIC SCHELKOPF  Email  Follow

COD approves $354.3M budget
DuPage County will soon be on the world stage when the Frida Kahlo exhibit arrives at the College of DuPage in Glen Ellyn in 2020. On Sunday, I attended the Frida Fest where our community celebrated this exciting moment and recognized the cultural, civic, and economic benefits the exhibit will generate for our country. Thank you to the College of DuPage and the Mexican Cultural Center DuPage for hosting this great kick-off event. #Frida2020 #MexArtBudapestMoscowGlenEllyn
GLEN ELLYN PROCLAIMS “The Year of Frida”
COUNTY SUPPORT

DUPAGE CONVENTION AND VISITORS BUREAU

- Grant application for state marketing funds
- Letters of Support
- Marketing Support
- Conference Promotion
### ECONOMIC IMPACT

**Average attendance of U.S. Frida Kahlo exhibits**

<table>
<thead>
<tr>
<th>Location</th>
<th>Pieces of Art</th>
<th>Average Visitors per Month</th>
<th>Average Visitors Per Day</th>
<th>Total Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detroit Institute of Art</td>
<td>21</td>
<td>50,000</td>
<td>2083</td>
<td>200,000</td>
</tr>
<tr>
<td>4 months</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heard Museum Phoenix</td>
<td>2 + Diego Rivera Works</td>
<td>80,000</td>
<td>3076</td>
<td>400,000</td>
</tr>
<tr>
<td>Phoenix 5 months</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco MOMA</td>
<td>50 Frida Paintings</td>
<td>117,778</td>
<td>4530</td>
<td>412,000</td>
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<tr>
<td>3.5 months</td>
<td></td>
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</tbody>
</table>

**ESTIMATED ECONOMIC IMPACT ON DUPAGE COUNTY:**

$8,037,000

- An arts patron spends $23.44 per person above and beyond the admission ticket versus an out-of-town patron who spends an average of $144.00 per person.
- Based on an average of 2,075 patrons per day x 6 days per week x 12 weeks = 149,400 people.
- $150,000 people x 75 percent local audience spending of $23.44 per person = $112,500 people x average spend of $23.44 = $2,637,000
- $150,000 people x 25 percent out-of-town average spending of $144.00 = $37,500 people x average spend of $144.00 = $5,400,000

Average Audience Expenditure per Person: $53.58

<table>
<thead>
<tr>
<th>Meals and Refreshments</th>
<th>$28.64</th>
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</thead>
<tbody>
<tr>
<td>Gifts and Souvenirs</td>
<td>$7.65</td>
</tr>
<tr>
<td>Overnight Lodging</td>
<td>$7.42</td>
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<tr>
<td>Local Transportation</td>
<td>$5.26</td>
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<tr>
<td>Clothing and Accessories</td>
<td>$3.20</td>
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<tr>
<td>Child Care</td>
<td>$0.65</td>
</tr>
<tr>
<td>Other</td>
<td>$0.50</td>
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</tbody>
</table>

**DuPage CVB estimates $8 million economic impact.**

COD is projecting 150,000 visitors.
Partnering local small businesses already planning events and stocking items related to Frida Kahlo. Vendors at the first event “Frida Fest” sold out!
Brooklyn’s Nu Hotel Has a Frida Kahlo Suite, and It’s Truly Surreal

By Morgan Halberg - 03/01/19 10:55am

In early February, the Brooklyn Museum opened “Appearances Can Be Deceiving,” its exhibition paying tribute to Frida Kahlo. The largest U.S. show dedicated to the artist in a decade, it focuses on providing a larger portrayal of Kahlo’s life through photos, paintings, her clothing and personal possessions, and more.
Arte de Nacional
Frida Kahlo Series

-Starters-
Housemade Salsa & Tortilla Chips

-Tapas-
Three Cheese Empanadas
Chicken Croquetas
Chile Ginger Shrimp Skewers
Ahi Tuna & Watermelon Ceviche

-Libations-
One Complimentary
Frida Kahlo Blanco Margarita
Honoro Vera Garnacha
Honoro Vera Rueda
Surrounding communities are planning programming to coincide with exhibit
GALA committee led by:

- Business leaders
- Civic leaders
- Philanthropists
- Members of the art community
• The arts are a tremendous catalyst to build community.
• Inviting organizations to participate one-on-one is key.
• Partnerships and collaboration build community and mitigate risk.
• Duplicated on a smaller scale.