

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.

