

EVALUATION REPORT

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The Chicago Cultural Alliance Presents

inherit
CHICAGO



**Great Cities
Institute**



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Produced for

Chicago Cultural Alliance

chicagoculturalalliance.org

info@chicagoculturalalliance.org

Produced by

UIC Great Cities Institute

greatcities.uic.edu

gcities@uic.edu

Authors

Matthew D. Wilson

Economic Development Planner

mwilso25@uic.edu

Amber Farrell

Research Assistant

Advisor

Noah Temaner Jenkins

Temaner + Associates

Acknowledgements

Teresa L. Córdova, Ph.D.

Timothy O. Impeokparia, Ph.D., AICP

Jackson C. Morsey, AICP

Jashaun Bowens

Dakota Burnett

Kevin Peralta

Elisabeth Rask

Shubhayan Ukil

Image Credits

Lydia Hoover Photography

TABLE OF CONTENTS

i Executive Summary

1 Introduction

- 1 Background
- 1 Inherit Chicago
- 2 Inherit Chicago Participating Organizations
- 3 The CCA's Role in Inherit Chicago
- 4 CCA's Inherit Chicago Marketing

6 Evaluation

10 Data Findings

- 10 Evaluation Question #1: To what extent did Inherit Chicago increase attendance and attract new audiences to heritage museums and cultural centers in Chicago?
- 22 Evaluation Question #2: How well did Inherit Chicago promote individual attendees' understanding of, interest in, and empathy for other cultures?
- 26 Evaluation Question #3: To what extent did Inherit Chicago encourage and strengthen intercultural collaboration among CCA members and other partners in the near-term and lay the foundation for such collaboration over the long-term?
- 32 Evaluation Question #4: To what extent did Inherit Chicago create dialogue between communities in the near-term and lay the foundation for such collaboration over the long-term?

36 Summary of Findings

37 Recommendations

- 37 Marketing
- 37 Audience Development
- 37 Meeting Coordination and Event Planning
- 38 Community Impact

39 Conclusion

I Appendix 1: Additional Data



The mission of the Chicago Cultural Alliance is to connect, promote, and support centers of cultural heritage for a more inclusive and culturally vibrant region.

Our vision is a region where all communities have a voice, and cross-cultural dialogue and collaboration are an integral part of Chicago's civic fabric.



chicagoculturalalliance.org

@chicagocultural



EXECUTIVE SUMMARY

Introduction

The Chicago Cultural Alliance (CCA) partnered with the Great Cities Institute to perform an evaluation of Inherit Chicago. The CCA, as conceiver and lead planning organization for Inherit Chicago, decided to evaluate Inherit Chicago to measure its goals relative to festival outcomes. In this endeavor, the CCA partnered with the Great Cities Institute to conduct the evaluation and is committed to using the findings of the evaluation to improve future intercultural cohabitation and advocate for cultural heritage organizations and future Inherit Chicago events.

To evaluate Inherit Chicago, the Great Cities Institute compared the goals of Inherit Chicago to outcomes measured through surveying and conducting focus groups with representatives of organizations who participated in Inherit Chicago, and by surveying Inherit Chicago event attendees. This evaluation report presents analysis of data collected during the evaluation process to determine if the CCA's goals for Inherit Chicago were met, and provides recommendations for future Inherit Chicago festivals.

Inherit Chicago

In October 2017, the CCA debuted Inherit Chicago, a citywide, intercultural festival of art, ideas, and performance at many of Chicago's neighborhood cultural heritage centers. The purpose of Inherit Chicago was to bring together its members across the Chicagoland region in intercultural collaboration, creating a capacity building effort that would galvanize cultural heritage centers and museums around programs, audience building, and knowledge.

The festival took place throughout the month of October and featured World Dumpling Fest, an opening kickoff celebration featuring performances and dumplings of the world at Chase South Promenade in Millennium Park. This event previewed and provided a bridge to a series of programs and events at neighborhood cultural centers and heritage museums. The 21 neighborhood programs aimed to educate and engage audiences on contemporary topics and issues in ethnic communities,

creating new bonds through collaboration and dialogue.

The CCA served two primary roles for Inherit Chicago: to lead Inherit Chicago's strategic audience development plan, which includes a messaging and marketing campaign, and to provide capacity building and support to participating organizations for the neighborhood programs.

EVALUATION

The purpose of this evaluation is to assess the success of Inherit Chicago and the services the Chicago Cultural Alliance provided to its member organizations in preparation for Inherit Chicago. The following set of questions guided this evaluation. These were developed by the evaluation team and informed by the CCA's primary goals for Inherit Chicago. The data collected in the evaluation will be used to answer the questions below.

- To what extent did Inherit Chicago increase attendance and attract new audiences to heritage museums and cultural centers in Chicago?
- How well did Inherit Chicago promote individual attendees' understanding of, interest in, and empathy for other cultures?
- To what extent did Inherit Chicago encourage and strengthen intercultural collaboration among CCA members and other partners in the near-term and lay the foundation for such collaborations over the long-term?
- To what extent did Inherit Chicago create dialogue between communities in the near-term and lay the foundation for such collaborations over the long-term?

Data Collection Process

Various methods were used to collect data for this evaluation from Inherit Chicago events. This included ticketing data, neighborhood event surveys, surveys to Inherit Chicago participating organizations, and focus group dialogues. This feedback captured either audience perspectives on Inherit Chicago events or the perspectives of participating cultural organizations on CCA's leadership and support throughout the development and implementation of Inherit Chicago events.

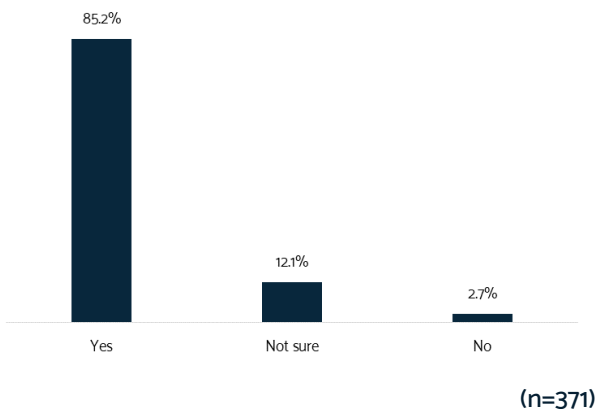
FINDINGS

To what extent did Inherit Chicago increase attendance and attract new audiences to heritage museums and cultural centers in Chicago?

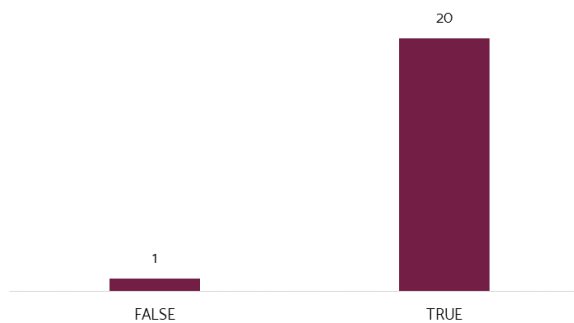
Inherit Chicago was successful in increasing attendance and attracting new audiences to heritage museums and cultural centers in Chicago. Individuals who obtained tickets for Inherit Chicago events represented a broad range of ages and racial/ethnic groups (see charts 1 and 3 in full evaluation). World Dumpling Fest attendees were generally not aware of many cultural/heritage centers and/or institutions before attending World Dumpling Fest and increased their interest in attending heritage centers and/or museums (see Executive Summary Chart 1). From the perspective of event hosting organization representatives, nearly all event host representatives surveyed indicated that their event attracted new audiences (see Executive Summary Chart 2.)

World Dumpling Fest was successful in informing attendees what Inherit Chicago was, with 15% of attendees knowing what Inherit Chicago was before attending and 63% of the same respondents reported knowing what Inherit Chicago was after attending, leaving 37% being unaware even after attending World Dumpling Fest (see Executive Summary Charts 3 and 4). While an increased percentage of respondents learned about Inherit Chicago, only around a third of attendees planned to attend any Inherit Chicago events (see Chart 10 in full evaluation).

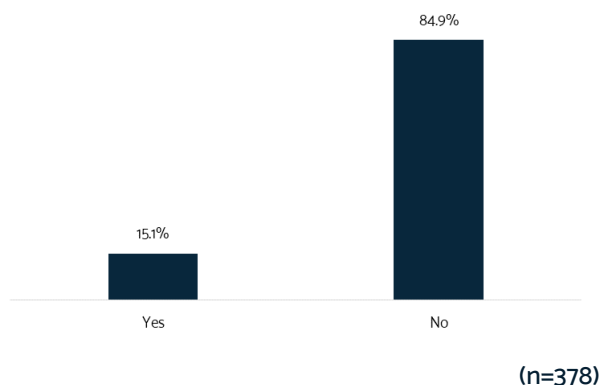
Executive Summary Chart 1: After attending this event, do you have an increased interest in attending cultural or heritage centers or museums?



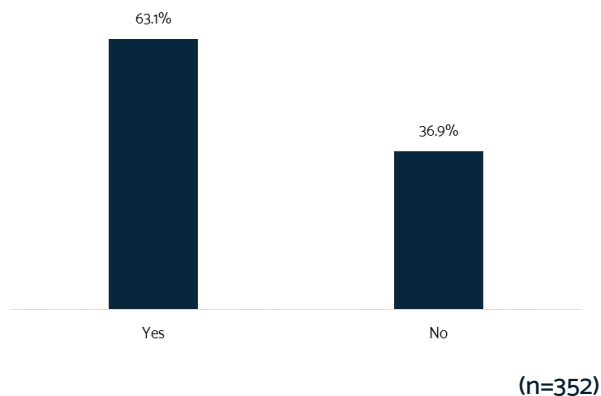
Executive Summary Chart 2: Please indicate if the following statement about the Inherit Chicago event you co-hosted is true or false: The event brought out new audiences.



Executive Summary Chart 3: Before hearing about or attending World Dumpling Fest, did you know what Inherit Chicago was?



Executive Summary Chart 4: After hearing about and attending World Dumpling Fest, do you now know what Inherit Chicago is?



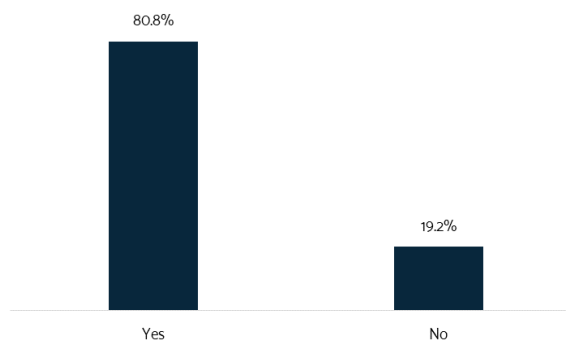


Collaborators from Polish Museum of America, DANK Haus German American Cultural Center, and OPEN Center for the Arts.

How well did Inherit Chicago promote individual attendees' understanding of, interest in, and empathy for other cultures?

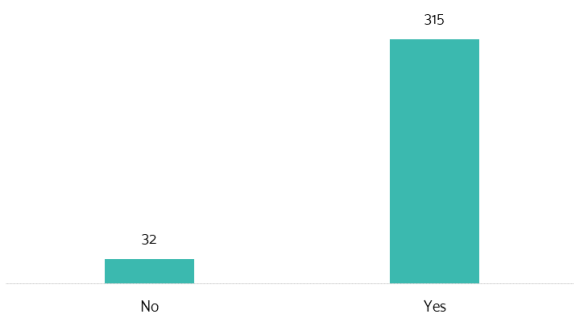
Inherit Chicago met its goal of promoting individual attendees' interest in and understanding of other cultures. A vast majority of attendees of World Dumpling Fest and Inherit Chicago neighborhood events indicated an increased knowledge of a culture presented at the respective events (see Executive Summary Charts 5 and 6). Attendees of neighborhood events were interested in attending more Inherit Chicago events and nearly three-fourths indicated that they would return to the venue of the event (see Executive Summary Chart 7). Additionally, Dumpling Fest event survey respondents indicated that they learned about cultures presented through a variety of different artistic modes, advancing their knowledge of various aspects of other cultures (see Chart 14 in full evaluation).

Executive Summary Chart 5: Did your knowledge of a culture or heritage presented today increase as a result of attending this event?

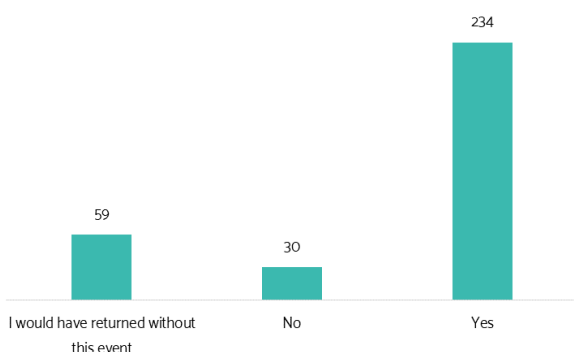


(n=365)

Executive Summary Chart 6: Did your knowledge of a culture presented today increase as a result of attending this event?



Executive Summary Chart 7: Do you plan to return to the venue that hosted this event as a result of this event?



An audience member snaps a picture of CCA's "What do you inherit, what do you pass down?" engagement.

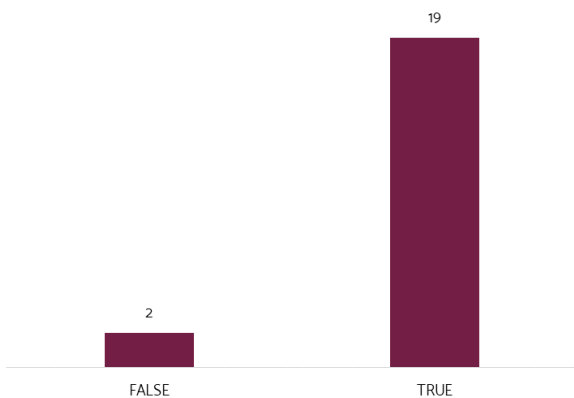


A father and daughter take a selfie at "Behind the Mask," an interactive maker event with the National Cambodian Heritage Museum, the American Indian Center, and INTUIT: Center for Intuitive and Outsider Art.

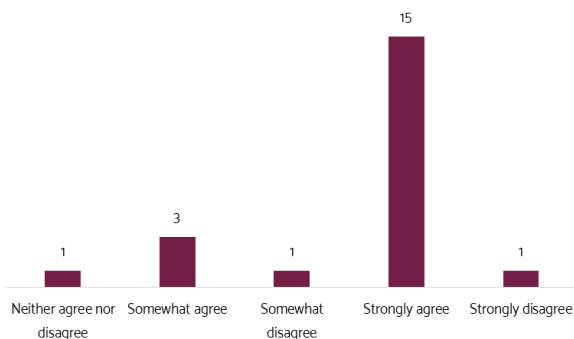
To what extent did Inherit Chicago encourage and strengthen intercultural collaboration among CCA members and other partners in the near-term and lay the foundation for such collaboration over the long-term?

Inherit Chicago met its goal of encouraging and strengthening intercultural collaboration among CCA members in the near-term and laid foundations for such collaborations over the long-term. Inherit Chicago successfully brought together partners that otherwise would not have worked together. In this process, groundwork was laid for future collaborations as a vast majority of organization representatives expressed a willingness to work together in the future and an indication that they may do so (see Executive Summary Charts 8 and 9). While monthly meetings and CCA supports were effective and appreciated by an overwhelming majority of organizations, organization representatives suggested ways planning could be strengthened, such as making monthly planning meetings more accessible, helping secure event space for organizations that may face challenges doing so, and promoting more even workload sharing in collaborative processes.

Executive Summary Chart 8: Please indicate if the following statement about the Inherit Chicago event you co-hosted is true or false:
Our organization has gained an interest in collaborating again.



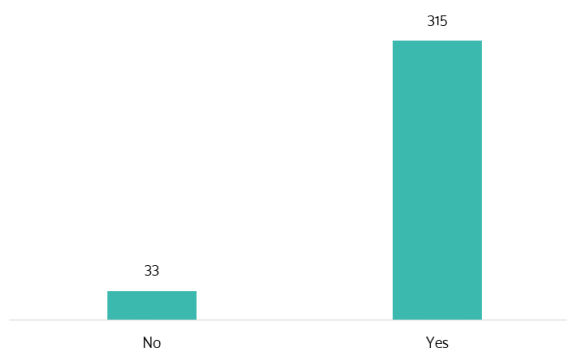
Executive Summary Chart 9: Please indicate to what extent you agree or disagree with the following statement: My organization will work again in the future with the co-hosting organization(s) because of our Inherit Chicago experience.



