

Iowa Architectural Foundation 2015 Annual Report

INSPIRING APPRECIATION FOR ARCHITECTURE AND DESIGN IN EVERYONE

2015 HIGHLIGHTS

2015 began with the unveiling of the organization's new brand and logo. After celebrating 25 years in 2014, the Foundation was ready to take on a new, fresh look in order to remain relevant to today's constituents. The logo was chosen after a call-for-entries to the design community. Brent Hoffman, AIA, of Shiffler and Associates designed the new graphic, encompassing the mission and direction of the Iowa Architectural Foundation (IAF) into 2015 and the next 25 years— *to inspire appreciation for architecture and design in everyone through education and outreach.*



A vision statement was adopted by the Board of Trustees and is as follows:

As a volunteer-driven non-profit organization, the IAF brings architects and designers, educators and students, and architecture enthusiasts together to improve the quality of life in the state of Iowa through architecture and design.

We believe through engaging communities and citizens with design, we can provoke positive change and inspiring futures for the built environment of our state.

Through our outreach programs and youth and adult education, IAF inspires people to become thoughtful and engaged stewards of their communities and to work to improve the places where they live, learn, work, and play.

ABOUT THE IOWA ARCHITECTURAL FOUNDATION:

The Iowa Architectural Foundation (IAF) is a charitable nonprofit organization established in 1989 *to inspire appreciation for architecture and design in everyone.*

The organization is governed by a volunteer Board of Trustees composed of architects and business leaders statewide with daily administration of the Foundation and its programs entrusted to a full-time Executive Director.

IAF receives direct financial support from individuals, small businesses, corporations, foundations, and architectural firms who believe in the Foundation's mission. Contributions made to the Foundation are tax-deductible as allowed by law.

For more information on the Iowa Architectural Foundation and its programs, please visit iowaarchfoundation.org.



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COMMUNITY DESIGN PROGRAM

2015 PROGRAM HIGHLIGHTS

The Community Design Program (CDP) assists communities by providing a very open and public decision-making process that brings civic groups, elected officials, and concerned citizens together with design professionals to visualize solutions for community betterment.

The **Community Design Program (CDP)** has been helping communities around the state of Iowa for the past 15 years. In 2015, efforts were focused on exploring new options to diversify its program offerings while continuing to provide community design assistance. A new fee structure and application process was unveiled to attract new communities of all sizes to the services the Community Design Program provides. This paid off immensely as the program saw four communities complete the program in 2015.

The community of Leighton wrapped up their Community Design Program in January. A team of five professional designers assisted the community in visualizing improvements to their business district, including storefront façade improvements and streetscaping. Signage was also designed to attract visitors into the community.



Van Meter Design Team receiving a tour of the community.

The community of Nevada held their CDP from April to September to gain visualizations of improvements to the 30+ buildings that make up their downtown business district, as well as wayfinding and directional signage and streetscaping improvements, in order to apply for funding opportunities and garner community support. A team of twelve design professionals were recruited to volunteer for this charrette.

The community of Van Meter sought a similar project for their downtown revitalization. A team of seven design professionals worked with the community from August to December and gave a final presentation encompassing plans to increase tourism through riverfront recreation, streetscaping and signage improvements, and a new town center.

Finally, the community of St. Ansgar, also seeking guidance and designs for a new town center, worked with a team of six design professionals over the course of three days in November to receive recommendations for a city community center that would encompass multiple municipalities in one building, including the city hall, library, and senior saints.



St. Ansgar Design Team giving final presentation.

IAF thanks the many volunteers who participated on the design teams for these community design charrettes in 2015:

Mitzi Alexander
Kerry Anderson
Samantha Barbour
Francis Boggus
Abigail Chungath
Sophie Feng
Connor Gatzke
Kelly Harbacheck
Jeremy Huntsman
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Andy Meyer
Heather Purdy
Abby Rodewald
Hannah Schurrer
Brennan Scott
Cory Scott
Rikita Singhai
Emi Skogerson
Edd Soenke
Milagros Stevens
Molly Wood



ARCHITECTURE IN THE COMMUNITY

2015 PROGRAM HIGHLIGHTS

The Architecture in the Community Committee (AIC) is charged with extending IAF’s mission to the adult public through annual programs such as the summer walking tours, Architectural Month Lecture Series, community education courses, and special events.

The **Architecture in the Community (AIC)** Committee continues to be active in inspiring appreciation for architecture and design to the adult public. During Architecture Month in April, AIC gave its annual series of free public lectures to the theme of “ReUse,” focusing on buildings that have been transformed from their original intent. Over 100 participants joined the series in touring the Des Moines Social Club, The Des Moines Building, and The Temple for Performing Arts in Des Moines. The Architecture@Hand summer walking tours had a very successful season, with a record breaking number of participants taking tours led by design professionals around downtown Des Moines. A number of private walking tours were also given to several out-of-town and community groups, as well as a free tour in honor of the first Art Week Des Moines, rounding out participation numbers to over 440 participants—making this the best year in attendance for walking tours since their inception 14 years ago.



AIC Architecture Month Lecture Series “ReUse” at the Des Moines Building.



AIC Committee sponsored a bus tour to Mason City with DMPS, touring Prairie School Architecture including the Historic Park Inn.

