

iowa

2021 ROI REPORT

ARTS MIDWEST + IOWA ARTS COUNCIL



Arts Midwest promotes creativity, nurtures cultural leadership, and engages people in meaningful arts experiences, bringing vitality to Midwest communities and enriching people's lives.

We work closely with the Iowa Arts Council to ensure that all people have access to enriching creative experiences.

27

GRANTS
AWARDED

26

COMMUNITIES
REACHED

\$25,000

STATE DUES

\$384,402

RETURNED

12,087

PARTICIPANTS

1438%

RETURN ON INVESTMENT

See the last page of this report for a complete
breakdown of our FY21 investment in Iowa.



Outdoor concert with artist Dang Felton at Edmunson Park in Oskaloosa, IA.

Photo: Andy McGuire, courtesy of George Daily Auditorium.

We **invest grant funds, tools, and resources** in lowan organizations and communities.

These programs seek to support creativity, catalyze community-defined changes, and build capacity.

27

GRANTS AWARDED



Perry, Iowa community members participating in a fiber arts event.

Photo courtesy of Art on the Prairie.

We **bring lowans together** to network, learn from each other, and find new ways to collaborate.

These spaces help organizations and leaders test ideas, identify new strategies, and build their skills.

12,087

PARTICIPANTS



Audience enjoys the Musical Tribute to Patsy Cline at Warren Cultural Center in Greenfield, IA.

Photo: Dan Dickinson, courtesy of Warren Cultural Center.

We **support growth and connection** by sharing toolkits, resources, and moments of learning and inspiration.

We offer trainings and gatherings for lowans to access these materials and learn from one another.

26

COMMUNITIES
REACHED

FY22: american rescue plan

The **American Rescue Plan Act of 2021** (ARP) was an economic stimulus bill designed to fuel the nation's recovery from the devastating economic and health effects of the COVID-19 pandemic through funds allocated to the National Endowment for the Arts. Arts Midwest partnered with State Arts Agencies from our nine member states to disburse ARP funds in the way they saw fit.

\$143,300
INVESTED IN IA ^

grantee	city	cd*	award
Ames Chamber Artists	Ames	4	\$1,500
ArtHaus	Decorah	1	\$5,000
Cedar Falls Community Theatre	Cedar Falls	1	\$5,000
Community Theatre of Cedar Rapids Inc	Cedar Rapids	1	\$5,000
Corning Opera House Cultural Center	Corning	3	\$5,000
Des Moines Metro Opera, Inc.	Indianola	3	\$5,000
Des Moines Playhouse	Des Moines	3	\$5,000
Des Moines Young Artists' Theatre	Des Moines	3	\$5,000
Eulenspiegel Puppet Theatre Company	West Liberty	2	\$5,000
Fort Madison Area Artists Association	Fort Madison	2	\$5,000
Friends of the Auditorium	Oskaloosa	2	\$5,000
Gateway Dance Theatre	Des Moines	3	\$5,000
Greater Des Moines Music Coalition	Des Moines	3	\$5,000
Grinnell Area Arts Council	Grinnell	1	\$5,000
Guthrie County Arts Council, Inc.	Guthrie Center	3	\$4,500

*Congressional District

^ Since ARP is a FY22 activity, these grant awards are not included in our FY21 ROI calculation

CONTINUED >

FY22: american rescue plan (continued)

\$143,300
INVESTED IN IA ^

The **American Rescue Plan Act of 2021** (ARP) was an economic stimulus bill designed to fuel the nation's recovery from the devastating economic and health effects of the COVID-19 pandemic through funds allocated to the National Endowment for the Arts. Arts Midwest partnered with State Arts Agencies from our nine member states to disburse ARP funds in the way they saw fit.