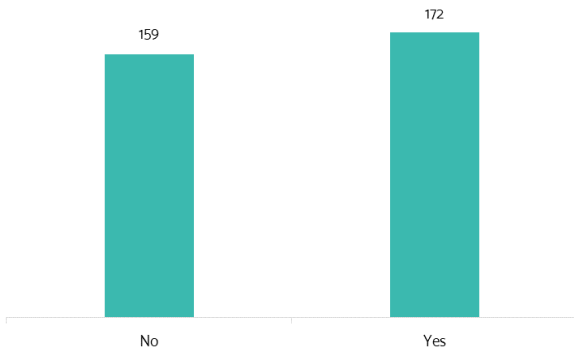
To what extent did Inherit Chicago create dialogue between communities in the near-term and lay the foundation for such collaboration over the long-term?

Inherit Chicago was successful in creating dialogue between communities in the near-term and laying the foundation for such collaborations over the long-term as indicated from both an audience and hosting organization perspective. Survey responses show that Inherit Chicago exposed new audiences to cultural/heritage events and centers/institutions, even in neighborhoods they rarely went to (see Executive Summary Charts 10, and 11). Additionally, attendees indicated that they would visit partner venues (see Executive Summary Chart 12), further exposing audiences to new communities. Increasing future audience sizes and organizations involved in Inherit Chicago can work to make the benefits of dialogue and collaborations between communities more widespread.

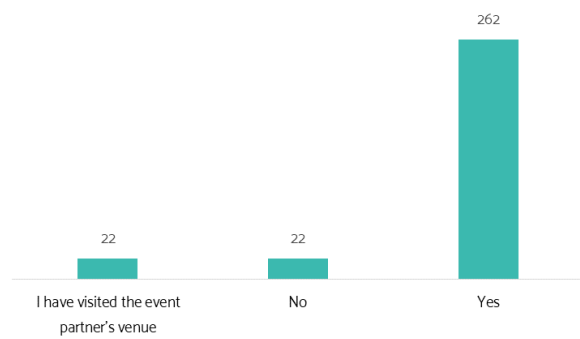
Executive Summary Chart 10: Did this event increase your awareness of cultural/heritage centers and/or institutions more generally?



Executive Summary Chart 11: Did this event take place in a neighborhood/area that you have not been to before or rarely go to?



Executive Summary Chart 12: Would you visit the event partner's venue?



Sweet Station, a restaurant in Chinatown, joins core and partner members in a photo at World Dumpling Fest.

RECOMMENDATIONS

While Inherit Chicago was successful in meeting its goals, the analysis of the data presented in this document guided the development of 13 recommendations for the CCA to expand Inherit Chicago's impact and provide enhanced support for CCA member organizations. This report recommends the following program modifications in the areas of marketing, audience development, meeting coordination and event planning, and community impact for future Inherit Chicago events.

Marketing

- With social media, word of mouth, and Eventbrite being the primary modes through which individuals heard about Inherit Chicago neighborhood events, use of these tools should be increased because of their effectiveness. The many modes of advertisement that did not lead to increased attendance (WBEZ, Southside Weekly, Chicago Transit Authority) should be reviewed and considered for elimination (see Chart 4 in full evaluation).
- “Word of mouth” attracted the second largest group of participants to Inherit events. CCA partner organizations should build upon this success by expanding their word of mouth strategies. Partners should encourage discussion of Inherit events in daily dialogues to increase public awareness and attendance.
- If youth are an audience that CCA and partner organizations want to capture, marketing strategies should be developed that cater towards youth and broaden attendance at Inherit Chicago events. Focus group participants mentioned that younger participants (younger than 18) were largely underrepresented.
- After having attended World Dumpling Fest, 37% of respondents indicated that they did not know what Inherit Chicago was (see chart 8 in full evaluation). World Dumpling Fest should be catalyzed further as a marketing tool for Inherit Chicago neighborhood events. With access to a large captive audience at World Dumpling Fest, there is an opportunity to inform and garner

interest for attendees to attend neighborhood events. World Dumpling Fest should be more aggressively promoted as a kickoff to a series of Inherit Chicago engagements rather than a stand-alone event. At World Dumpling Fest, materials and resources should be more widely distributed that educate attendees on Inherit Chicago events.

- As a primary goal of Inherit Chicago is to “increase attendance and attract new audiences to cultural and heritage centers in Chicago,” partner organizations should continue to use Inherit Chicago events as platforms to market their own non-Inherit activities and events.

Audience Development

- World Dumpling Fest was successful in increasing knowledge of different cultures and increasing interest in visiting cultural or heritage centers or museums (see Charts 12 and 13 in full evaluation). This was also true for food, performances, and art experiences at the Fest (see Chart 14 in full evaluation). Maintaining, and perhaps expanding, the mix of methods for cultural expression and education will likely further increase audience interest and knowledge of different cultures and heritages.
- To address the concern that Inherit events did not have sufficient participation from younger generations, CCA should consider emphasizing the development of youth-centric events. These events should not only target youth (under 18) through their content, but also through logistical considerations such as location (near schools/youth activity centers), time of day (earlier in the evening on “school nights”), and date (weekend event dates).

Meeting Coordination and Event Planning

- With the time and location of planning meetings being a challenge to more than a third of organizations (see chart 23 in full evaluation), rotating meeting times and locations would allow for more meeting attendees and allow organization representatives to visit other cultural/heritage museums and centers.
- In addition to rotating meeting locations, CCA

should ensure that planning meetings are more accessible by establishing methods for virtual attendance. Use of conference calls, GoToMeeting, Skype, and other remote technologies could increase member participation at planning meetings, enhancing their overall effectiveness.

- As CCA's marketing was identified as crucial for nearly every event, the CCA should share its effective marketing strategies with organizations so they can be less reliant on CCA's services. This will make collaborations without the assistance and services of CCA possible and sustainable without continued CCA involvement.
- Focus group participants suggested that the frequency of Inherit events may have been overwhelming for participants. CCA should consider that impact of expanding the duration of Inherit Chicago (>1 month) to create a spread of events that is more manageable for audiences, especially for regular Inherit event attendees.

Community Impact

- Neighborhood events brought nearly half the audience members into neighborhoods they had not been to or rarely go to (see Chart 27 in full evaluation). Focusing on having events in Zip Codes that were not highly represented in the audiences can increase the number of event attendees going to neighborhoods they have not been to or rarely go to. Given that a low number of event attendees (9%) indicated they would not return to the site that hosted the event, there is great potential for Inherit Chicago to bring attendees into new neighborhoods.
- Finally, the success of the Inherit Chicago should be marketed to promote the belief that cultural centers are economically important to neighborhoods and neighborhood development. CCA should establish communications with communities, civic leaders, and elected officials to engage them on the findings in this report, to emphasize the need for more cultural and heritage center support, and to highlight the centers' value to communities.

CONCLUSION

This document provides an evaluation of Inherit Chicago and the services that CCA provides to its member organizations for Inherit Chicago. Through various data collection methods and cross-referencing data to CCA's primary goals for Inherit Chicago, this evaluation finds that Inherit Chicago is successful in increasing awareness of heritage and cultural centers and has increased collaboration between its members and partners. Still, there is room for improvement in the impacts that Inherit Chicago has on its audience, the organizations that host events, and in communities with cultural amenities.

Future work can use these evaluation findings to improve Inherit Chicago and communicate the value of the CCA, their mission, and Inherit Chicago to strategic partners. Strategic partners such as civic officials and foundations can help establish stronger community relationships and support. The findings most broadly will be used to lay the groundwork to explore the impacts of cultural institutions on neighborhoods and the importance of support mechanisms for individual organizations in creating an ecosystem of support.



Segundo Ruiz Belvis Center opens Las Caras Lindas with their youth jazz ensemble

INTRODUCTION

The Chicago Cultural Alliance (CCA) has partnered with the Great Cities Institute to perform an evaluation of Inherit Chicago. The CCA, as conceiver and lead planning organization for Inherit Chicago, decided to evaluate Inherit Chicago to measure its goals relative to festival outcomes. In this endeavor, the CCA partnered with the Great Cities Institute to conduct the evaluation and is committed to using the findings of the evaluation to improve future Inherit Chicago events.

To evaluate Inherit Chicago, the Great Cities Institute compared the goals of Inherit Chicago to outcomes measured through surveying and conducting focus groups with representatives of organization who participated in Inherit Chicago and surveying Inherit Chicago event attendees. This evaluation report presents analysis of data collected during the evaluation process to determine if the CCA's goals for Inherit Chicago were met and provides recommendations for future Inherit Chicago festivals.

Background

The Chicago Cultural Alliance is a consortium of 36 heritage museums, cultural centers, and historical societies that represent 31 neighborhoods in the Chicago region and represent 29 different cultures from Chicago and around the world. CCA's mission is to connect, promote, and support these centers of cultural heritage for a more inclusive and culturally vibrant Chicago.

Inherit Chicago

In October 2017, the CCA debuted Inherit Chicago, a citywide, intercultural festival of art, ideas, and performance at many of Chicago's neighborhood cultural heritage centers. The purpose of Inherit Chicago was to bring together its members across the Chicagoland region in intercultural collaboration, creating a capacity building effort that would galvanize cultural heritage centers and museums around programs, audience building, and knowledge.

The festival took place throughout the month of October and featured World Dumpling Fest, an opening kickoff celebration featuring performance and dumplings of the world at South Chase Promenade in Millennium Park. This event previewed and provided a bridge to a series of programs and events at neighborhood cultural centers and heritage museums. The 21 neighborhood programs aimed to educate and engage audiences on contemporary topics and issues in ethnic communities, creating new bonds through collaboration and dialogue.

Inherit Chicago was the culmination of more than a year-long discussion, and many years of collaboration between the CCA, CCA core members, and CCA partners. In Inherit Chicago, CCA seeks to create a new, bi-annual citywide event that builds on CCA members' assets, heritage, and culture to amplify their vital place in the region's neighborhoods. This citywide series of events were different from what CCA had ever done, and was developed to highlight organizations' programs and missions – allowing the whole of its membership to participate. The project included 35 CCA members and 6 partnering organizations.

CCA's approach to Inherit Chicago gave membership the lead role on program ideas and collaborations. CCA established three questions reflecting areas of programmatic cohesion for Inherit Chicago and collaborative programs as a guide for participating museums and cultural centers:

How does your program connect heritage and/or history to today's issues and topics?

How does it connect cultures and/or communities' together?

How does it connect millennial audiences through engagement or authorship?

These overarching programmatic questions were established from feedback gathered at a brainstorming session at Activating Heritage, CCA's annual member conference. During the session, member reflected on the collaborative potential of the CCA and their organizational needs and challenges. These three questions address the themes that were most apparent

and repetitive among each member feedback group, and therefore served as the foundation for programs in the inaugural year.

Inherit Chicago Participating Organizations

American Indian Center
Arab American Action Network
Balzekas Museum of Lithuanian Culture
Casa Italia
Casa Michoacan
Chinese-American Museum of Chicago
DANK Haus German American Cultural Center
Dominican American Midwest Association
Ethiopian Community Association of Chicago
Filipino American Historical Society
Haitian American Museum of Chicago
HANA Center
Indo-American Heritage Museum
INTUIT Center for the Outsider Art
Irish American Heritage Center
Japanese American Service Committee
Mitchell Museum of American Indian
Muslim American Leadership Alliance
National Cambodian Heritage Museum
National Hellenic Museum
National Museum of Puerto Rican Arts and Culture
National Public Housing Museum
North Park University
Oakdale Christian Academy
OPEN Center for the Arts
Organizing for Power
Polish Museum of America
Segundo Ruiz Belvis Cultural Center
South Side Community Art Center
STOP: South Side Together
Swedish American Children's Choir
Swedish American Museum
That Belongs in a Museum
Trickster Art Gallery
Turkish American Society
UIC Arab American Cultural Center
UIC Asian American Resource and Cultural Center
Ukrainian Institute of Modern Art
Ukrainian National Museum
University of Chicago, Logan Center for the Arts
University of Chicago, Office of Civic Engagement

The CCA's Role in Inherit Chicago

The CCA served two primary roles for Inherit Chicago, to lead Inherit Chicago's strategic audience development plan, which includes a messaging and marketing campaign, and to provide capacity building and support to participating organizations for the neighborhood programs.

In late 2016, the CCA put a formal call out for member program proposals, and encouraged all members to apply even if they had a clear program proposal but not a partnering organization or they had a partnering organization and no collaborative program idea. These proposals were completed in January of 2017. In each proposal, members were asked to name a potential or confirmed collaborator, why they would like to partner with this organization, explain their program content or idea, the audience they were targeting, and outline their proposed budget.

With this baseline information, from January to March 2017, CCA held both monthly "collaborate and share" meetings and one-on-one conversations to create an environment that enabled core members to reach out to one another about collaborative ideas, or ask to join other members in proposed programs. Many of the collaborative partnerships for Inherit Chicago programs included organizations that have never worked together before and/or operate in distant p of the city.

Early on, the CCA made a commitment to funding collaborations with between \$1,000-5,000 in re-granting efforts up to \$60,000 for neighborhoods based collaborations (an additional \$10,000 was given out through World Dumpling Fest performances and engagement). This was important because upon reflecting on intercultural collaborations in the past, many members had barriers to participation due to lack of funding. In order to create a more equitable landscape, CCA's re-granting award amounts went through the CCA's board membership council (made up of Core Member and Partner representatives) and were determined using the following set of questions:

1. The breadth of the collaboration
 - a. Were there 3 core members collaborating or 2?

- b. How much content generation will be done prior to the program/event?
2. The needs of the specific program
 - a. Is it a simple panel program or more interactive arts workshop?
 - b. Will the collaboration partners fly in a well-known film director for the program or work with a professor who is closely associated with the organization and not need a significant honorarium?

Funding award notifications were sent to collaboration representatives in April 2017, while funds were disbursed in June and September, prior to the October programs. All collaboration representatives signed Memoranda of Understanding that outlined their responsibilities to lead and complete the program, along with the payment schedule.

Through CCA's monthly "collaborate and share" meetings, which took place from January to September, members were brought together to learn best practices for collaborative partnerships, share their progress with other members providing real-time feedback to help each other develop and share resources, and work with CCA staff on festival decisions. CCA's Strategic Partnerships Manager worked one-on-one with collaborative partnerships to ensure collaborations met festival deadlines and problem-solved issues that came up in collaborations, such as last-minute venue issues, any confusion around collaboration responsibilities, and payment discrepancies.

With CCA core members and Partners taking the programmatic lead on Inherit Chicago, the CCA was opened up to focus on its primary role for the festival, overall marketing and awareness building. The CCA led Inherit Chicago's strategic audience development plan which included a strong PR and marketing campaign.



Partner organization members converse as a focus group feedback session.

