

SUPPORTER SPOTLIGHT

By Devin van Holsteijn



Jeff Pomeranz
Photos Courtesy of cedar-rapids.org

Recently, City Manager Jeff Pomeranz took some time out of his busy schedule to speak with Orchestra Iowa's Devin van Holsteijn about the role the City of Cedar Rapids has played in the thriving arts and culture environment in the Creative Corridor.

Devin: What role does Orchestra Iowa play in your current and future vision of Cedar Rapids?

Jeff: Part of the City's vision statement talks about Cedar Rapids being a vibrant urban hometown and building a community for now and the next generation. Orchestra Iowa contributes to the vibrancy of our urban center by showcasing great works using our local talent. Community building takes many forms in a City, and there are few things that can bring people together like music. We are so fortunate to have a place where generations of families can enjoy this phenomenal asset.

Devin: Why is supporting the arts important from a government, corporate, and personal perspective?

Jeff: Government and corporate support of the arts makes economic sense. The arts attract tourism revenue and stimulate business activity. A strong arts component in a community is attractive to a high quality workforce which is incredibly important to retain. Arts and culture options allow businesses to enjoy happier employees who want to make their home in Cedar Rapids which ultimately builds a stronger community. Personally, I know that it is important to build a community with a high quality of life and preserve culture so we can pass it on to the next generation.

Devin: Which show are you hoping to see this year?

Jeff: When I was twelve, my mother took my family to see *The Nutcracker* at Radio City Music Hall. This was one of the cultural traditions of our family, and as a young man, it was not my idea of a good time. I am looking forward to attending a performance of *The Nutcracker* with a fresh perspective this December. Having programming like this available here in the City gives generations of families the opportunity to create yearly traditions and memories.

Devin: What do you hope to see Orchestra Iowa do in the future?

Jeff: I hope to see Orchestra Iowa continue its mission of fostering enjoyment of music through its diverse and unique programming while still sharing the classics with our next generation.

Orchestra Iowa and the Paramount Theatre would like to thank the City of Cedar Rapids for its support. Just as we could not continue to operate our programs without our individual and corporate donors, government support and advocacy is a key to our success. Please thank your City, State and Federal employees and elected officials for their support of the arts. If you are interested in becoming an advocate for the arts, please contact the Orchestra Iowa staff at 319.366.8206.

Cedar Rapids Skyline

Photos Courtesy of Dan Taylor / Destination360

