

# minnesota

2021 ROI REPORT

# ARTS MIDWEST + MINNESOTA STATE ARTS BOARD



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 Minnesota State Arts Board to ensure that all people have access to enriching creative experiences.

# MINNESOTA

AT-A-GLANCE

FY21

JULY 1, 2020 TO JUNE 30, 2021

46

GRANTS  
AWARDED

34

COMMUNITIES  
REACHED

\$34,620

STATE DUES

\$722,637

RETURNED

23,032

PARTICIPANTS

1987%

RETURN ON INVESTMENT

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



*Filmed lecture/demonstration with  
Invoke Quartet from the Chateau  
Theatre in Rochester, MN.*

Photo: Kate Klaus, courtesy of City of Rochester  
Music Department/Riverside Concerts.

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

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

46

GRANTS AWARDED



*Dr. Amy Tervola Hultberg  
demonstrates how to braid  
Pulla bread.*

Photo: Connie Vandermay

We **bring Minnesotans 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.

# 23,032

PARTICIPANTS



*John McAndrew performs to residents at the VA Alzheimer's Unit in Fergus Falls, MN.*

Photo courtesy of Fergus Falls: A 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 Minnesotans to access these materials and learn from one another.

# 34

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
Art of the Rural	Winona	1	\$50,000
Brownbody	Vadnais Heights	4	\$30,000
Center for Hmong Arts and Talent (CHAT)	St. Paul	4	\$30,000
Hmong Cultural Center	St. Paul	4	\$50,000
Indigenous Roots Cultural Art Center	St. Paul	4	\$50,000
Manidoo Ogitigaan	Bemidji	8	\$25,000
Minnesota Prison Writing Workshop	Minneapolis	4	\$40,000
New York Mills Regional Cultural Center	New York Mills	7	\$50,000
Rosy Simas Danse	Minneapolis	5	\$25,000
Southeast Asian Diaspora Project (SEAD)	Minneapolis	5	\$50,000
Theater Mu	St. Paul	4	\$50,000
Threads Dance Project	Minneapolis	5	\$25,000
12 ORGANIZATIONS			\$475,000

\*Congressional District

# CARES Act

Arts Midwest partnered with the National Endowment for the Arts and our member state arts agencies to distribute funds from the **Coronavirus Aid, Relief, and Economic Security (CARES) Act** to arts and culture organizations across our region. These grants provided general operating support to organizations to help them weather the COVID-19 crisis.

grantee	city	cd*	award
Dawson-Boyd Arts Association	Dawson	7	\$5,000
DLCCC, Inc.	Detroit Lakes	7	\$5,000
Duluth Art Institute Arts Association	Duluth	8	\$5,000
Great River Arts Association	Little Falls	8	\$5,000
Hot Summer Jazz Festival	St. Paul	4	\$5,000
Iraqi and American Reconciliation Project	Minneapolis	5	\$5,000
Middle River Community Theatre	Middle River	7	\$3,493
Minnesota Marine Art Museum	Winona	1	\$10,000
Minnesota State University, Mankato	Mankato	1	\$5,000
North House Folk School	Grand Marais	8	\$10,000
Paramount Center for the Arts	St. Cloud	6	\$10,000
Shapeshift Theatrical, Inc.	Minneapolis	5	\$5,000
The Cedar Cultural Center, Inc.	Minneapolis	5	\$10,000
<b>13 ORGANIZATIONS</b>			<b>\$83,493</b>

\*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
A Center for the Arts	Fergus Falls	7	\$1,625	243
Augsburg University	Minneapolis	2	\$3,500	925
City of Rochester Music Department	Rochester	4	\$3,500	4,832
Fine Arts Programming at College of Saint Benedict	St. Joseph	8	\$3,500	728
Fine Arts Programming at Saint John's University	Collegeville	7	\$3,000	1,752
Historic Holmes Theatre	Detroit Lakes	1	\$1,600	692
ISD #315 Braham Area Schools	Braham	4	\$987	590
Lakes Area Music Festival	Brainerd	6	\$3,500	3,060
Myles Reif Performing Arts Center	Grand Rapids	1	\$2,000	270
Northrop at the University of. Minnesota	Minneapolis	8	\$3,500	2,416
Paramount Center for the Arts	St. Cloud	7	\$750	150
Schubert Club	St. Paul	7	\$3,500	1,156
Sheldon Theatre of Performing Arts	Red Wing	6	\$3,000	^
VocalEssence	Minneapolis	6	\$1,000	3,076
Zeitgeist	St. Paul	5	\$500	135
15 ORGANIZATIONS			\$35,462	21,025