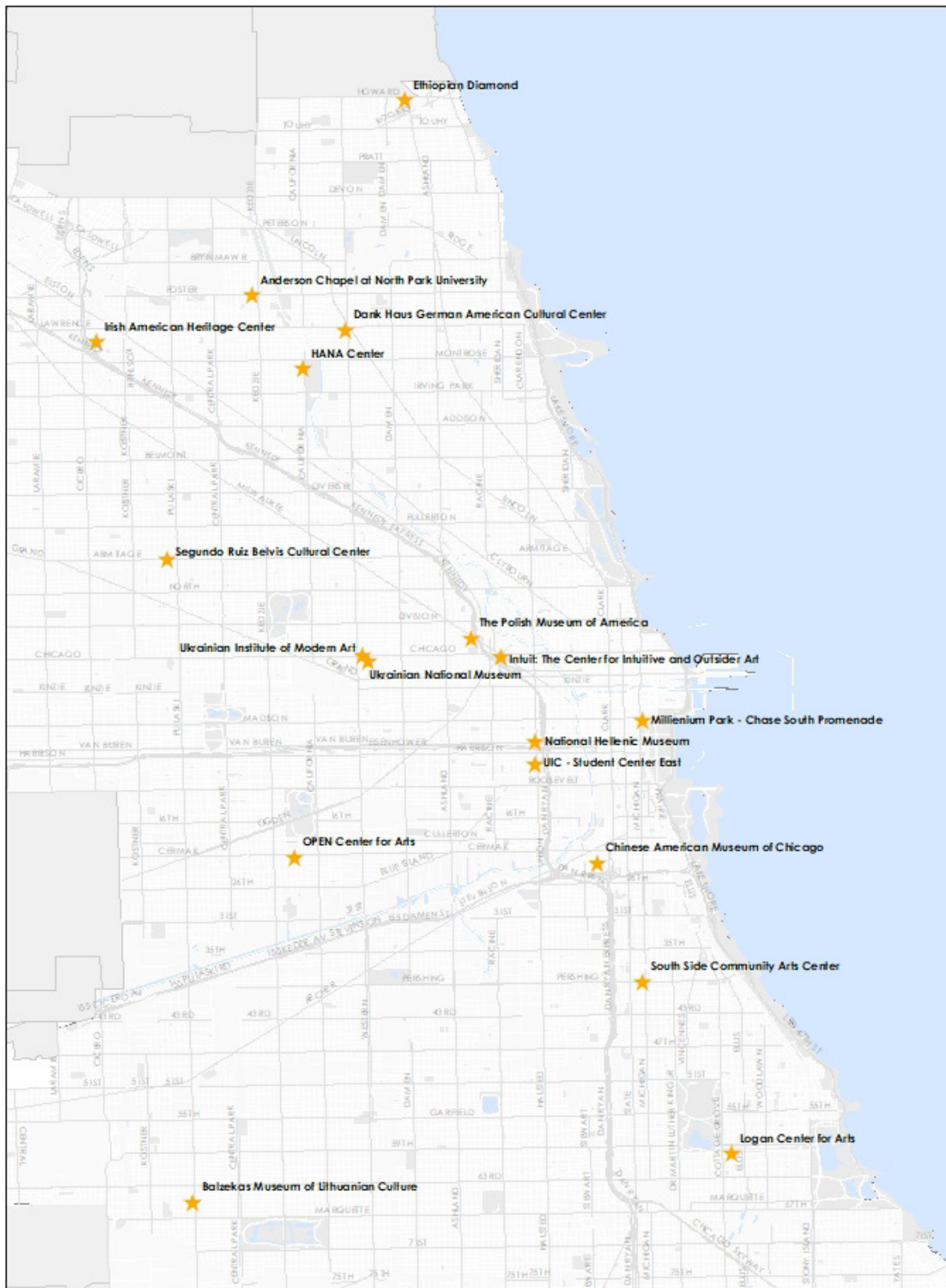
CCA's Inherit Chicago Marketing

CCA established a strong message and brand for Inherit Chicago by bringing on the branding firm LimeRed Studio and PR firm HSMRP to the project in January 2017. CCA Core Member representatives, board, and staff collaboratively developed a strong logo and message guide with LimeRed that reflected the project goals.

Together with these partners, the CCA developed a marketing and PR campaign that built on their members' voices to speak to a broad audience in Chicago. The plan focused on two primary audiences in Chicago: community leaders and cultural consumers. The plan leaned on grassroots avenues and broad advertising to create maximum awareness, working with a team to disburse flyers in some neighborhoods at festivals and other events, social media and digital avenues to target specific audiences in the neighborhoods and suburbs by location. In addition, advertisements were purchased in spaces with

broad reach such as public transit and radio. The PR campaign focused on promoting Inherit Chicago as a new way to experience Chicago's neighborhoods, leading cultural consumers to food, art, and culture they have perhaps never experienced before, as well as speaking to community based ethnic newspapers about this new heritage-based festival.

CCA shared all marketing strategies with members through monthly meetings. While CCA was responsible for the overall marketing, collaborators were responsible for marketing to their communities and were encouraged to send out press releases to their contacts. CCA made available all marketing content including broil, HSMRP consulting, photos, and logos. In the creation of CCA marketing materials such as the website, brochure, etc., collaboration representatives submitted first draft event text, CCA edited, and collaboration representatives had final approval.



Inherit Chicago event locations.

EVALUATION

The purpose of this evaluation is to assess the success of Inherit Chicago and the services the Chicago Cultural Alliance provided to its member organizations in preparation for Inherit Chicago.

CCA had three primary goals for Inherit Chicago: (1) Increase awareness of heritage museums and cultural centers throughout the region to new audiences, (2) encourage and strengthen intercultural collaboration between its members and other partners and dialogue between communities, and (3) underscore the importance of cultural centers and heritage museums to community vitality and health in the region.

The following set of questions guided this evaluation. These were developed by the evaluation team and informed by the CCA's primary goals for Inherit Chicago. The data collected in the evaluation will be used to answer the questions below.

To what extent did Inherit Chicago increase attendance and attract new audiences to heritage museums and cultural centers in Chicago?

How well did Inherit Chicago promote individual attendees' understanding of, interest in, and empathy for other cultures?

To what extent did Inherit Chicago encourage and strengthen intercultural collaboration among CCA members and other partners in the near-term and lay the foundation for such collaborations over the long-term?

To what extent did Inherit Chicago create dialogue between communities in the near-term and lay the foundation for such collaborations over the long-term?

To what extent did Inherit Chicago promote the belief that cultural centers are economically important to neighborhoods and neighborhood development among civic leaders and elected officials?

Data Collection Process

Various methods were used to collect data from Inherit Chicago events including ticketing data, neighborhood event surveys, surveys to Inherit Chicago participating organizations, and focus group dialogues. This feedback captured either audience perspectives

on Inherit Chicago events or the perspectives of participating cultural organizations on CCA's leadership and support throughout the development and implementation of Inherit Chicago events.

Data Collected and Collection Methods

Data that captured audience perspectives includes:

- **Eventbrite ticketing survey for neighborhood events** provide participation numbers and demographic information for the neighborhood events. For all 21 events, participants were required to RSVP for the event in advance through Eventbrite. Data was collected via a survey embedded in the Eventbrite ticketing process. 2564 individuals completed the Eventbrite ticketing survey. Data collected included:
 - Race/ethnicity of registrant
 - Age of registrant
 - Zip code of residence
 - How the registrant heard about the event

To avoid gathering duplicate data, since an individual can register for multiple events, a qualifying question was asked to ensure participants completed the registration survey only once.

- **World Dumpling Fest surveys** were distributed to a random? subset of event attendees as they exited the event. GCI staff and CCA volunteers approached World Dumpling Fest attendees with a questionnaire as they were leaving the event. Event attendees were asked survey questions verbally and GCI staff and CCA volunteers filled out surveys with their responses. 383 individuals completed the World Dumpling Fest survey questions. Data collected included:
 - Attendees' awareness of Inherit Chicago before and after attending the event
 - If they planned on attending other Inherit Chicago events
 - Their knowledge of cultural/heritage centers and institutions in Chicago
 - The aspects of the event they enjoyed
 - Any increased interest in cultural/heritage centers or museums in Chicago.



An audience member snaps a picture of CCA's "What do you inherit, what do you pass down?" engagement.

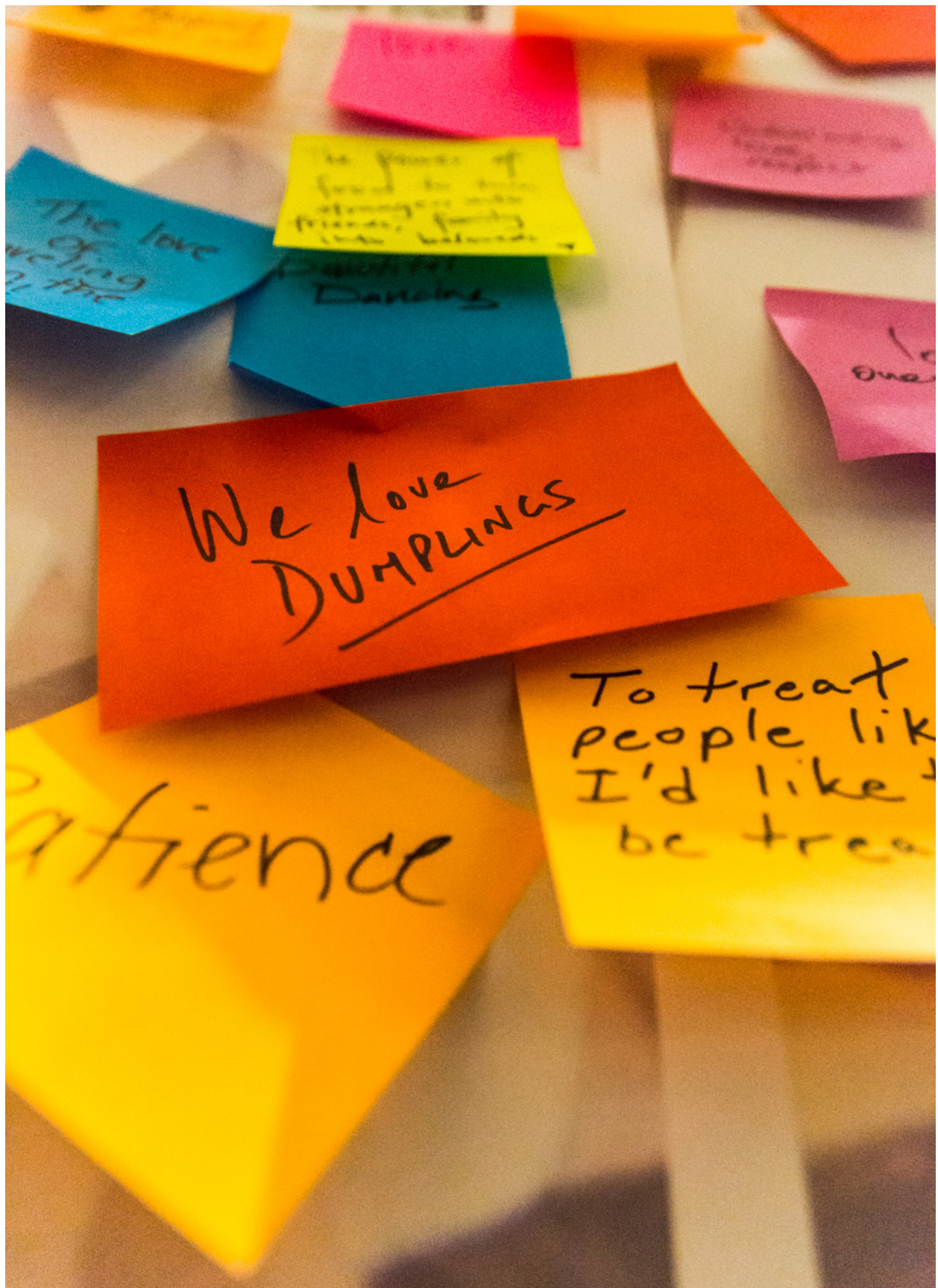
- Neighborhood event surveys** were distributed to participants at the end of each heritage event. Staff representatives from the organizations that hosted the events distributed the surveys. 363 individuals completed the neighborhood event survey. Each event was represented in this survey although the number of surveys collected from each event varied. Data collected included:
 - How attendees heard about the event
 - If attendees went to another Inherit Chicago event
 - If attendees had visited the event site before
 - If attendees identify with the lead cultural group(s)
 - If attendees knowledge of a culture increased as a result of attending the event
 - If the event increased attendees awareness of cultural/heritage centers and institutions
 - If attendees had been to an event in a neighborhood/area they have not been to before or rarely go to
- If attendees went to an event in a neighborhood they had never been to
- If attendees would they return to the venue
- If attendees would visit the event partner venue

Data that captured the perspectives of Inherit Chicago participating organization include:

- **A Survey to Inherit Chicago participating organizations** was distributed to a lead representative from each organization that co-hosted a neighborhood event. Individuals who were heavily involved in event planning were identified by the CCA and were emailed an electronic survey to complete. 21 individuals completed the survey to Inherit Chicago participating organizations. Data collected included:
 - Overall satisfaction with the co-hosted event
 - If new audiences were present at their event
 - If organizations learned more about how to collaborate to host events
 - The importance of CCA's support in hosting the events
 - Specific areas in which CCA helped the production of the events
- **Focus groups of CCA member organizations** were conducted at the CCA's annual membership meeting. Three focus groups were conducted by GCI concurrently. 29 individuals participated in the focus groups. Data collected included:
 - If co-hosting organizations attended and benefitted from monthly Inherit Chicago planning meetings
 - Occurrence of collaborations outside of monthly meetings
 - Effectiveness of event marketing
 - Satisfaction with cross-culture collaborative process
 - If organizations would engage in cross-culture collaboration without the assistance of CCA
 - Any increased knowledge of how to engage? with diverse audiences
 - Lessons learned about collaborative events and how it will change future organizing for events



Audience members gather for an action-oriented discussion at “The Targeted Other.”



DATA FINDINGS

The following section will present findings from the data and explain the implications for the Chicago Cultural Alliance and Inherit Chicago. Findings are organized by the research questions.

Evaluation question #1:

To what extent did Inherit Chicago increase attendance and attract new audiences to heritage museums and cultural centers in Chicago?

A primary goal of Inherit Chicago was to expand the program's reach and influence across Chicago's diverse communities and populations. The following data establishes a baseline of various audience characteristics that will allow CCA to determine if attendance is increasing and new audiences are being captured. Additionally, this section includes data that determines if audiences are new and have an increased interest in heritage museums and cultural centers as a result of Inherit Chicago.

Charts 1, 2, and 3 show the age, gender identity and race/ethnicity of those who obtained tickets to Inherit Chicago neighborhood events. The Inherit Chicago neighborhood events were most successful in garnering interest from people ages 25-34. 35-44 year olds made up the second largest age group and those 18-24 were third highest. Starting from 25-34 year olds and going to higher age cohorts, participation dropped successively. The overwhelming majority of those who obtained tickets to neighborhood events were female. Females made up nearly 73% of participants while 25% were male, 2% preferred not to disclose their gender identity, and less than 1% identified with other gender identities. The largest race group identified as White Alone (non-Hispanic or Latino) with Black or African American Alone (non-Hispanic or Latino) being the second largest. Asian Alone (non-Hispanic or Latino) and Hispanic or Latino of any race had similar smaller participation numbers.

Note to the reader: Findings are color-coded by the data collections methods as shown below.