The AIC committee continued to partner with Des Moines Public Schools to provide educational programming for adults. A number of new courses were offered this year with topics ranging from Des Moines and the City Beautiful Movement to the History of Interior and Furniture Styles to a travel course on Prairie School Architecture in Mason City. The travel course sold out at record attendance and was a major success for the committee, with immense

interest to do additional travel courses in the future.

In April, the AIC Committee sponsored the fourth annual Eat.Drink.Architecture event, a fundraising activity that combined sampling food and drinks at restaurants with walking tours in the Court Avenue district of Des Moines. The event sold out for the fourth year in a row with 70 participants. Other activities the committee continues to be involved in included co-sponsoring the “Bike to Art” tour with the Des Moines Bicycle Collective and assisting past Executive Director, Kristin McHugh-Johnston, with decorating a tree for the annual Blank Children’s Hospital Festival of Trees and Lights in Des Moines.

IAF thanks the volunteers who served on the AIC committee in 2015:

- Tom Wollan, Chair
- Tina Rhodes, Vice Chair
- Jason Bird
- Tim Bungert
- Julia Gauthier
- Jeanne Huntsman
- Karl Kaufman
- Paula Mohr
- Diane Munch
- Christa Pirl
- Amy Schmitt
- Ron Schulz

And the volunteers who assisted with the summer walking tours:

- Bob Bisenius
- Megan Drake
- Jen James
- Michelle Sacco
- Ed Shannon
- James Spiller



ARCHITECTURE IN THE SCHOOLS

2015 PROGRAM HIGHLIGHTS

The Architecture in the Schools Committee (AIS) is charged with extending IAF's mission to children. It does this through a number of annual programs including the Architecture by Children (ABC) drawing contest, the "Snapshot Iowa" photography contest, special presentations and student walking tours.

The **Architecture in Schools Committee (AIS)** used 2015 to enhance and improve its ongoing activities and programs. The year started off with the judging of the fifth annual "Snapshot Iowa" photography contest for Iowa students in grades 7-12 and the seventh annual "Architecture by Children" drawing contest for Iowa students in grades K-6. Both contests were generously sponsored by Holmes Murphy with additional prizes by Casey's General Stores.

These contests were created to encourage Iowa students to get involved with architecture. This year's theme was "Places to Remember" and both contests encouraged students to think about public buildings in Iowa they associate with good memories. Information on the contests were mailed to area AEAs to be distributed to art teachers, as well as children's librarians all across the state. The "Architecture by Children" drawing contest saw almost 250 entries from students all across Iowa, including those from 31 new communities who had not participated before. The "Snapshot Iowa" photography contest saw over 130 entries, including those from 14 new communities.

Winners were chosen from each region and in each age group for the "Architecture by Children" drawing contest. Additionally, for each contest, overall winners from each age group were selected as statewide winners. All winners received cash prizes.



Architecture by Children Statewide K-3 winning drawing by Claire H. of Mason City.



Students from St. Francis of Assisi participate in a student walking tour.

The AIS Committee continued to sponsor elementary school walking tours for Central Iowa school districts, private schools, and home schooled children and their chaperones. 192 students participated in 2015. The tours are led by architects, architectural interns, and volunteers interested in architecture that are trained to lead the students on an hour long "Architective" tour of downtown Des Moines.

Committee member Bev Smith taught a course for Heartland AEA teachers on Math and Architecture, with lesson plans that can be used for teachers who wish to incorporate architecture related problems into their math curriculum. The committee also participated at ArtFest Midwest with an architecturally-themed craft for children, as well as presented to a number of school groups who requested presentations on architecture or design careers.

IAF thanks the volunteers who served on the AIS committee in 2015:

Edd Soenke, Chair
Michelle Sacco, Vice Chair
Megan Drake
Jen James
Bev Smith

And the volunteers who assisted with the student walking tours:

Bob Bisenius
Pedro Garcia
Frank Hoifeldt
Bob Ormsby
Nick Maletta
Diane Munch



BOARD OF TRUSTEES

2015 YEAR IN REVIEW

Aside from unveiling the Foundation’s new brand, the **Board of Trustees** worked diligently to jumpstart the three year strategic plan that was created in 2014 to increase funding and overall perception of the organization. A quarterly e-newsletter was established which reaches over 500 recipients and highlights upcoming events and opportunities. New marketing tactics, including a professionally designed banner and brochures incorporating the Foundation’s new brand, were also created and emphasis was placed on donor stewardship and engagement through monthly touchpoints.

In October, the Board of Trustees hosted a fall fundraiser the Saturday after the AIA Central States Region Convention in Des Moines. Patrons of the Fundraiser were able to get a sneak peak of the Foundation’s newest outreach initiative, “Taste of Iowa Architecture” - a customizable, Iowa road map highlighting historic and architecturally significant buildings across the state which offer dining. The presenting sponsor for the event was Denman & Company, with supporting sponsorships by OPN Architects, Shive-Hattery, SGH, Inc., and Simonson & Associates. The event featured an on-line silent auction and a fun, interactive scavenger hunt using the Taste of Iowa Architecture map. The event raised over \$5,500 for the Foundation and garnered much attention, including a write up on the front page of *The Des Moines Register’s* Sunday Iowa Life section.



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Iowa Architectural Foundation

2015 Annual Report



SPECIAL THANKS

Every effort has been made to list all of our contributors accurately. We apologize for any omissions and errors. Please contact the Foundation with any corrections. The Iowa Architectural Foundation wishes to thank the following individuals, architectural firms, and corporate entities for their financial or in-kind support received between January 1 and December 31, 2015:

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