\*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
ArtReach St. Croix	Stillwater	4	\$15,000	930
1 ORGANIZATION			\$15,000	930

\*Congressional District

# community creativity cohort

The **Community Creativity Cohort** is a capacity building program designed to support organizations that make art and culture central to problem solving and strengthening their community. The cohort focuses on organizations led by and serving people of color, Indigenous people, and rural communities. Arts Midwest is proud to serve as Operating Partner on this initiative with the Bush Foundation.

organization	city	add'l grant			
African Economic Development Solutions	St. Paul	^	Lower Sioux Indian Community	Morton	^
American Indian Community Housing Organization	Duluth	^	MacRostie Art Center	Grand Rapids	^
Anderson Center at Tower View	Red Wing	^	Minnesota Transgender Health Coalition	Minneapolis	^
30,000 Feet	St Paul	^	Northwest Indian Community Development Center	Bemidji	^
Asian Economic Development Association	St. Paul	^	Pangea World Theater	Minneapolis	^
Clayton Jackson McGhie Memorial	Duluth	\$25,000	Pillsbury House + Theatre	Minneapolis	^
CLUES (Comunidades Latinas Unidas En Servicio)	St. Paul	\$25,000	Project FINE	Winona	^
Cultural Center in New York Mills	New York Mills	^	Region Five Development Commission	Staples	^
High School for Recording Arts	St. Paul	\$18,000	The SEAD Project	Minneapolis	^
Higher Works Collaborative	St Cloud	\$24,910	Welcome Center	Austin	^
Juxtaposition Arts	Minneapolis	^	White Earth Land Recovery Project & Niiiji Radio	Callaway	^
Lanesboro Arts	Lanesboro	^	White Earth Nation - Gizhiigin Arts Incubator	White Earth	^
			<b>24 ORGANIZATIONS</b>		<b>\$92,910</b>

\*Congressional District    ^CCC programming continued into FY21 due to an extension, but initial grant award payment took place in FY20.

# 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
Ananya Dance Theatre	Minneapolis	5	1
Arrowhead Regional Arts Council	Duluth	8	1
Blu Ocean Arts	Wayzata	3	1
City of Rochester Music Dept./ Riverside Concerts	Rochester	1	1
CLUES	St. Joseph	6	1
College of Saint Benedict/ Saint John's University	St. Joseph	6	4
Consulate General of Canada - Minneapolis	Minneapolis	5	1
Dow Artists, Inc.	Saint Paul	4	1
East Central Regional Arts Council	Hinckley	8	1
Fairmont Opera House	Fairmont	1	1
Fergus Falls AC4TA	Fergus Falls	7	1
Freelance Arts Professional	Minneapolis	5	1
G.L. Berg Entertainment	Minneapolis	5	1
Historic Holmes Theatre	Detroit Lakes	7	1
Home Team Mgmt	Minneapolis	5	1

(continued)

I Love You Institute	Saint Paul	4	1
James Sewell Ballet	Minneapolis	5	1
Katha Dance Theatre	Crystal	5	1
MillerHale Associates	Minneapolis	5	1
Minnesota State Arts Board	Saint Paul	4	2
Northrop, University of Minnesota	Minneapolis	5	2
Northstar Artists	Minneapolis	5	1
Ordway Center for the Performing Arts	Saint Paul	4	1
Paramount Center for the Arts	Saint Cloud	6	1
Ragamala Dance Company	Minneapolis	5	1
Region Five Development Commission	Staples	6	1
Reif Arts Council/Myles Reif PAC	Grand Rapids	3	1
Rockhouse Productions	St. Joseph	6	1
Schubert Club	Saint Paul	4	6
Shattuck-St. Mary's	Faribault	1	1