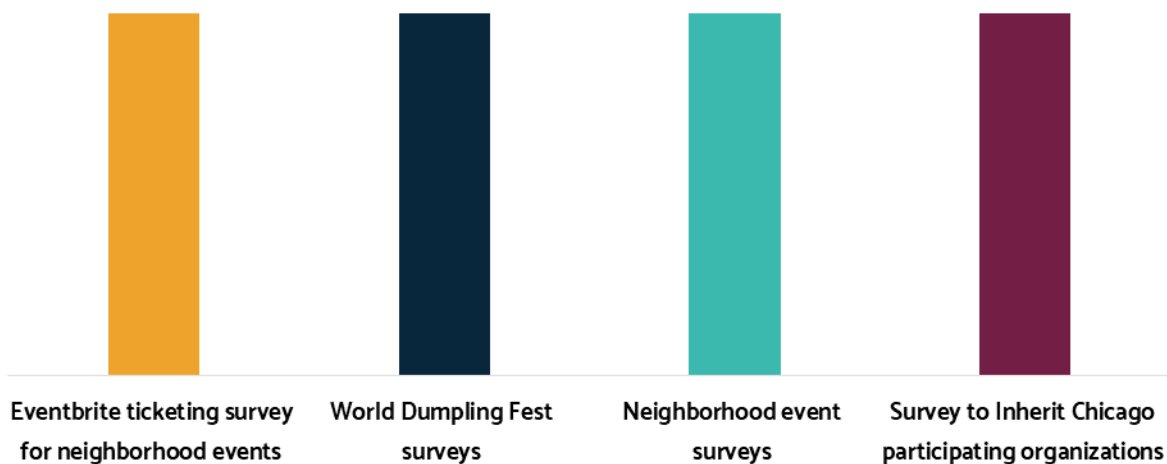
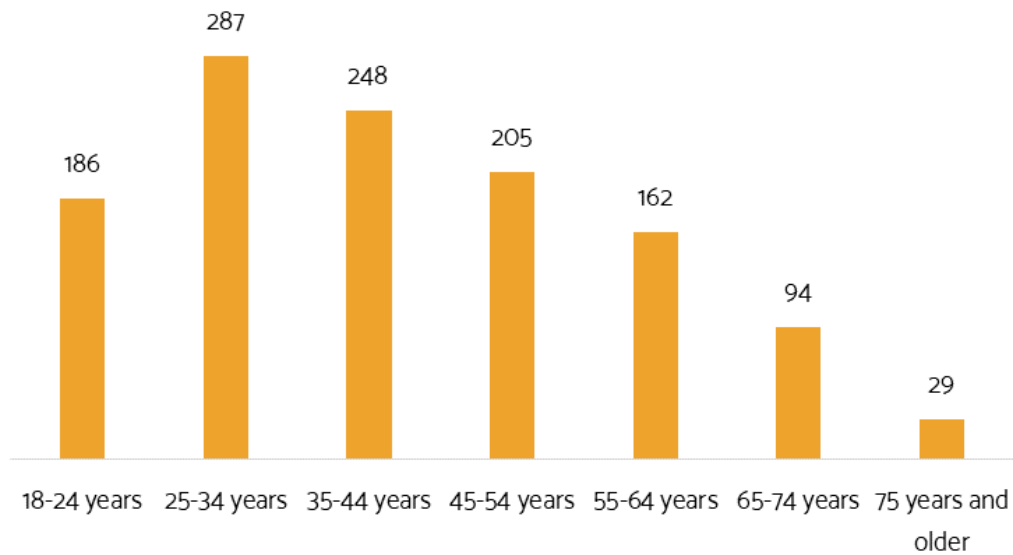
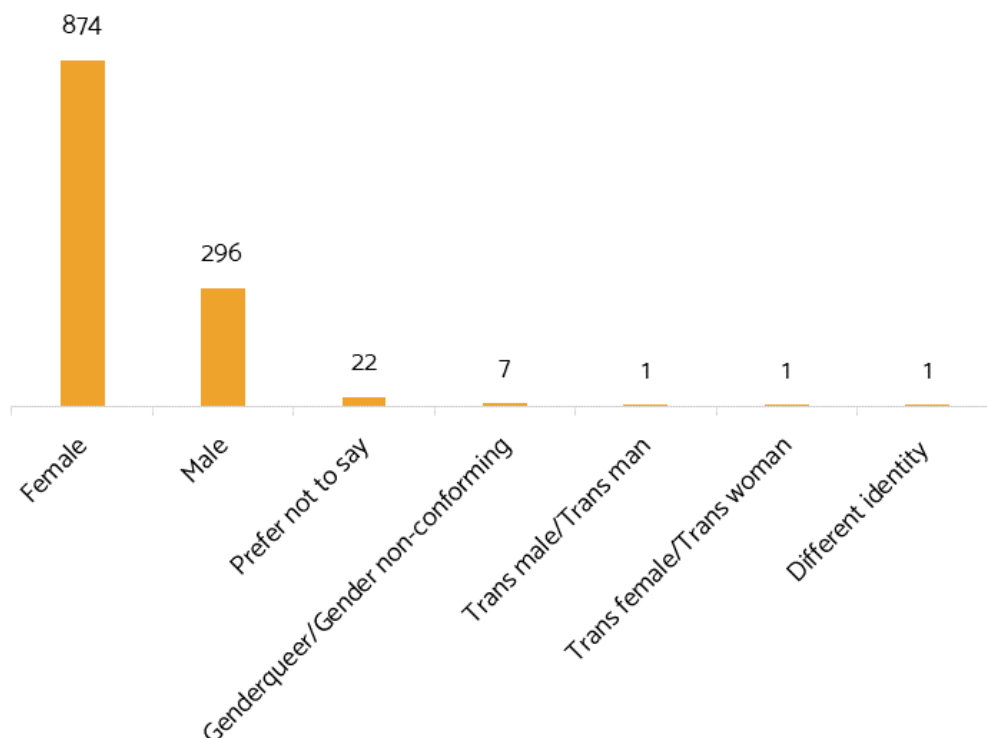


Chart 1: In which category is your age?



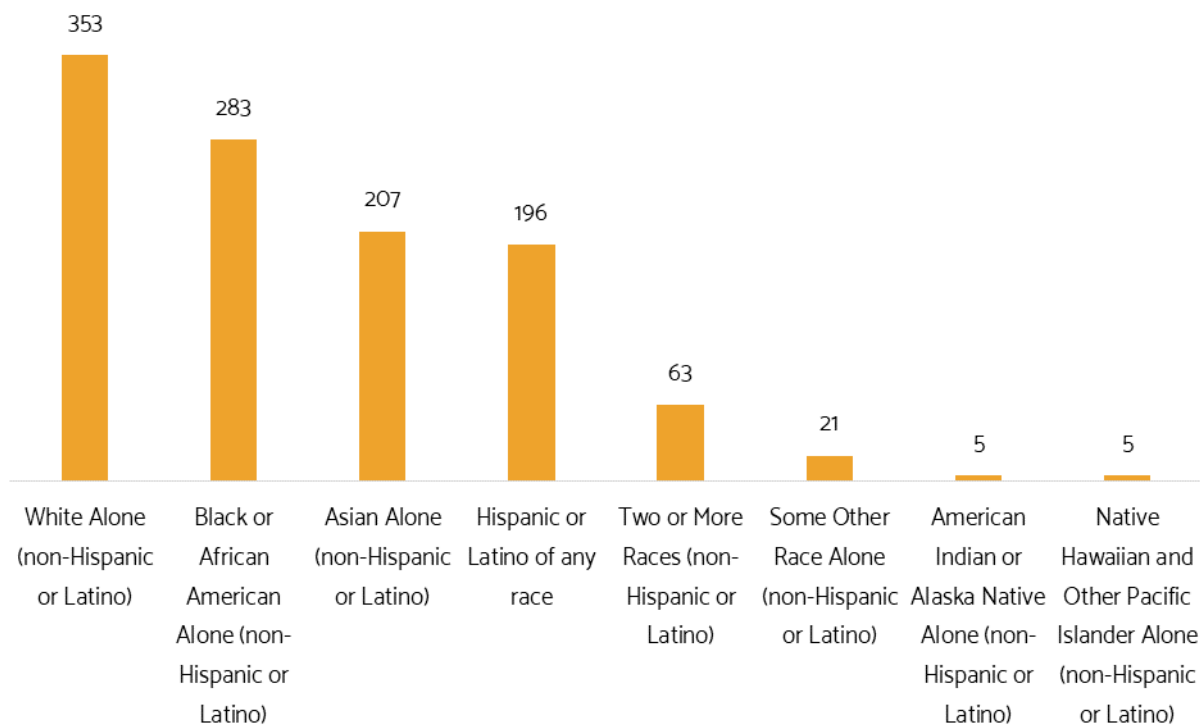
Of those who obtained tickets to neighborhood events, the age group with the highest representation was 25-34 year olds (287 or 24%), with 35-44 year olds a close second (248 or 21%). In addition, approximately 15% or 186 respondents were 18-24. Starting from 25-34 year olds and going to higher age cohorts, participation dropped successively.

Chart 2: What is your current gender identity?



The majority of those who obtained tickets to neighborhood events (73% or 874) indicated that they were female and 25% identified as male, 2% preferred not to answer, and 1% had a different identity.

Chart 3: What is your race/ethnicity category from the U.S. Census Bureau?



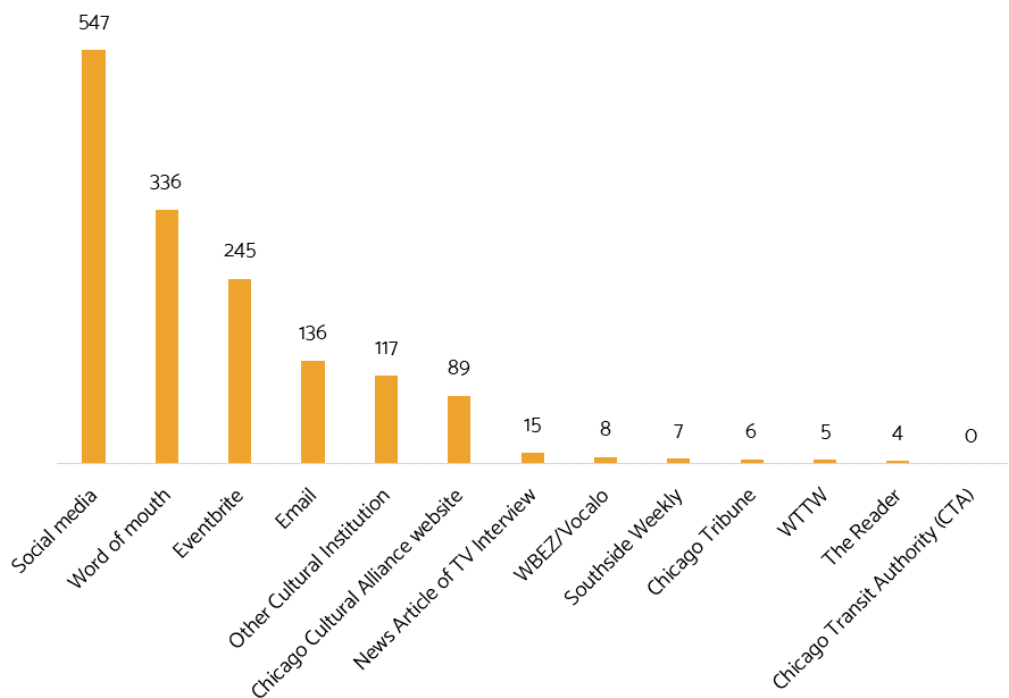
White Alone (non-Hispanic or Latino) and Black Alone (non-Hispanic or Latino) participants constituted the largest groups by race, followed by Asian Alone (non-Hispanic or Latino) and Hispanic or Latino of any race. 31% of attendees identified as White Alone (non-Hispanic or Latino), 25% identified as Black Alone (non-Hispanic or Latino), 18% identified as Asian Alone (non-Hispanic or Latino), and 17% identified as Hispanic or Latino of any race.



The American Indian Center performs at “Behind the Mask”
at INTUIT: Center for Intuitive and Outsider Art.

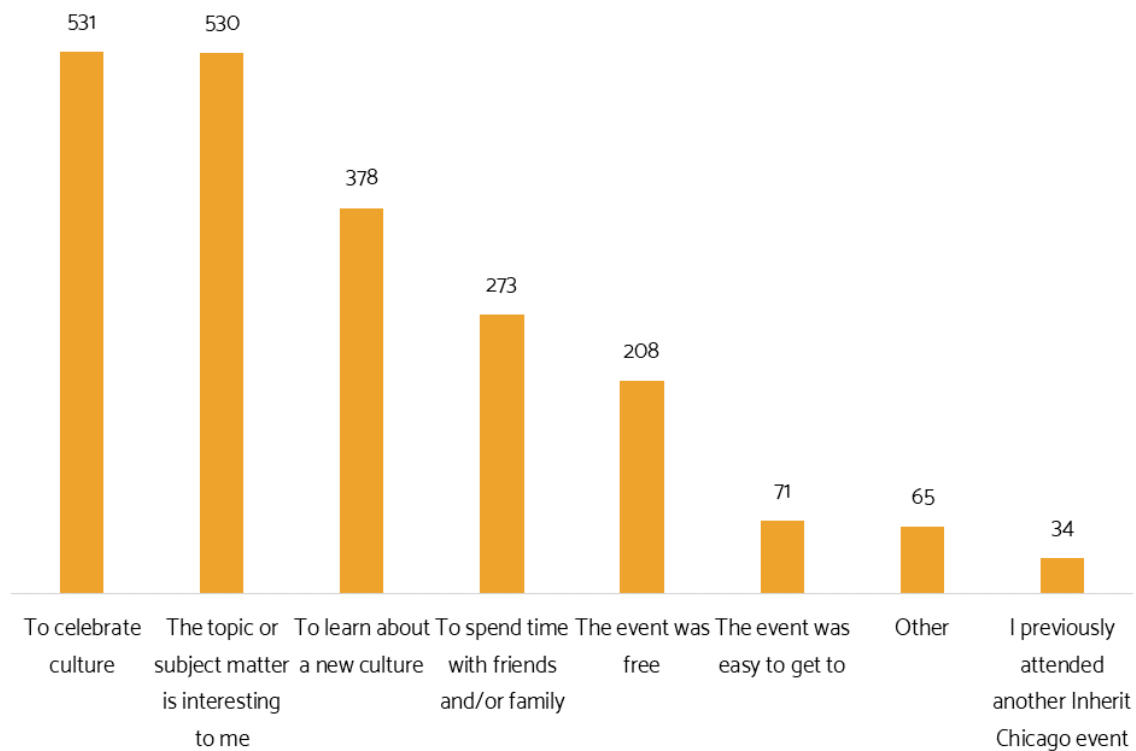
Chart 4 shows how those who obtained tickets to neighborhood events heard about the event they reserved a ticket for. Most participants heard about neighborhood events through social media or by word of mouth. Event content was the largest incentive that drew event ticketing. As seen in Chart 5, those who obtained tickets to neighborhood events noted that the topic or subject matter being interesting to them as a reason for attending. Approximately the same number of participants indicated that they chose to attend to celebrate culture as well. Only 34 participants reported that they previously attended another Inherit Chicago event as their reasoning for attending another one.

Chart 4: How did you hear about this event?



36% or 547 respondents were notified about the events through social media. Another 22% or 336 respondents heard about events through word of mouth. Others frequently listed Eventbrite, email, or another cultural institution as the mode through which they heard about Inherit events.

Chart 5: Why are you attending this event?



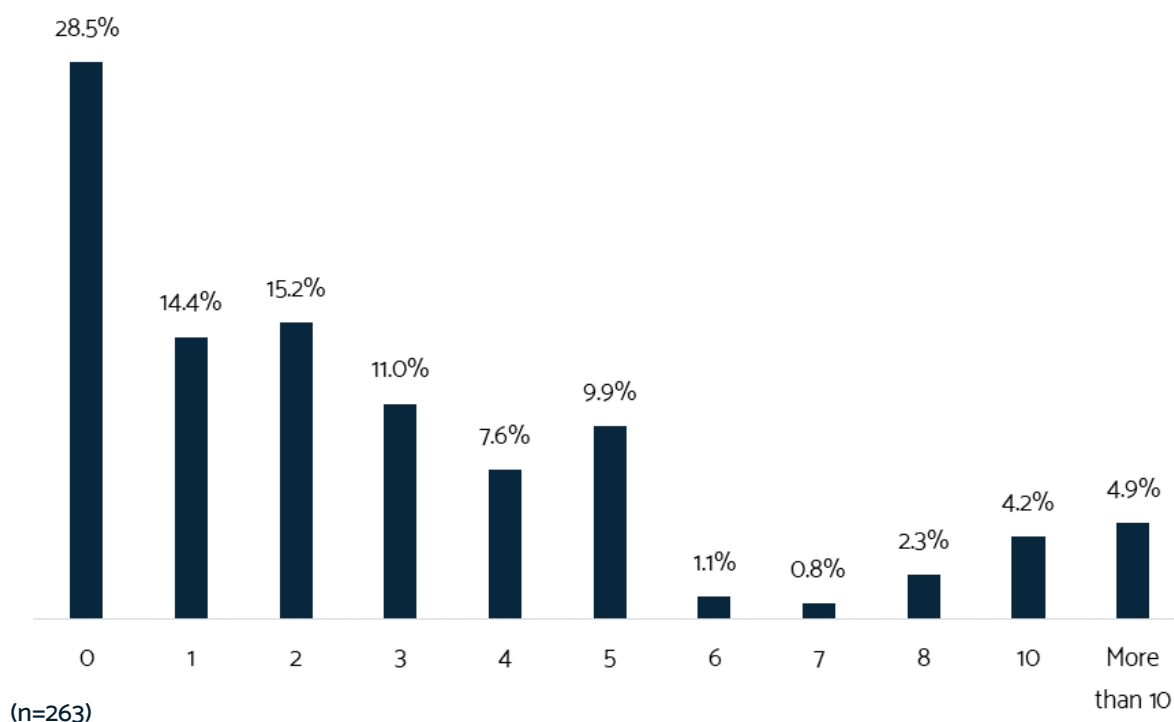
Over 1061 individuals, or 51% of respondents, indicated that they were attending their Inherit event either to celebrate culture or because the topic or subject matter was interesting to them. The third most selected reason for attending events was to learn about new cultures (378, 18%).



Participants enjoy the cuisine at the “3 Continents, 3 Chefs” event.

