

michigan

2021 ROI REPORT

ARTS MIDWEST + MICHIGAN COUNCIL FOR ARTS AND CULTURAL AFFAIRS



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 Michigan Council for Arts and Cultural Affairs to ensure that all people have access to enriching creative experiences.

MICHIGAN

AT-A-GLANCE

FY21

JULY 1, 2020 TO JUNE 30, 2021

34

GRANTS
AWARDED

33

COMMUNITIES
REACHED

\$70,000

STATE DUES

\$422,350

RETURNED

40,980

PARTICIPANTS

503%

RETURN ON INVESTMENT

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



Ellis Delaney performs at The Red Jacket Jamboree in Calumet, MI.

Photo courtesy of Real People Media.

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

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

34

GRANTS AWARDED



Q&A session with Canadian Brass.

Photo courtesy of Great Lakes Center for the Arts.

We **bring Michiganders 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.

40,980

PARTICIPANTS



Audience member asks a question of Canadian Brass.

Photo courtesy of Great Lakes Center for the Arts.

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

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

33

COMMUNITIES
REACHED

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
Arts for All of Northern Michigan	Traverse City	1	\$25,000
Black Arts & Cultural Center	Kalamazoo	6	\$30,000
Downtown Art Place	Ironwood	1	\$10,000
El Ballet Folklorico Estudiantil	Flint	5	\$20,000
GRAAMA (Grand Rapids African American Museum and Archives)	Grand Rapids	3	\$15,000
Grandville Avenue Arts & Humanities	Grand Rapids	3	\$50,000
Heritage Works	Detroit	13	\$50,000
N'Namdi Center for Contemporary Arts	Detroit	13	\$35,000
Ramsdell Regional Center for the Arts	Manistee	1	\$50,000
Riverfolk Music and Arts Organization	Manchester	7	\$10,000
Shop Floor Theatre Company	Flint	5	\$20,000
Voices Without Borders (VWB)	Petoskey	1	\$15,000
12 ORGANIZATIONS			\$330,000

*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
Adrian Symphony Orchestra	Adrian	7	\$2,000	^
Ann Arbor Film Festival	Ann Arbor	12	\$2,000	5,122
College of Music at Michigan State University	East Lansing	8	\$2,000	^
Concordia University - Ann Arbor	Ann Arbor	12	\$4,000	99
Dennos Museum Center at Northwestern Michigan College	Traverse City	1	\$3,000	278
Detroit Jazz Fest	Harper Woods	14	\$3,000	58,773
Great Lakes Center for the Arts	Bay Harbor	1	\$4,000	290
Interlochen Center for the Arts	Interlochen	1	\$3,000	3,513
Irving S. Gilmore International Keyboard Festival	Kalamazoo	6	\$4,000	249
Macomb Center for the Performing Arts at Macomb Community College	Clinton Township	9	\$4,000	100
Michigan Festival of Sacred Music	Kalamazoo	6	\$2,500	525
Michigan Opera Theatre	Detroit	13	\$4,000	14,167
Midland Center for the Arts	Midland	4	\$4,000	174
Ramsdell Regional Center for the Arts	Manistee	1	\$2,500	268
Sturges-Young Center for the Arts	Sturgis	6	\$2,000	32
The Mendel Center at Lake Michigan College	Benton Harbor	6	\$3,000	^

*Congressional District ^Participant data not reported.

CONTINUED >

touring fund (continued)

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
The Whiting	Flint	5	\$4,000	376
UMS	Ann Arbor	12	\$4,000	8,978
Wharton Center for Performing Arts at Michigan State University	East Lansing	8	\$3,000	424
White Lake Chamber Music Festival	Montague	2	\$2,000	20
20 ORGANIZATIONS			\$62,000	34,615

*Congressional District ^Participant data not reported.

shakespeare in american communities

Shakespeare in American Communities connects young people across the country to Shakespeare’s plays by supporting performances and workshops in schools and the juvenile justice system. Managed on behalf of the National Endowment for the Arts, the program provides grants to theater companies and nonprofit organizations across the nation.

grantee	city	cd*	award	participants
Shakespeare Behind Bars	Macatawa	6	\$15,000	9
1 ORGANIZATION			\$15,000	9

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
Hope College	Holland	2	\$15,000	6,309
1 ORGANIZATION			\$15,000	6,309