grantee	city	cd*	award
Heartland Youth Choir	Windsor Heights	3	\$1,500
IARMAC (Int'l Academy for Russian Music, Arts, and Culture)	Iowa City	2	\$2,500
Iowa Contemporary Art	Fairfield	2	\$2,500
Iowa Stage Theatre Company	Des Moines	3	\$5,000
Iowa Youth Ballet	Ames	4	\$4,500
Le Mars Arts Council, Inc.	Le Mars	4	\$5,000
Mirrorbox Theatre	Cedar Rapids	1	\$5,000
Mississippi Valley Blues Society	Davenport	2	\$8,300
Northeast Iowa School of Music	Dubuque	1	\$3,500
Performing Arts & Education Association of Southwest Iowa	Red Oak	3	\$5,000
Pocahontas Community Foundation	Pocahontas	4	\$2,500
River Music Experience	Davenport	2	\$5,000
Story Theater Company	Ames	4	\$3,500
Strawberry Point Chamber & Development Club, Inc.	Strawberry Point	1	\$2,500
Summer of the Arts	Iowa City	2	\$7,500

*Congressional District

^ Since ARP is a FY22 activity, these grant awards are not included in our FY21 ROI calculation

CONTINUED >

FY22: american rescue plan (continued)

The **American Rescue Plan Act of 2021** (ARP) was an economic stimulus bill designed to fuel the nation’s recovery from the devastating economic and health effects of the COVID-19 pandemic through funds allocated to the National Endowment for the Arts. Arts Midwest partnered with State Arts Agencies from our nine member states to disburse ARP funds in the way they saw fit.

\$143,300

INVESTED IN IA ^

grantee	city	cd*	award
Tallgrass Theatre Company	West Des Moines	3	\$2,500
Tandem Theatre and Dance/Hurley & Dancers	West Des Moines	3	\$2,000
Theatre Midwest	Indianola	3	\$1,500
Wayne Theatre Inc.	Corydon	2	\$2,500
34 ORGANIZATIONS			\$143,300

*Congressional District
^ Since ARP is a FY22 activity, these grant awards are not included in our FY21 ROI calculation

united states regional arts resilience fund

Arts Midwest offered grants through **United States Regional Arts Resilience** Fund, a national recovery initiative helping under-resourced arts and culture organizations weather the COVID-19 crisis. This fund prioritized arts and cultural organizations in rural communities and organizations led by and/or serving Indigenous people and people of color. Phase 1 focused on organizations with annual budgets between \$250,000 – \$10 million, and Phase 2 focused on organizations with annual budgets between \$50,000 – \$249,999.

grantee	city	cd*	award
ArtForce Iowa	Des Moines	3	\$50,000
ArtHaus	Decorah	1	\$15,000
Arts & Culture Alliance	Marshalltown	1	\$20,000
George Daily Community Auditorium	Oskaloosa	2	\$35,000
Public Space One	Iowa City	2	\$20,000
Red Cedar Chamber Music	Marion	1	\$25,000
Station 1	Des Moines	3	\$20,000
Tai Village	Des Moines	3	\$10,000
The Englert Theatre	Iowa City	2	\$55,000
Vesterheim, the National Norwegian-American Museum and Folk Art School	Decorah	1	\$50,000
Wieting Theatre and Opera House	Toledo	1	\$20,000
Youth Art Team	Waterloo	1	\$30,000
12 ORGANIZATIONS			\$350,000

*Congressional District

touring fund

The **Touring Fund** provides grants to arts presenters to bring performing artists and ensembles to communities across the Midwest. Each grant supports in-person or virtual performances and educational activities such as workshops, master classes, and discussions.

grantee	city	cd*	award	participants
Ames Town and Gown	Ames	4	\$1,540	^
Artisan's Sanctuary	Marion	1	\$629	41
Civic Music Association	Des Moines	3	\$2,800	^
Des Moines Performing Arts	Des Moines	3	\$2,800	10,000
Friends of the Art Center	Waterloo	1	\$516	98
George Daily Auditorium	Oskaloosa	2	\$910	19
Hancher Auditorium at the University of Iowa	Iowa City	2	\$2,100	^
Heritage Center at the University of Dubuque	Dubuque	1	\$2,800	575
Iowa State Center at Iowa State University	Ames	4	\$2,800	255
Luther College Center Stage Series	Decorah	1	\$1,722	^
North Iowa Area Community College Performing Arts and Leadership Series	Mason City	4	\$2,100	219
Northwest Iowa Symphony Orchestra	Sioux Center	4	\$735	^
The Wilson Performing Arts Center	Red Oak	3	\$840	300
Warren Cultural Center	Greenfield	3	\$500	60
14 ORGANIZATIONS			\$22,792	11,567