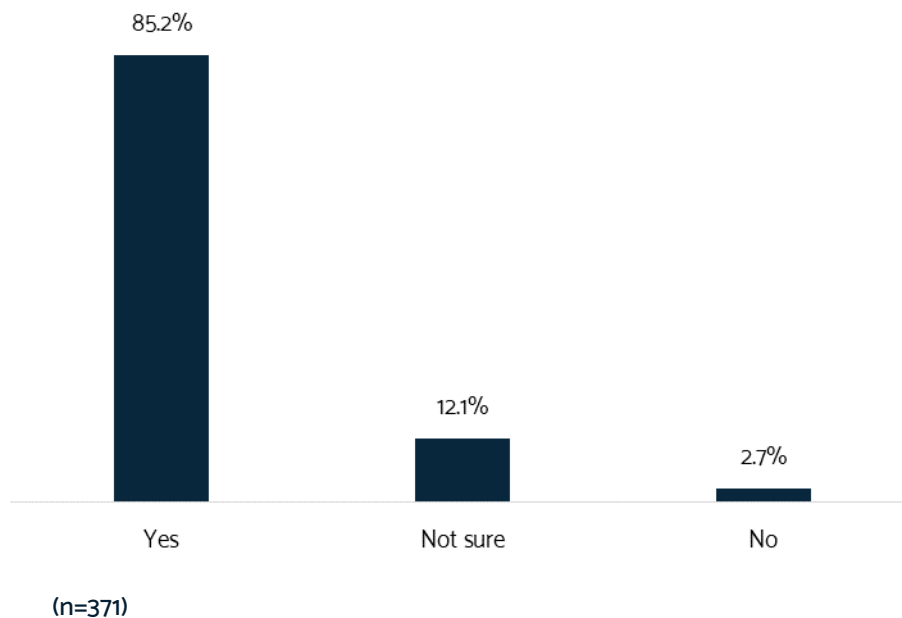
Charts 6 and 7 show the number of cultural/heritage centers and/or institutions that World Dumpling Fest attendees knew about before attending Dumpling Fest and the percent of respondents who had an increased interest in attending cultural or heritage centers or museums after attending the event. Based on survey results, the World Dumpling Fest event was the most successful in achieving Inherit Chicago's first goal of "increasing awareness of heritage museums and cultural centers throughout the region to new audiences." **Results demonstrate that most attendees learned about new cultural institutions by attending the event.** 29% of respondents were unaware of any cultural or heritage centers/museums in Chicago before attending the event and 85% of respondents reported having an increased interest in attending cultural or heritage centers of museums after attending World Dumpling Fest.

Chart 6: Before today, how many cultural/heritage centers and/or institutions did you know of in Chicago?



Before attending the event, 29% or 75 respondents did not know of any cultural institutions in Chicago. 153 or 58% of respondents knew of 1-5 cultural centers, and just 35 or 13% of respondents knew of 6 or more.

Chart 7: After attending this event, do you have an increased interest in attending cultural or heritage centers or museums?



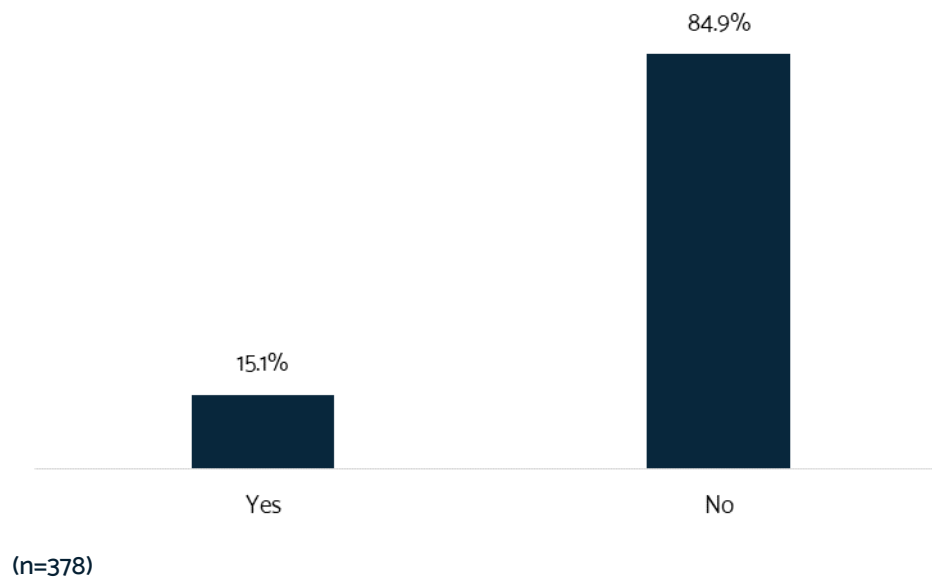
Most respondents (316 or 85%) indicated that they had an interest in visiting another cultural center as a result of attending the event.

Charts 8, 9, and 10 show the percentage of respondents that knew about Inherit Chicago before attending Dumpling Fest, after Dumpling Fest, and the proportion of respondents that planned to attend other Inherit Chicago events. World Dumpling Fest successfully increased awareness of Inherit Chicago for the majority of survey respondents. Before attending the event, 85% of participants were unaware of Inherit Chicago and 63% learned about Inherit Chicago after attending. However, 36% of attendees participated in World Dumpling Fest and were still not aware of what Inherit Chicago is.

“As a kickoff event, it is critical that World Dumpling Fest engage new audiences and increase participant interest in attending future events in the series as well as participating in cultural activities in general.”

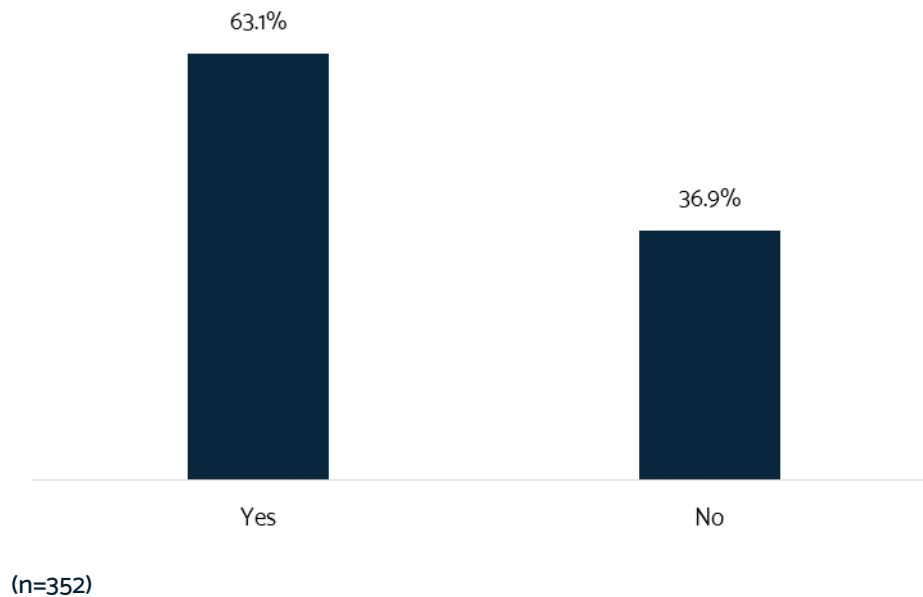
The event was less successful in garnering interest in attending another Inherit Chicago event, with only 37% of attendees indicating that they were definitely interested in attending another Inherit Chicago event.

Chart 8: Before hearing about or attending World Dumpling Fest, did you know what Inherit Chicago was?



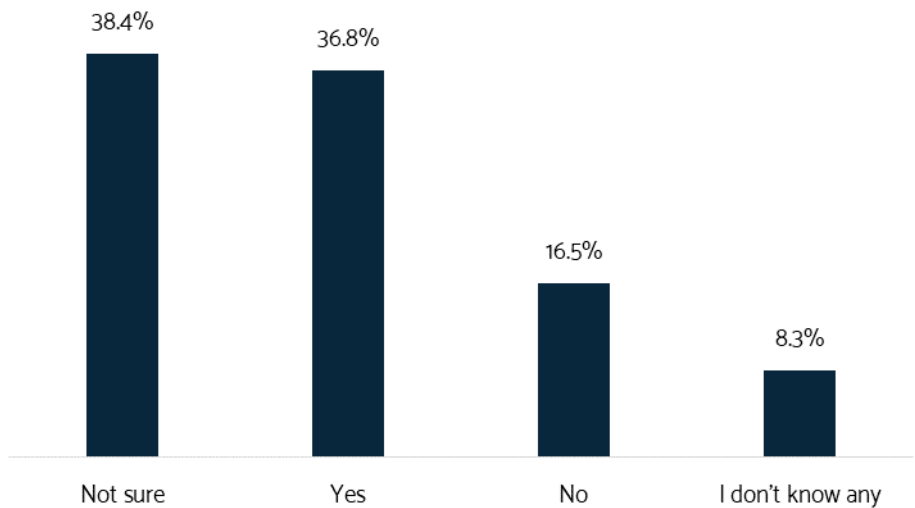
85% or 312 respondents of World Dumpling Fest did not know what Inherit Chicago was while 15% or 57 respondents were aware of Inherit Chicago.

Chart 9: After hearing about and attending World Dumpling Fest, do you now know what Inherit Chicago is?



After attending World Dumpling Fest, 63% or 165 individuals additional individuals were aware of Inherit Chicago. However, 37 % or 130 individuals were still not aware of Inherit Chicago after World Dumpling Fest.

Chart 10: Do you plan to attend any other **Inherit Chicago** events this year?

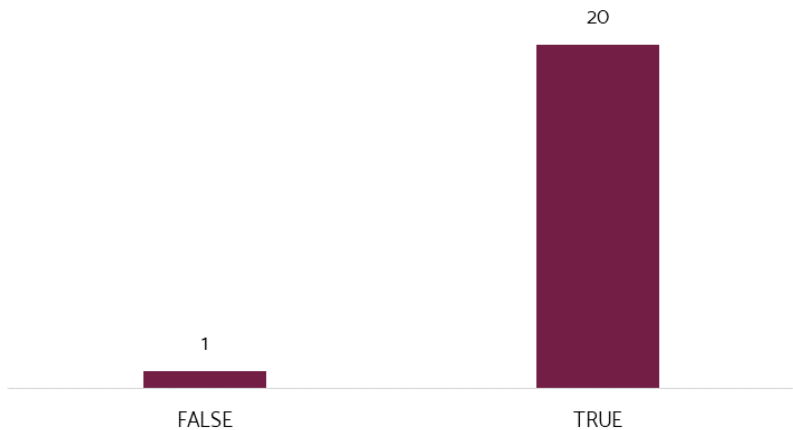


(n=375)

The largest proportion (38%) of respondents were not sure that they wanted to attend another Inherit event. Approximately 138 or 37% of respondents did plan to attend another event. A small percentage of respondents (8% or 31) were unaware of any other events.

Chart 11 shows event hosting organization respondents agreement/disagreement with the statement that “The event brought out new audiences.” Respondents representing organizations that co-hosted Inherit Chicago events overwhelmingly indicated that their **events brought out new audiences** with 20 of the 21 Inherit Chicago event host organization representatives indicating so.

Chart 11: Please indicate if the following statements about the **Inherit Chicago event you co-hosted are true or false: The event brought out new audiences.**



Almost all respondents agree that the events engaged new audiences that may have otherwise not participated in cultural events.

Notes on Participation and Event Planning

In focus groups with Inherit Chicago hosting organization representatives, respondents noted the lack of participation from the “younger” generation and suggested that more thoughtful logistical planning (event time, weekday vs weekend) could address this problem.

Focus group participants also mentioned various obstacles that interfered with attendance. Some themes were a lack of space, frequency of events, ticketing issues, and event timing. Focus group participants felt that event timing and frequency of events could have been adjusted or planned differently to attract larger audiences and more participation from the younger age groups. Participants also felt that have access to a reliable venue would mitigate some of the biggest challenges of event planning.

Social media was mentioned as the best way to advertise events and get a sense of attendance, however organizers did not anticipate the great disparity between the number of RSVPs and attendees. Several suggested requiring attendance fees in the future, although there was disagreement on the topic. Many believed that charging a small fee when registering for the event would ensure those who RSVP would actually attend and would allow organizers to more accurately anticipate attendance. However, others believed that charging for event would reduce attendance.

Another major planning concern was how dates and times may have affected attendance. Moving forward, focus group respondents suggested identifying target audiences and event dates and times that would best suit them. For example, one respondent said, “xxxx.” Events catering to young children, for example, should avoid late night start times on school nights. An additional scheduling concern was around the

frequency of the events. Participants believed there would be more meaningful participation, and perhaps more attendance, if there were not so many events clustered close together. Many agreed that Dumpling Fest was a great opening event kicking off the neighborhood events, and most believed that it should increase in scale next time.

Revisiting the evaluation question, (To what extent did Inherit Chicago increase attendance and attract new audiences to heritage museums and cultural centers in Chicago?), Inherit Chicago events were attended by a broad range of age groups and racial/ethnic groups and demographic data collected on event attendance in this evaluation can provide a baseline for comparison to future data collected. This audience was generally not aware of many cultural/heritage centers/ and/or institutions and increased their interest in attending heritage centers or museums.

Additionally, nearly all event host representatives surveyed indicated that their event attracted new audiences. However, as a kickoff event, many World Dumpling Fest survey respondents were still not aware of Inherit Chicago and only around a third of attendees planned to attend any Inherit Chicago events. heritage centers or museums. Additionally, nearly all event host representatives surveyed indicated that their event attracted new audiences. However, as a kick-off event, many World Dumpling Fest survey respondents were still not aware of Inherit Chicago and only around a third of attendees planned to attend any Inherit Chicago events.



Haile Gerima and Kerry James Marshall at SANKOFA Resistance.
Then and Now with Ethiopian Community Association.

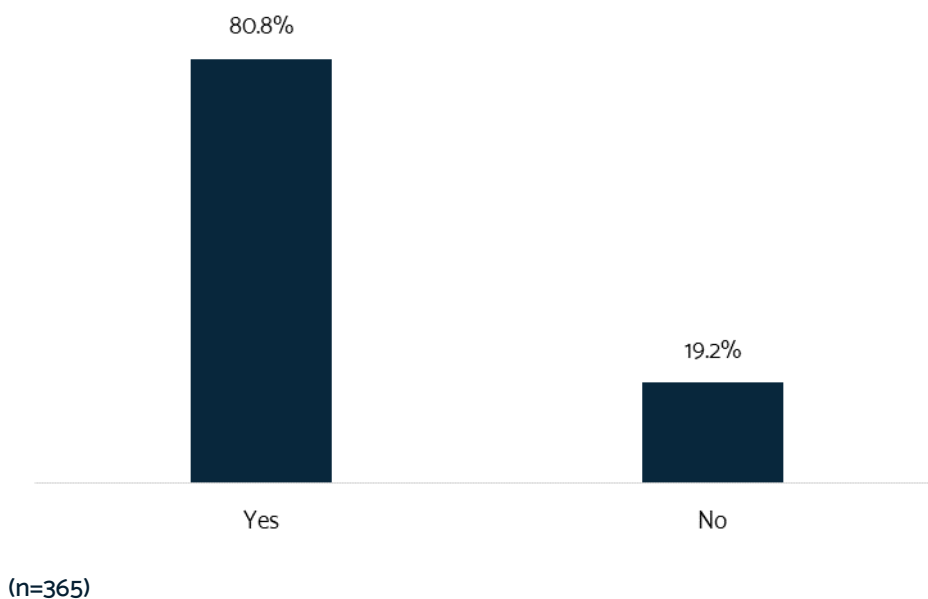
Evaluation question #2:

How well did Inherit Chicago promote individual attendees' understanding of, interest in, and empathy for other cultures?

Central to the mission of Inherit Chicago is an increased awareness of and empathy for various cultures in Chicago. The data gathered below show the impact of Inherit Chicago events on participants' understanding of and interest in cultures that are not their own.

