Strategy Frame

MISSION
To build unprecedented opportunity across the Midwest by advancing creativity.

VISION
Midwestern creativity powers thriving, entrepreneurial, and welcoming communities.

TAGLINE
Creativity, amplified.

VALUES

EQUITY
We commit to actionable, measurable, and reportable ways to respect, honor, and embrace all of humanity.

INTEGRITY
We approach our partners and each other with a spirit of cooperation, trust, humility, and accountability.

LEARNING
We value learning and growing. We commit to having honest conversations with our partners and each other.

FOCUS AREAS

SUPPORT
We invest in efforts that use creativity to connect people, ideas, and solutions.

INFORM
We share data and ideas to support Midwestern communities in being more visible, sustainable, and interconnected.

CELEBRATE
We honor the people, places, and creative organizations that compose the Midwest.

CULTURE

ADAPT, THRIVE, MODEL
We use best practices, bold ideas, and our values to strengthen our service to the Midwest.