*Congressional District ^Participant data not reported.

national endowment for the arts big read

Another program we manage on behalf of the National Endowment for the Arts, **NEA Big Read** brings communities together around the shared activity of reading and discussing a book. The program provides grants to community reading programs designed around an NEA Big Read book.

grantee	city	cd*	award	participants
The Center for Worker Justice of Eastern Iowa	Iowa City	2	\$11,260	201
1 ORGANIZATION			\$11,260	201

*Congressional District



Iowa City author Chuy Renteria. Photo by Miriam Alarcón Ávila.

2020 arts midwest conference

The **Arts Midwest Conference** supported the Midwest performing arts booking and touring industry. In response to the pandemic, Arts Midwest and Western Arts Alliance (WAA) combined teams, resources, and imaginations to create an innovative four-day virtual event for the performing arts field. The October 2020 Virtual Conference provided opportunities to hear from industry leaders, gather new ideas, connect with colleagues, and map a way forward, and brought together over 1,800 performing arts professionals from the Midwest and beyond.

organization	city	cd*	participants
Amenda Tate, LLC	West Des Moines	3	1
Art on the Prairie	Perry	4	2
Artes Latinas	Kellogg	1	1
Arts Center at Iowa Western	Council Bluffs	9	1
Burlington Civic Music Association	Burlington	2	1
Churchill One-Man Play	Fairfield	2	1
Civic Music Association of Des Moines	Des Moines	3	1
Corning Opera House	Corning	1	1
Des Moines Performing Arts	Des Moines	3	1
Dubuque Arts Council	Dubuque	1	1
Fairfield Arts and Convention Center	Fairfield	2	1
George Daily Auditorium	Oskaloosa	2	1
Haggard-Twogood Charitable Trust	Algona	2	1
Heritage Center, University of Dubuque	Dubuque	1	1
Iowa Arts Council	Des Moines	3	1
Iowa Stage Theatre Company	Des Moines	3	3

(continued)

Luther College	Decorah	1	1
NIACC Performing Arts	Mason City	4	2
Orange City Arts	Orange City	4	1
Pearson Lakes Art Center	Okoboji	4	1
Riverside Theatre	Iowa City	2	1
Sioux Center Arts	Sioux Center	4	1
Speak Up Stories	Waukee	3	1
The Englert Theatre	Iowa City	2	5
The Hook	Cedar Rapids	1	1
University of Dubuque Heritage Center	Dubuque	1	3
VenuWorks Agency	Ames	4	1
Vine Chromatic/Beacon of Life	Des Moines	3	1

28 ORGANIZATIONS

41 Participants

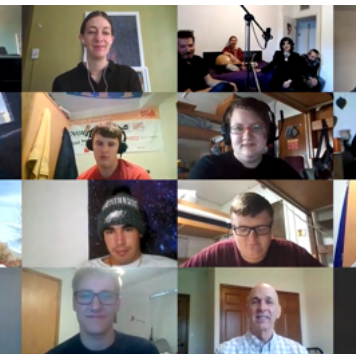
*Congressional District

world fest online

This year, **World Fest Online** worked to bring the in-person excitement of World Fest to a virtual platform. Paulo Padilha e Bando from Brazil, Hikaru from Japan, and Hadar Maoz from Israel all created thoughtful and engaging videos featuring their music, their culture, and a special peek into their lives. Audiences in World Fest partner community Ames, Iowa, including over 200 ISU students, tuned in to virtual concert premieres and followed along on Daily World Fest for a month of daily activity prompts tied to the videos.

This was most definitely a success on many fronts... It was educational!