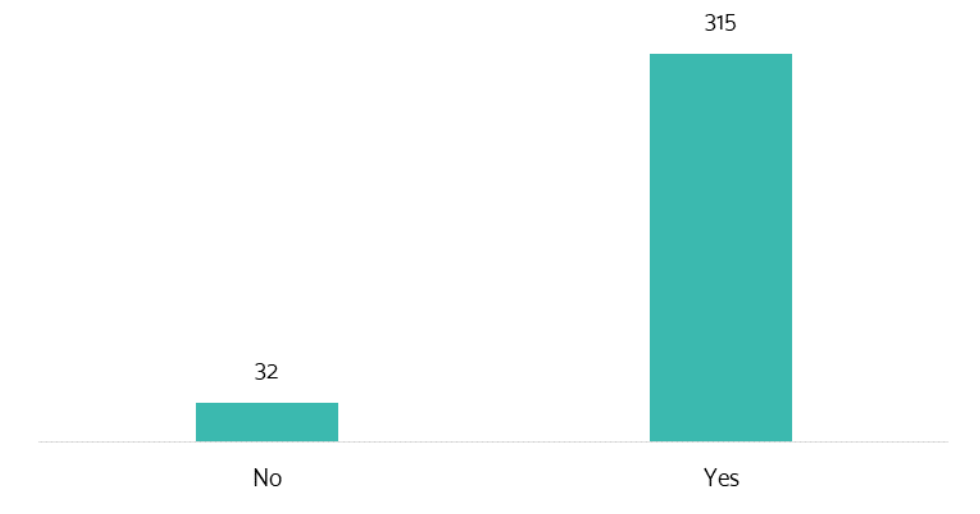
Charts 12 and 13 show the percentage of World Dumpling Fest survey respondents and neighborhood event respondents that did and did not feel that they gained knowledge of a presented culture or heritage as a result of attending the respective events. 81% of World Dumpling Fest respondents and 91% of neighborhood event attendees indicated that their knowledge of a presented culture or heritage increased as a result of attending the respective events.

Chart 12: Did your knowledge of a culture or heritage presented today increase as a result of attending this event?



81% or 295 respondents said that their knowledge of a culture or heritage increased as a result of attending the event.

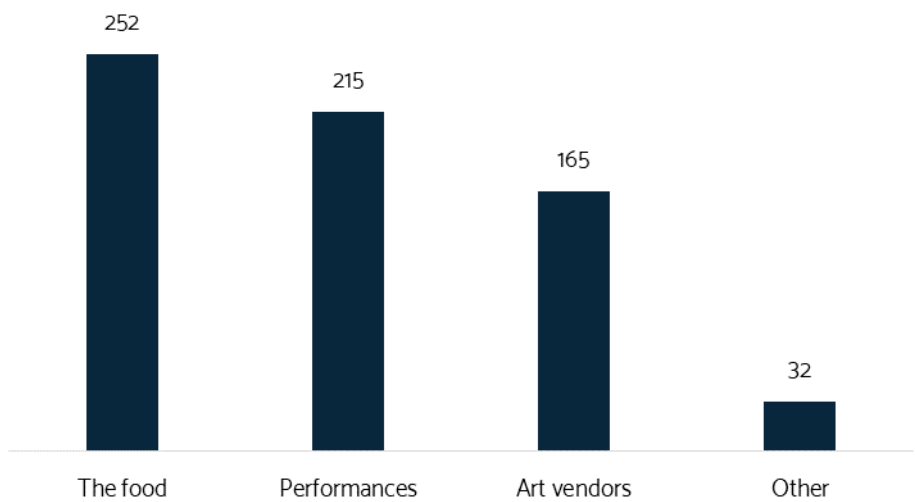
Chart 13: Did your knowledge of a culture presented today increase as a result of attending this event?



91% or 315 respondents reported that their knowledge of the culture presented increased as a result of their attending the event.

Chart 14 shows the aspects of World Dumpling Fest that increased attendees’ knowledge of different cultures. The food was the aspect of the event that increased attendees’ knowledge the most frequently, followed by performances and art vendors.

Chart 14: What specific aspects of the event increased your knowledge of different cultures?

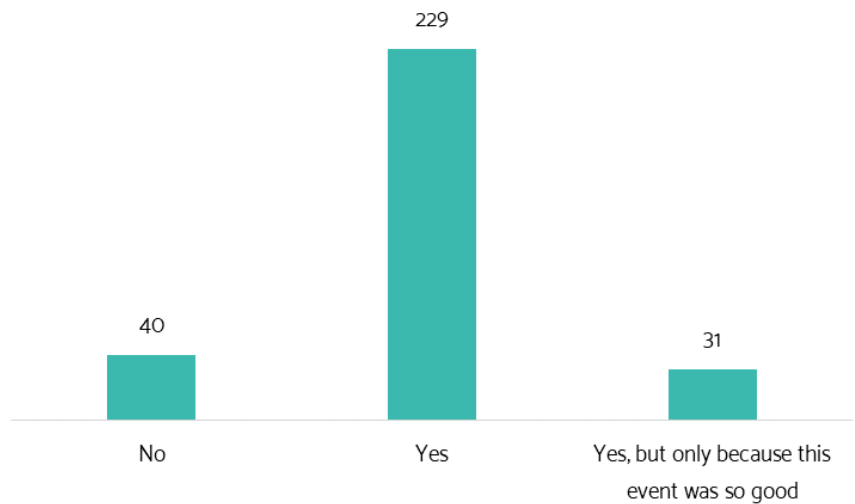


(n=335)

The food was most likely to increase attendees’ knowledge of different cultures, as it accounted for 40% of responses. Performances were the second most likely to increase attendees knowledge, followed by art vendors.

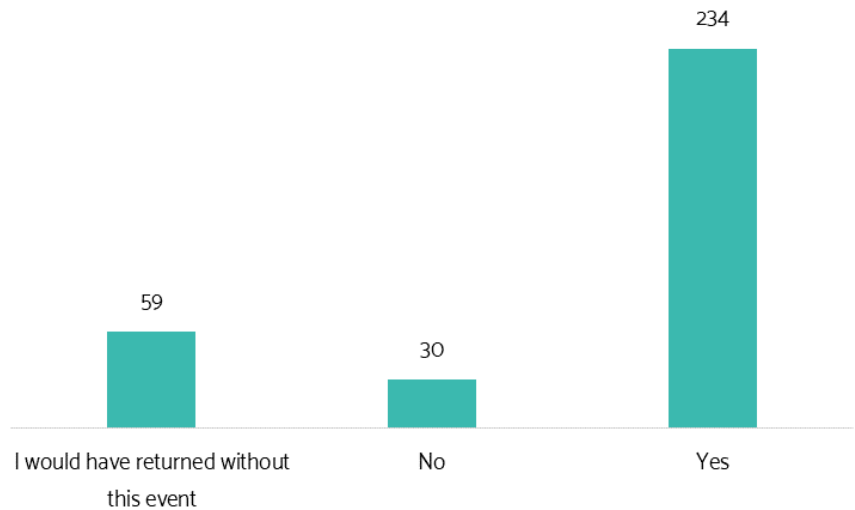
Charts 15 and 16 show the number of neighborhood event attendees who intended to attend another Inherit Chicago event and the number who planned to return to the venue that hosted the event as a result of attending. In general, **people who attended neighborhood events were likely to want to visit another cultural institution** and attend another cultural event. 76% of respondents indicated that they intended to attend another Inherit Chicago event and 72% intended to visit the venue of the neighborhood event again in the future.

Chart 15: Do you intend to attend another Inherit Chicago event this year?



76% or 229 respondents reported that they did intend to attend at least one other Inherit Chicago event, prior to attending their current event. 10% reported that they intended to attend a second event only because of their positive experience at the current event.

Chart 16: Do you plan to return to the venue that hosted this event as a result of this event?



As a result of this event, 72% or 234 respondents reported that they would return to the event’s host venue while 9% indicated that they would not. 18% noted that they would have returned without having attended the event.

Revisiting the evaluation question (How well did Inherit Chicago promote individual attendees' understanding of, interest in, and empathy for other cultures?), **a vast majority of attendees of World Dumpling Fest and Inherit Chicago neighborhood events indicated an increased knowledge of a culture presented at the respective events.** Attendees of neighborhood events were interested in attending more Inherit Chicago events and nearly three-fourths indicated that they would return the venue of the event. However, only a small amount of neighborhood event attendees indicated that the reason they are returning is specifically because of how good the event was. Lastly, Dumpling Fest event survey respondents indicated that they learned about cultures presented through a variety of different artistic modes, advancing their knowledge of various aspects of other cultures.



A father and daughter take a selfie at “Behind the Mask,” an interactive maker event with the National Cambodian Heritage Museum, the American Indian Center, and INTUIT: Center for Intuitive and Outsider Art.

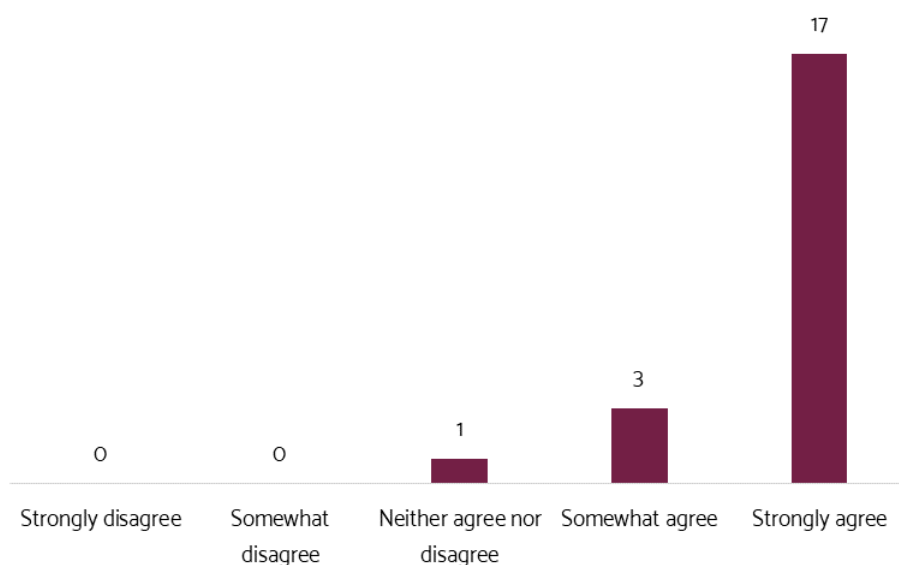
Evaluation question #3:

To what extent did Inherit Chicago encourage and strengthen intercultural collaboration among CCA members and other partners in the near-term and lay the foundation for such collaborations over the long-term?

To enable continued collaboration and intercultural events between CCA members, Inherit Chicago aimed to inspire organizations to continue to work together and develop cooperative programming. The following data reflect Inherit Chicago's success in promoting coordination between CCA members.

Chart 17 shows that 17 of the 21 respondents "strongly agree(d)" that they would co-host a cross-cultural collaboration in the future, while 3 "somewhat agree(d)" and 1 "neither agree(d) nor disagree(d)." No respondents "somewhat disagree(d)" or "strongly disagree(d)."

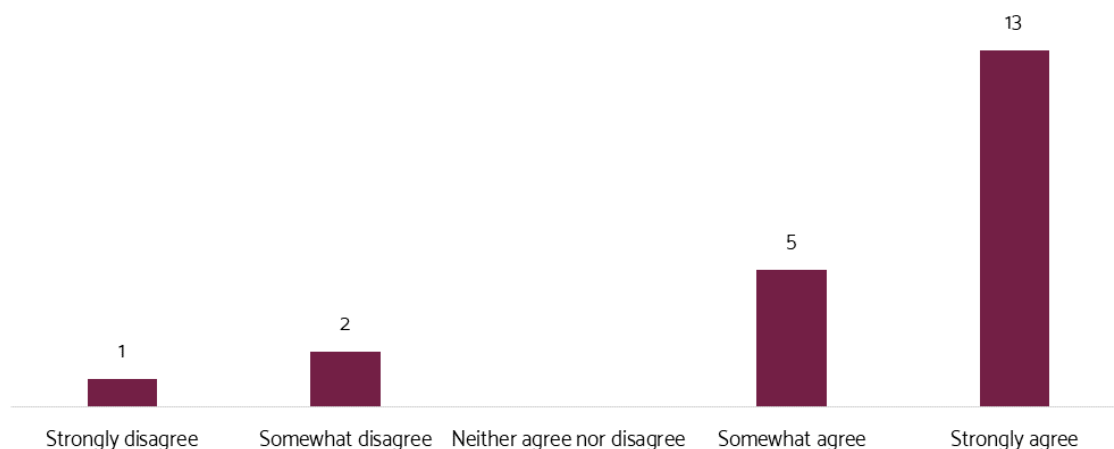
Chart 17: Please indicate to what extent you agree or disagree with the following statement: I would co-host a cross-cultural collaboration again in the future.



The overwhelming majority of respondents strongly agreed that they would co-host a cross-cultural collaboration again in the future. None of the respondents indicated that they would not co-host another cross-cultural collaboration.

Only a few respondents communicated difficulties working with their co-hosting organization. When asked to what extent respondents agreed or disagreed that they did not have issues/problems with the co-hosting organization(s) while planning or hosting the Inherit Chicago event (see chart 18), 1 "strongly disagree(d)", and 2 "somewhat disagree(d)." Those that expressed negative experiences with the co-hosting organization represented a small number of the 21 respondents.

Chart 18: Please indicate to what extent you agree or disagree with the following statement: We did not have any issues/problems with the co-hosting organization(s) while planning or hosting the Inherit Chicago event.



Most respondents strongly agreed that there were no problems between co-hosting organizations while planning and hosting their event. However, nearly 15% of respondents indicated that issues did arise.

Focus group participants referenced the inter-organizational communication as a strong contributor to the success of the co-hosted events. Respondents deeply valued the partnerships formed through the collaboration that Inherit Chicago encouraged. One focus group respondent said “I appreciate Inherit Chicago for providing opportunity to have voice heard. To hear these stories with intersections made me feel like a part of a broader community. Within this administration I feel a lot of attack. To hear that other communities are struggling the same way makes me feel a sense of strength”. Many of the suggestions offered were ways to maintain and even bolster that communication, i.e., circulating a CCA newsletter and holding more meetings and feedback sessions.

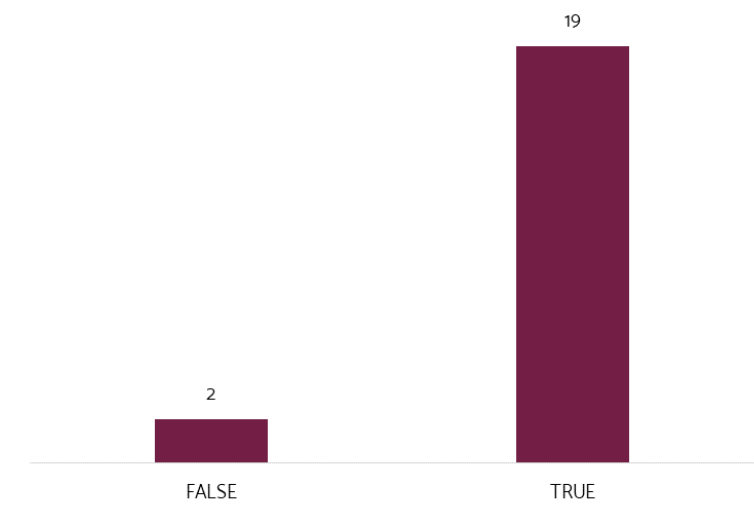
Most participants expressed valuing the opportunity to collaborate with organizations engaged in similar work. The collaboration led to events with powerful and unique topics. “When there is a sense of oneness it makes it safer to talk about how we are different and how you want to maintain that difference.”

In general, participants emphasized the value of inter-organizational communication. Some suggested more meetings similar to the focus group and others discussed the circulation of a newsletter. One said,

“I think it’d be great if you guys had a newsletter where we could share our stories, successful stories of people working together. Not only of people within CCA but those outside too. Would be a great record of the partnerships that are created.”