*Congressional District

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
A Host of People	Detroit	13	1
Alma Artist Booking	Grand Rapids	3	1
ArtOps	Southfield	3	3
Arts Council of Greater Kalamazoo	Kalamazoo	6	1
Canadian Consulate General in Detroit	Detroit	13	1
Center for the Arts of Greater Lapeer, Inc	Lapeer	10	1
Center Stage Artists	Ann Arbor	12	1
Great Lakes Center for the Arts	Bay Harbor	12	1
Great Lakes Performing Artist Associates	Ann Arbor	12	1
Great Lakes Taiko Center & Raion Taiko Ensemble	Ann Arbor	12	1
Hope College	Holland	2	1
INCREASE	Detroit	13	1
Jason Hudy: Mesmerizing Magic	Livonia	11	1
Jodie Randolph Dance	Ann Arbor	12	1
Lake Superior State University, Arts Center	Sault Sainte Marie	1	1

(continued)

Macomb Center for the Performing Arts-Macomb Community College	Warren	9	1
Michigan Council for Arts and Cultural Affairs	Lansing	8	2
Midland Center for the Arts	Midland	4	6
Musica Extraordinaria LLC	Ann Arbor	12	1
NW MI Arts & Culture Network	Traverse City	1	1
Ramsdell Regional Center for the Arts	Manistee	2	1
River Raisin Centre	Monroe	7	1
Rozsa Center, Michigan Technological University	Houghton	1	1
S. Ayers Art	Detroit	13	1
Saugatuck Center for the Arts	Saugatuck	2	1
Smokin' Sleddog Records	Dewitt	4	1
St. Cecilia Music Center	Grand Rapids	3	1
Sturges-Young Center for the Arts	Sturgis	6	1

*Congressional District

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2020 arts midwest conference (continued)

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
The Capitol Theatre & Whiting Auditorium	Flint	5	4
The Curtainless Theatre	Lansing	8	1
University of Michigan	Ann Arbor	12	1
Wellspring/Cori Terry & Dancers	Kalamazoo	6	1
Wharton Center	East Lansing	12	2
WolfBrown	Detroit	13	1
Yara Ensemble	Mount Pleasant	4	1

36 ORGANIZATIONS

47 Participants

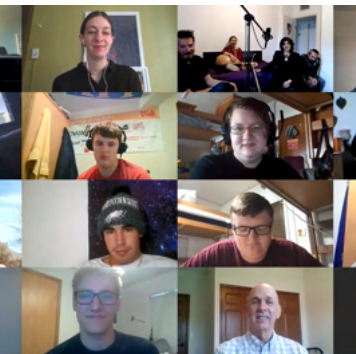
*Congressional District

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 Ironwood, Michigan, and throughout the state 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



FEATURED STORY

Sustaining African Dance in Detroit

As Executive Director of Heritage Works in Detroit, Michigan, Rhonda Greene has spent decades connecting folks to West African cultural traditions through youth programs, community programs, and placemaking efforts. Heritage Works is moving intentionally and collectively to reclaim and affirm Blackness in the Blackest city in America.

For Greene, African dance is not a hobby or an occasional class, it's an expressive, anthropological tradition that brings and holds us together. She entered the dance world at 12-years-old during an isolating and often demeaning time, where African dance was overlooked and underfunded. Now, she emphasizes an ethos that thinks, moves and connects beyond the bounds of Westernized cultural standards.

“Art isn’t something that sits on the wall. It is the center of community, and it generates community, a community generates it.”

Rhonda Greene
Heritage Works

Heritage Works is a United States Regional Arts Resilience Fund Grantee

Photos courtesy of Heritage Works.



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 MICHIGAN FINANCES

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

SERVICES AND GRANTS

United States Regional Arts Resilience Fund	\$330,000	
Touring Fund	\$62,000	
Shakespeare in American Communities	\$15,000	
NEA Big Read	\$15,000	
Arts Midwest Conference	\$350	<i>Cost of admission to the Conference for Michigan Council for Arts and Cultural Affairs staff</i>
World Fest	-	<i>Due to the virtual nature of World Fest in FY21, Arts Midwest is not quantifying this investment in Michigan</i>
TOTAL	\$422,350	

RETURN ON INVESTMENT

Total services and grants	\$422,350
FY21 State Dues	\$70,000
Services and grants in excess of dues	\$352,350

ROI **503%**

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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