Chad Askim,
4th Grade Teacher



12
VIDEOS



8
ONLINE
WORKSHOPS



3
ENSEMBLES



22_k
VIEWS



we the many

We the Many seeks to expand the understanding of what it means to be a Midwesterner through the creative exchange of voices, cultures, and ideas. In its 2020–2021 pilot phase, the program co-created performing arts residencies with Midwestern artists in rural communities.

grantee	city	cd*	award^	participants
Art on the Prairie	Perry	3	–	278
1 ORGANIZATION			–	278

*Congressional District ^We the Many programming continued into FY21 due to an extension, but grant award payment took place in FY20



WE THE MANY COMMUNITY STORY capturing what's good

Celebrating place is a core component of We the Many, and each community partnership begins with in-depth asset-mapping conversations with local project partners. The goal of these conversations was to learn about existing resources (institutions, associations, individuals, traditions), and incorporate these unique strengths into the project.

But celebrating place didn't end with those early planning sessions. Instead, Ames, Iowa-based visual artist Jennifer Drinkwater brought her What's Good Project and ethos to Perry – inviting local students to photograph what's good about their community.

Capturing photos of local trails, businesses, houses, and landmarks, high schoolers Sebastian Hernandez and Jaylene Karolus documented places across Perry that they consider meaningful. In June, the images were proudly displayed on Main Street, at Betsy Peterson Gallery and the Chamber of Commerce.

Photo courtesy of Art on the Prairie..

FEATURED STORY

Workers Rights and Literature Unite in Iowa City Big Read

The Center for Worker Justice (CWJ) of Eastern Iowa is a first-time NEA Big Read collaborator that brought a fresh lens — and a community of new participants — into the conversation. CWJ is a non-profit that advocates for low-wage workers throughout the region by helping defend workers' rights, protecting affordable housing, defending civil liberties, and supporting immigrants.

Alongside the area's public libraries and the University of Iowa, CWJ partnered with NEA and Arts Midwest to present 2021's Big Read program. Over the course of a month, community members participated in discussions, book talks, writing workshops and presentations, diving into Luis Alberto Urrea's novel *Into the Beautiful North*.

"My experience in West Liberty is that when we stop "othering" people and really live and interact with them is when we grow empathetic to their humanity."

Chuy Renteria

Author, *We Heard it When we Were Young*

Photos by Miriam Alarcón Ávila.



8

PUBLIC.
WEBINARS

4,284

REGISTRANTS
& VIEWERS

webinars

Our FY21 webinars reached viewers across our region on issues that mattered. With topics ranging from political polarization to COVID-19 relief to anti-racism work, participants dug into capacity building and gained new insights.

Art to Bridge Divides

Anti-Racism in a Rural Setting

Nurturing the Rural Ecosystem

How to Use Scenario Planning to Make Strategic Decisions

COVID-19 Relief for Arts Organizations

NEA Big Read: Sharing Stories



2021 IOWA FINANCES

Arts Midwest leverages public and private dollars to bring services to our states.

SERVICES AND GRANTS

United States Regional Arts Resilience Fund	\$350,000	
Touring Fund	\$22,792	
NEA Big Read	\$11,260	
Arts Midwest Conference	\$350	<i>Cost of admission to the Conference for Iowa Arts Council staff</i>
World Fest	-	<i>Due to the virtual nature of World Fest in FY21, Arts Midwest is not quantifying this investment in Iowa</i>
We the Many	-	<i>We the Many programming continued into FY21 due to an extension, but grant award payment took place in FY20</i>
TOTAL	\$384,402	

RETURN ON INVESTMENT

Total services and grants	\$384,402
FY21 State Dues	\$25,000
Services and grants in excess of dues	\$359,402

ROI **1438%**

OUR SUPPORTERS

Arts Midwest relies on support from the National Endowment for the Arts, our nine member state arts agencies, corporations and foundations, and our individual donors to present programming to our partner communities.



state arts agencies



foundations, corporations, and government funders

The Andrew W. Mellon Foundation
Bush Foundation
Barr Foundation
Margaret A. Cargill Philanthropies

McKnight Foundation
3M
Kaufman Family Fund for Israeli Cultural Exchange
U.S. Department of State

Women's Suffrage Centennial Commission
Quebec Government Office in Chicago
The Howard B. & Ruth F. Brin
Jewish Arts Endowment Fund

thank you

If you have questions about the information in this report, or if you would like more information about Arts Midwest's programs and services, please contact:

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