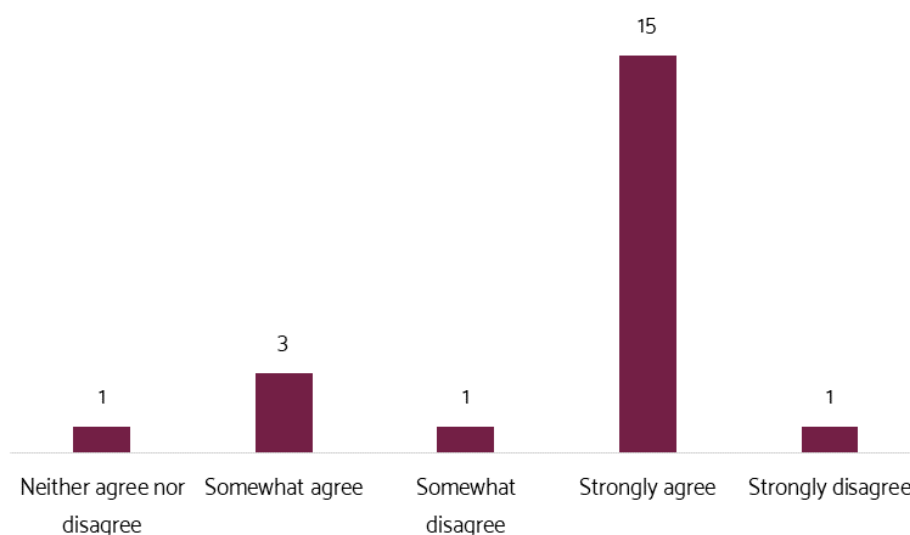
Laying the groundwork for long-term collaborations, **Charts 19, 20, and 21** indicate that partners have an interest in collaborating in the future, are likely to do so, and learned about how to successfully collaborate. 19 of 21 respondents gained an interest in collaborating again in the future due to their Inherit Chicago experience and 15 out of 21 strongly agreed that they would work together in the future. 20 out of 21 respondents indicated that their organization gained knowledge on how to collaborate with other organizations, improving the likelihood of successful future collaborations.

Chart 19: Please indicate if the following statements about the Inherit Chicago event you co-hosted are true or false: Our organization has gained an interest in collaborating again.



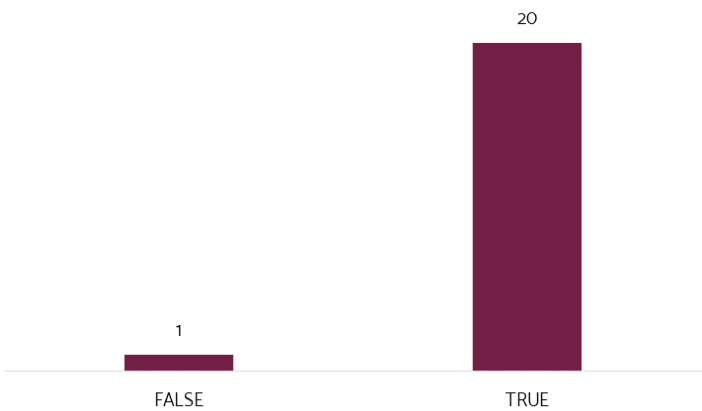
Due to their Inherit Chicago experience, almost all respondents have gained an interest in collaborating again.

Chart 20: Please indicate to what extent you agree or disagree with the following statement: My organization will work again in the future with the co-hosting organization(s) because of our Inherit Chicago experience.



Due to the Inherit Chicago experience, 70% or 15 respondents strongly agree that they will work again with their co-host organization. 2 respondents indicated that they may/would not.

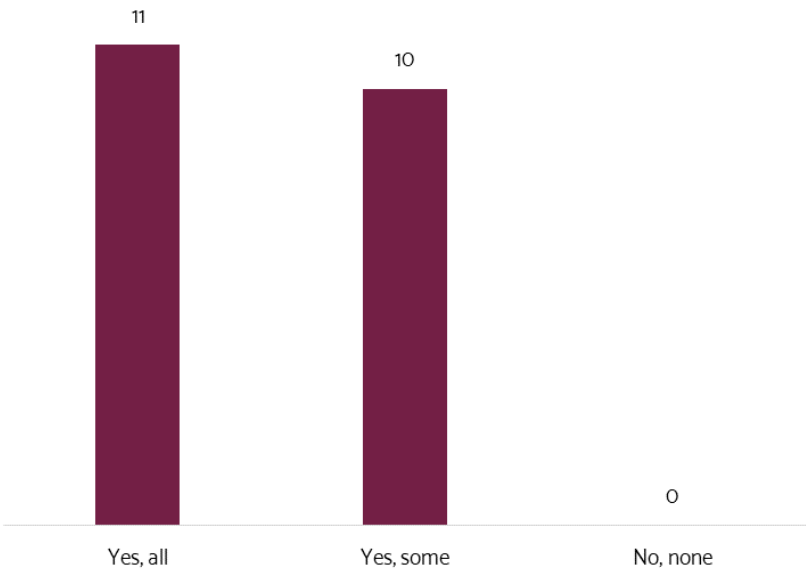
Chart 21: Please indicate if the following statements about the *Inherit Chicago* event you co-hosted are true or false: Our organization gained knowledge on how to collaborate with other organizations.



Almost all respondents agreed that their organization learned how to more effectively collaborate with other organizations.

Charts 22 and 23 show the numbers of organization representatives who indicated they did or did not attended monthly planning meetings and the reasons. Every organization had a representative attend all or some planning meetings while the top reasons for attending some but not all planning meetings were the time of meetings, conflicts with other meetings, and the location of meetings.

Chart 22: Did you attend monthly planning meetings?



All respondents indicated that they attended at least one monthly planning meeting. More than half said they attended all meetings.

Chart 23: Why didn't you attend monthly planning meetings?



The most common reason for not being able to attend monthly planning meetings was that the time of the meetings was inconvenient. The second most common reason was that organizers had already planned meetings outside of those scheduled by CCA. In addition, the location of the meetings made them inaccessible for some.



Grandis performs a traditional Lithuanian Dance at World Dumpling Fest.

Focus groups provided in-depth content on topics such as experiences with monthly planning meetings and how CCA can better support organizations in planning and hosting events and provided a platform for any other commentary regarding how the CCA can improve collaboration between members.

Respondents valued the leadership that CCA offered throughout the event planning sessions. One respondent said, “It was so nice that we could reach out to any CCA member and they would help us.” Respondents mentioned the benefit of having CCA create avenues of communication between event collaborators. The respondents respected CCA as a lead organization and even encouraged them to provide their own feedback to individual organizations. In general, participants valued the ownership that CCA gave them over their events and appreciated CCA’s flexibility. For example, as one respondent expressed, “Another thing, this workshop conference today is great. I’m wondering if this could be a quarterly thing. Hold a miniseries where we could continue these conversations and establish best practices.” In addition, respondents appreciated CCA’s role in facilitating communication between organizations.

Accessibility of the monthly planning meetings was a major theme. Respondents mentioned living too far from meeting locations and not being able to attend as often as they would have liked. A recurring suggestion was the use of virtual meeting tools (conference calls, Skype, GoToMeeting) to give people different options to participate. Respondents also suggested CCA send out agendas prior to meetings to help maintain focus during group discussion.

Participants generally agreed that the planning meetings were beneficial and it was a good way for organizers to communicate with each other and stay updated on what was happening.

One participant said: “It’s a good way to connect because you know what is happening.”

There was agreement that if CCA could provide space for events that would help tremendously. Finding a venue is frequently mentioned as one of the greatest challenges of putting on an event.

Some respondents noted that collaboration between organizations did not feel equal, and that organizations that provided the venues were ultimately allowed to make final decisions about the event.

“There was a lead organization and 1-2 other organizations. From my point of view, that created inherent weakness, and in our situation, the other organization had the event facility, so that was the basis for them being the lead organization. It thwarted us really regarding each other as equal partners.”

Revisiting the evaluation question (To what extent did Inherit Chicago encourage and strengthen intercultural collaboration among CCA members and other partners in the near-term and lay the foundation for such collaborations over the long-term?), the CCA encourages and strengthens intercultural collaboration by bringing together partners that otherwise would not have worked together. In this process, groundwork was laid for future collaborations as a vast majority of organization representatives expressed a willingness to work together in the future and an indication that they may do so. While monthly meetings and CCA support were effective and appreciated by an overwhelming majority of organizations, organization representatives suggested ways planning could be strengthened such as making monthly planning meetings more accessible, helping in securing space for events for organizations that may face space challenges, and promoting more even workload sharing in collaborative processes.

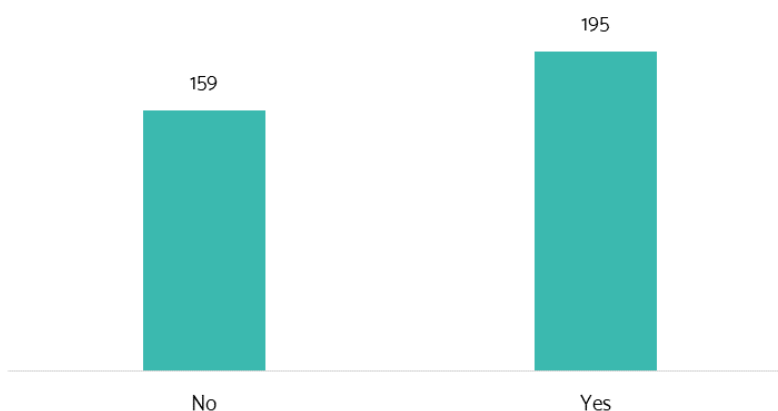
Evaluation question #4:

To what extent did Inherit Chicago create dialogue between communities in the near-term and lay the foundation for such collaborations over the long-term?

In addition to promoting collaboration among CCA member organizations, Inherit Chicago aimed to create avenues for collaboration between communities of various cultures in Chicago. Below are data and discussion that address the degree to which Inherit Chicago fostered an interest in future inter-community collaboration.

As shown in **Chart 24**, many neighborhood event attendees indicated that they did not share a heritage/cultural identity with the host heritage/cultural group(s) of the event, indicating that the neighborhood events successfully involved individuals across cultures.

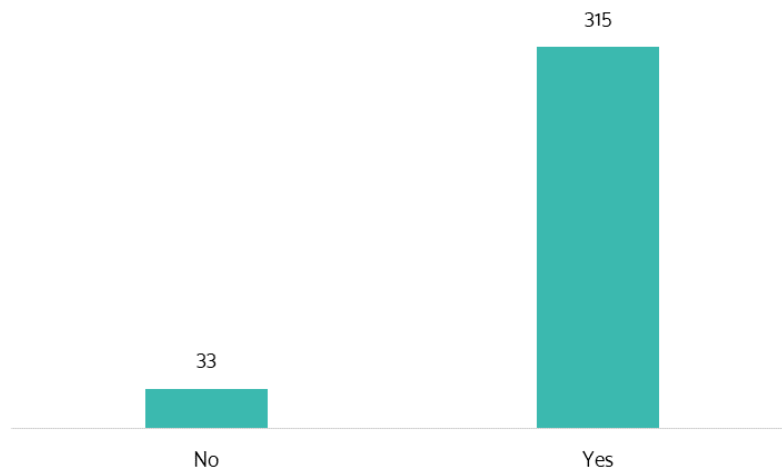
Chart 24: Do you share a heritage/cultural identity with the host heritage/cultural group(s) of this event?



55% or 195 respondents shared a cultural identity with the host cultural group of the event they attended.

Chart 25 shows that the neighborhood events increased awareness of cultural/heritage centers and/or institutions more generally as indicated by 315 or 91% of neighborhood event respondents.

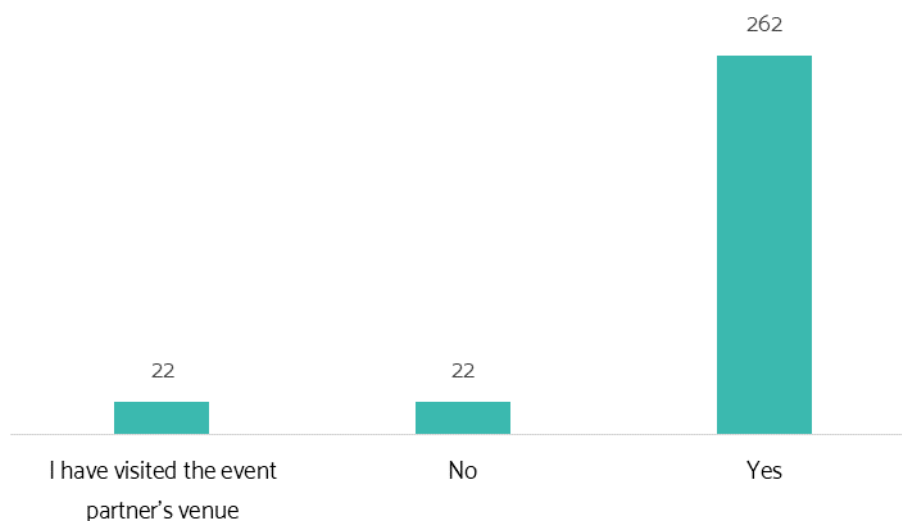
Chart 25: Did this event increase your awareness of cultural/heritage centers and/or institutions more generally?



91% or 315 respondents reported that their awareness of cultural institutions in general increased as a result of their attending the event.

Chart 26 shows if neighborhood event participants planned to visit partner venues. 86% of respondents reported that after attending the neighborhood event, they would be interested in attending the venue of the partner cultural organization that they had not visited in the past. Only a small percentage - 22 respondents - indicated they had been to the partner's venue previously and 22 indicated they would not visit the partner's venue.

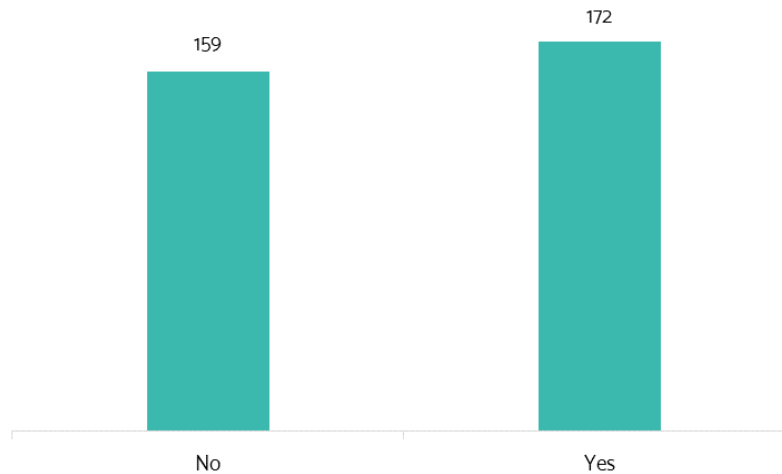
Chart 26: Would you visit the event partner's venue?



86% or 262 respondents indicated that they would visit the venue of their event partner.

Chart 27 shows that over half of respondents indicated that the neighborhood event brought them to a neighborhood that they have never been to or rarely go to.

Chart 27: Did this event take place in a neighborhood/area that you have not been to before or rarely go to?



52% or 172 respondents attended events in neighborhoods that they have not been to or rarely go to.

Revisiting the evaluation question, (To what extent did Inherit Chicago create dialogue between communities in the near-term and lay the foundation for such collaborations over the long-term?), survey responses show that Inherit Chicago exposed new audiences to cultural/heritage events and centers/institutions, even in neighborhoods they rarely went to, and raised awareness of cultural/heritage centers and/or institutions more generally. Additionally, attendees indicated that they would visit partner venues, further exposing audiences to new communities. While there is a strong indication that cross-cultural collaborations will occur between organizations, the events do not guarantee or emphasize broader participation by community members and overall impact for communities beyond the event hosts.



Audience members hear the experience of interned Japanese Americans at “The Targeted Other” event at the University of Illinois at Chicago.



Participants from the National Public Housing Museum and the Balzekas Museum of Lithuanian Culture discuss displacement, past and present.

SUMMARY OF FINDINGS

Inherit Chicago was successful in increasing attendance and attracting new audiences to heritage museums and cultural centers in Chicago. Individuals who obtained tickets for Inherit Chicago events represented a broad range of age groups and racial/ethnic groups (see charts 1 and 3). World Dumpling Fest attendees were generally not aware of many cultural/heritage centers/ and/or institutions before attending World Dumpling Fest and increased their interest in attending heritage centers and/or museums (see chart 7). From the perspective of event hosting organization representatives, nearly all event host representatives surveyed indicated that their event attracted new audiences (see Chart 11.)

World Dumpling Fest was successful in informing attendees what Inherit Chicago was, with 15% of attendees knowing what Inherit Chicago was before attending and 63% of the same respondents reported knowing what Inherit Chicago was after attending, leaving 37% being unaware even after attending World Dumpling Fest (see Charts 8 and 9). While an increased percentage of respondents learned about Inherit Chicago, only around a third of attendees planned to attend any Inherit Chicago events (see Chart 10).