\*Congressional District

CONTINUED >

# 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
Stanton Theater	Minneapolis	5	1
The Cowles Center	Minneapolis	5	2
The O'Shaughnessy at St. Catherine University	Saint Paul	4	1
Theatre L'Homme Dieu	Alexandria	7	1
Turtle Theater Collective	Fergus Falls	7	1
Unaffiliated	various	various	2
Welcome Center, Inc.	Winona	1	1
Z Puppets Rosenschnoz	Minneapolis	5	2
40 ORGANIZATIONS			54 Participants

\*Congressional District

# folkefest

Since 2017, **Arts Midwest Folkefest** has brought musicians from Finland and Sweden to communities in the Midwest.

In FY21, Folkefest moved online to bring music and culture from Finnish group Kardemimmit to our partner community of New York Mills, Minnesota, and beyond. Their digital residency included online workshops with schools, virtual events with community members, and educational content including videos and downloadable study guides. Kardemimmit gave lessons on the kantele—the national instrument of Finland—and led sing-a-longs. Dr. Amy Tervola Hultberg, dean of the nearby Salolampi Finnish Language Village, taught high school students how to make pulla, traditional Finnish cardamom bread.

Yet with all these activities, the musicians and community members never met in person. Activities with Kardemimmit were all conducted virtually—even the concert, which Kardemimmit live-streamed at 2 a.m. in Finland in order to perform at 7 p.m. in Minnesota.

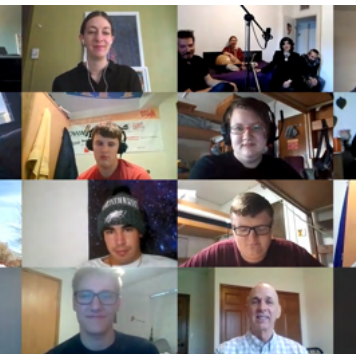
partner	city	cd*	investment	participants
New York Mills Cultural Center	New York Mills	7	\$20,422	975
<b>1 ORGANIZATION</b>			<b>\$20,422</b>	<b>975</b>

# 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 Fairmont, Minnesota, 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,**  
4<sup>th</sup> Grade Teacher



12  
VIDEOS



8  
ONLINE  
WORKSHOPS



22<sub>k</sub>  
VIEWS



3  
ENSEMBLES

## FEATURED STORY

## Creative Healing Through Haircuts in Minneapolis

In the fall of 2020, one Minneapolis artist and architect created an outdoor barbershop and altar for his community to connect, process grief, and heal together. Arts Midwest collaborated with the Office of Arts, Culture, and the Creative Economy of the City of Minneapolis to disburse funds for 10 creative healing projects.

One of these projects was *Haircuts for Change*, which provided haircuts and self-care opportunities for the South Minneapolis Black community.

The project, created by artist Samuel Babatunde Ero-Phillips in collaboration with Christie Marie Owens and Barebones Puppet Theatre, transformed over time from a pop-up concept to a permanent altar and installation on Lake Street, the heart of Minneapolis' immigrant corridor.

“It was about trying to involve people and create some healing in the Black community through every micro interaction.”

**Samuel Babatunde Ero-Phillips**  
Creative Response Fund Artist

*Photos by Pierre Ware*



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 MINNESOTA FINANCES

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

## SERVICES AND GRANTS

United States Regional Arts Resilience Fund	\$475,000	
CARES Act	\$83,493	
Touring Fund	\$35,462	
NEA Big Read	\$15,000	
Community Creativity Cohort	\$92,910	
Arts Midwest Conference	\$350	<i>Cost of admission to the Conference for Minnesota State Arts Board Staff</i>
Folkefest	\$20,422	
World Fest	-	<i>Due to the virtual nature of World Fest in FY21, Arts Midwest is not quantifying this investment in Minnesota</i>
<b>TOTAL</b>	<b>\$722,637</b>	

## RETURN ON INVESTMENT

Total services and grants	<b>\$722,637</b>
FY21 State Dues	\$34,620
Services and grants in excess of dues	\$688,017

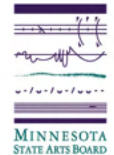
**ROI** **1987%**

# 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:

**Anne Romens**

Vice President

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