Inherit Chicago met its goal of promoting individual attendees' interest in and understanding of other cultures. A vast majority of attendees of World Dumpling Fest and Inherit Chicago neighborhood events indicated an increased knowledge of a culture presented at the respective events (see Charts 12 and 13). Attendees of neighborhood events were interested in attending more Inherit Chicago events and nearly three-fourths indicated that they would return the venue of the event (see Chart 16). Additionally, Dumpling Fest event survey respondents indicated that they learned about cultures presented through a variety of different artistic modes, advancing their knowledge of various aspects of other cultures (see Chart 14).

Inherit Chicago met its goal of encouraging and strengthening intercultural collaboration among CCA

members in the near-term and laid foundations for such collaborations over the long-term. Inherit Chicago successfully brought together partners that otherwise would not have worked together. In this process, groundwork was laid for future collaborations as a vast majority of organization representatives expressed a willingness to work together in the future and an indication that they may do so (see charts 19 and 20). While monthly meetings and CCA supports were effective and appreciated by an overwhelming majority of organizations, organization representatives suggested ways planning could be strengthened such as making monthly planning meetings more accessible, helping in securing space for events for organizations that may face challenges securing event space, and promoting more even workload sharing in collaborative processes.

Inherit Chicago was successful in creating dialogue between communities in the near-term and laying the foundation for such collaborations over the long-term as indicated from both an audience and hosting organization perspective. Survey responses show that Inherit Chicago exposed new audiences to cultural/ heritage events and centers/institutions, even in neighborhoods they rarely went to (see Charts 25, and 27,). Additionally, attendees indicated that they would visit partner venues (see Chart 26), further exposing audiences to new communities. Increasing future audience sizes and organizations involved in Inherit Chicago can work to make the benefits of dialogue and collaborations between communities more widespread.

RECOMMENDATIONS

While Inherit Chicago was successful in meeting its goals, the analysis of the data presented in this document guided the development of 14 recommendations for the CCA to expand Inherit Chicago's impact and provide enhanced support for CCA member organizations. This report recommends the following program modifications in the areas of marketing, audience development, meeting coordination and event planning, and community impact for future Inherit Chicago events.

Marketing

- With social media, word of mouth, and Eventbrite being the primary modes through which individuals heard about Inherit Chicago neighborhood events, use of these tools should be increased because of their effectiveness. The many modes of advertisement that did not lead to increased attendance (WBEZ, Southside Weekly, Chicago Transit Authority) should be reviewed and considered for elimination (see Chart 4).
- "Word of mouth" attracted the second largest group of participants to Inherit events. CCA partner organizations should build upon this success by expanding their word of mouth strategies. Partners should encourage discussion of Inherit events in daily dialogues to increase public awareness and attendance.
- If youth are an audience CCA and partner organizations want to capture, marketing strategies should be developed that broaden attendance at Inherit Chicago events and cater towards youth. Focus group participants mentioned that younger participants (younger than 18) were largely underrepresented.
- After having attended World Dumpling Fest, 37% of respondents indicated that they did not know what Inherit Chicago was (see chart 8). World Dumpling Fest should be catalyzed further as a marketing tool for Inherit Chicago neighborhood events. With access to a large captive audience at World Dumpling Fest, there is an opportunity to inform and garner interest for attendees to attend neighborhood events. World Dumpling Fest should

be more aggressively promoted as a kickoff to a series of Inherit Chicago engagements rather than a stand-alone event. At World Dumpling Fest, materials and resources should be more widely distributed that educate attendees on Inherit Chicago events.

- As a primary goal of Inherit Chicago is to "increase attendance and attract new audiences to cultural and heritage centers in Chicago," partner organizations should continue to use Inherit Chicago events as platforms to market their own non-Inherit activities and events.

Audience Development

- World Dumpling Fest was successful in increasing knowledge of different cultures and increasing interest in visiting cultural or heritage centers or museums (see Charts 12 and 13). This was also true for food, performances, and art experiences at the Fest (see Chart 14). Maintaining, and perhaps expanding, the mix of methods for cultural expression and education will likely further increase audience interest and knowledge of different cultures and heritages.
- To address the concern that Inherit events did not have sufficient participation from younger generations, CCA should consider emphasizing the development of youth-centric events. These events should not only target youth (under 18) through their content, but also through logistical considerations such as location (near schools/ youth activity centers), time of day (earlier in the evening on "school nights"), and date (weekend event dates).

Meeting Coordination and Event Planning

- With the time and location of planning meetings being a challenge to more than a third of organizations (see chart 23), rotating meeting times and locations would allow for more meeting attendees and allow organization representatives to visit other cultural/heritage museums and centers.
- In addition to rotating meeting locations, CCA should ensure that planning meetings are more accessible by establishing methods for virtual

attendance. Conference calls, GoToMeeting, Skype, etc. could increase member participation at planning meetings, enhancing their overall effectiveness.

- CCA could further increase planning meeting effectiveness by creating and distributing meeting agendas in advance to ensure critical issues are addressed and focus is maintained. Additionally, meeting highlights and takeaways could be synthesized and distributed post-meeting to strengthen communication and understanding, especially for members who were unable to attend.
- As CCAs marketing was identified as crucial for nearly every event, the CCA should share its effective marketing strategies with organizations so they can be less reliant on CCAs services. This will make collaborations without the assistance and services of CCA possible and sustainable without continued CCA involvement.
- Focus group participants suggested that the frequency of Inherit events may have been overwhelming for participants. CCA should consider that impact of expanding the duration of Inherit Chicago (>1 month) to create a spread of events that is more manageable for audiences, especially for regular Inherit event attendees.

communities, civic leaders, and elected officials to engage them on the findings in this report and emphasize the need for more cultural and heritage center support and the value to communities.

Community Impact

- Neighborhood events brought nearly half the audience members into neighborhoods they have not been or rarely go to (see Chart 27). Focusing on having events in Zip Codes that were not highly represented in the audiences can increase the number of event attendees going to neighborhoods they have not been or rarely go to. Given that a low number of event attendees (9%) indicated they would not return to the site that hosted the event, there is great potential for Inherit Chicago to bring attendees into new neighborhoods.
- Finally, the success of the Inherit Chicago should be marketed to promote the belief that cultural centers are economically important to neighborhoods and neighborhood development. CCA should establish communications with



“Drumming Up Power” event, a collaboration between STOP and the HANA Center.

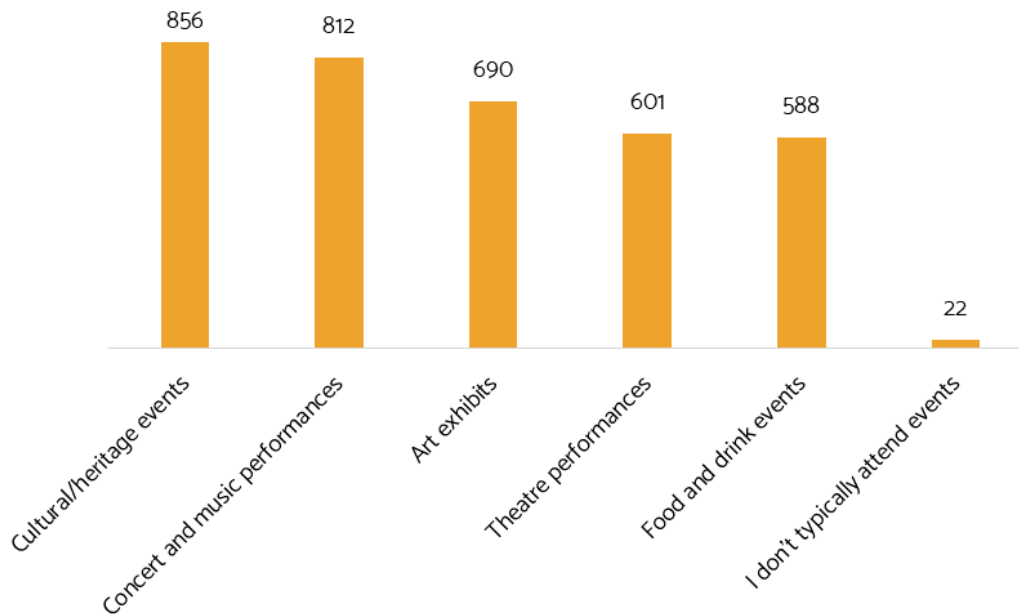
CONCLUSION

This document provides an evaluation of Inherit Chicago and the services that CCA provides to its member organization for Inherit Chicago. Through various data collection methods and cross-referencing data to CCAs primary goals for Inherit Chicago, this evaluation finds that Inherit Chicago is successful in increasing awareness of heritage and cultural centers and has increased collaboration between its members and partners through Inherit Chicago. Still, there is room for improvement in the impacts that Inherit Chicago has on its audience, the organizations that host events, and in communities with cultural amenities.

Future work can use these evaluation findings to improve Inherit Chicago and communicate the value of the CCA, their mission, and Inherit Chicago to strategic partners. Strategic partners such as civic officials and foundations can help establish stronger community relationships and support. The findings most broadly will be used to lay the groundwork to explore the impacts of cultural institutions on neighborhoods and the importance of support mechanisms for individual organizations in creating an ecosystem of support.

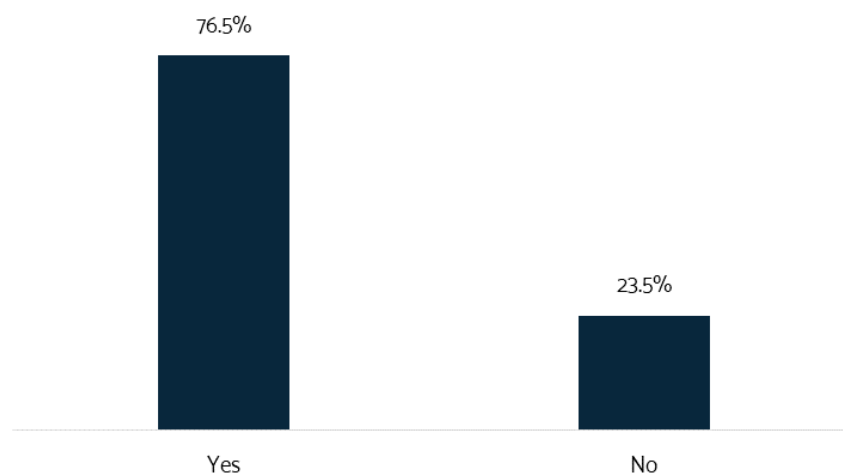
APPENDIX 1: ADDITIONAL DATA

Appendix Chart 1: What type(s) of events do you typically attend?



Many respondents indicated that they typically attend cultural/heritage events or concerts and music performances. Art exhibits and theatre performances were the third and fourth most popular type of event. Just 22 respondents indicated that they do not typically attend events.

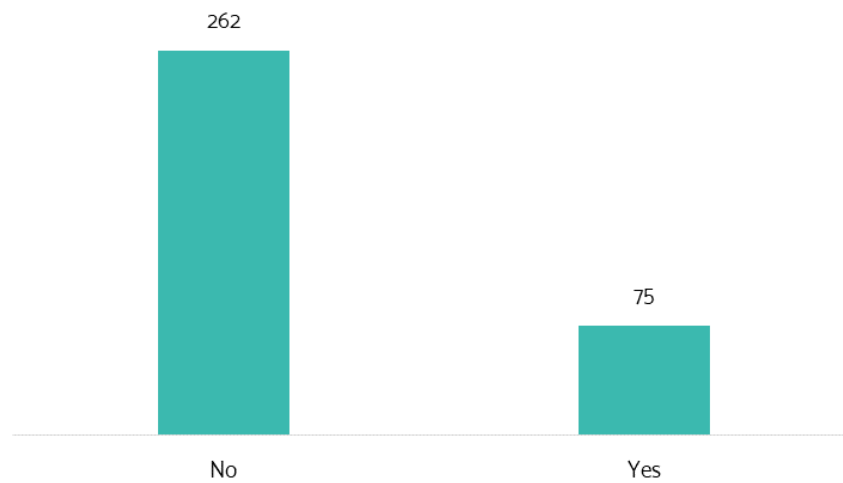
Appendix Chart 2: Before today, did you know what a cultural/heritage center and/or institution is?



(n=370)

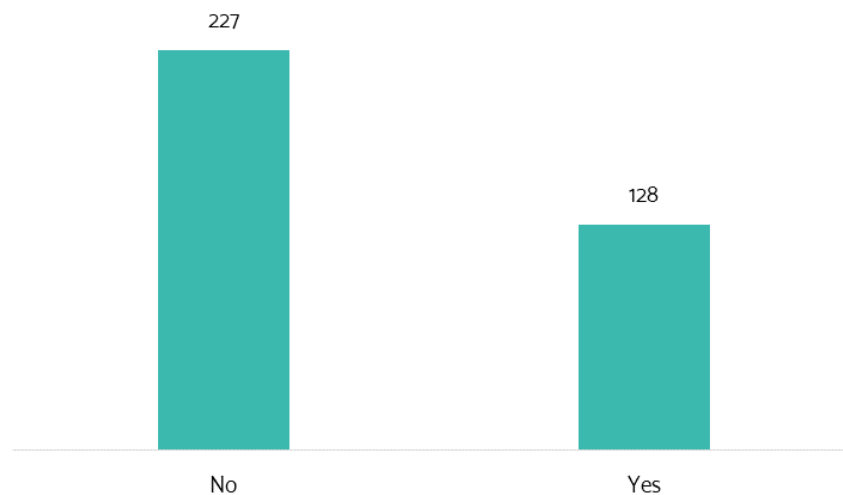
77% of respondents knew what a cultural center was before attending the Inherit event.

Appendix Chart 3: Have you attended another Inherit Chicago event this year?



78% or 262 respondents indicated that they had attended another Inherit Chicago event.

Appendix Chart 4: Have you visited this venue/heritage center before?



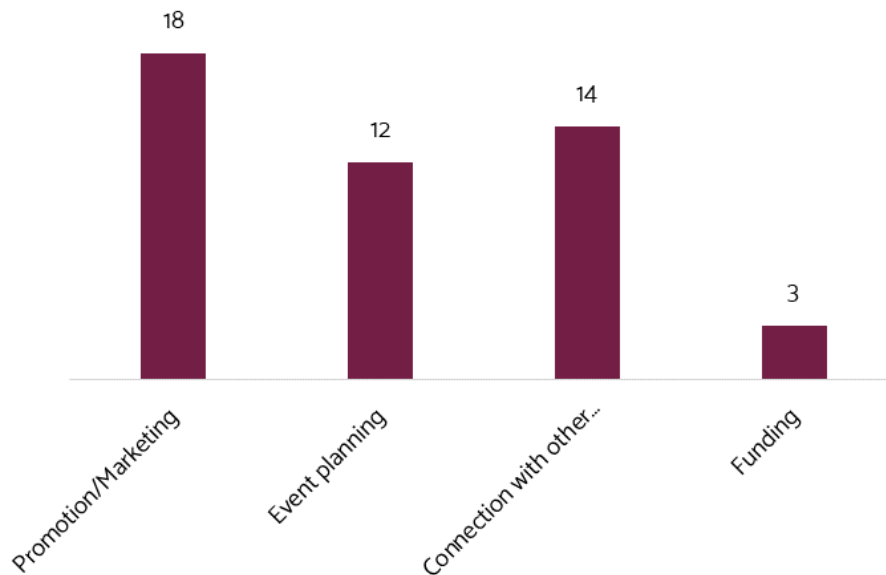
64% or 227 respondents indicated that it was their first time visiting the venue of the neighborhood cultural event that they attended.

Appendix Chart 5: Please indicate to what extent you agree or disagree with the following statement: CCA's support was crucial for the cross-cultural event.



All respondents agreed that CCA's support was crucial to the success of the cross-cultural events

Appendix Chart 6: Please indicate the areas in which the CCA's support was crucial for the event?



Responses indicated that the most critical aspect of CCA's support was in promotion and marketing of events. In addition, several respondents noted that CCA's ability to facilitate connections between organizations was crucial.



Great Cities Institute

Report produced by
Great Cities Institute (MC 107)
College of Urban Planning and Public Affairs
University of Illinois at Chicago
412 South Peoria Street, Suite 400
Chicago, Illinois 60607-7067

Phone: 312.996.8700
Fax: 312.996.8933
greatcities.uic.edu
gcities@uic.edu

