

# wisconsin

2021 ROI REPORT

# ARTS MIDWEST + WISCONSIN 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 Wisconsin Arts Board to ensure that all people have access to enriching creative experiences.

# WISCONSIN

AT-A-GLANCE

FY21

JULY 1, 2020 TO JUNE 30, 2021

44  
GRANTS  
AWARDED

40  
COMMUNITIES  
REACHED

\$36,348  
STATE DUES

\$417,419  
RETURNED

23,059  
PARTICIPANTS

1048%  
RETURN ON INVESTMENT

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



*Drone shot of UW-Stout Students  
from the Outro Carnaval Video.*

Photo Credit: UW Stout

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

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

**44**  
GRANTS AWARDED





*Elementary students dance to the music of the Pine Travelers during the mobile concert in Green Lake, WI.*

*Photo by Ric Damm Photography of Ripon, WI.*

We **bring Wisconsinites 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.

# 23,059

PARTICIPANTS





*The Pine Travelers perform a mobile concert in Green Lake, WI, in partnership with the Thrasher Opera House.*

*Photo by Ric Damm Photography of Ripon, WI.*

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

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

# 40

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
ArtStart	Rhinelanders	7	\$50,000
Ko-Thi Dance	Milwaukee	4	\$30,000
Oneida Nation Arts Program	Green Bay	8	\$50,000
Walker's Point Center for the Arts	Milwaukee	4	\$50,000
Woodland Indian Art	Green Bay	8	\$10,000
5 ORGANIZATIONS			\$190,000

\*Congressional District

# CARES Act

In FY21, 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
Arts Wisconsin, Inc.	Madison	2	\$2,000
Fox Cities Performing Arts Center	Appleton	8	\$8,000
John Michael Kohler Arts Center	Sheboygan	6	\$8,000
Li Chiao-Ping Dance, Inc	Madison	2	\$2,000
McComb Bruchs Performing Arts Center	Wautoma	6	\$2,000
Milwaukee Repertory Theater	Milwaukee	4	\$8,000
Milwaukee Symphony Orchestra, Inc.	Milwaukee	4	\$8,000
Overture Center Foundation	Madison	2	\$8,000
TAPIT/new works, Inc.	Madison	2	\$2,000
The Grand Oshkosh	Oshkosh	6	\$8,000
Thelma Sadoff Center for the Arts	Fond du Lac	6	\$8,000
Viterbo University	La Crosse	3	\$8,000
Weill Center for the Performing Arts	Sheboygan	6	\$8,000
Wild Space, Inc.	Milwaukee	4	\$2,000
Wilson and Carol Trueblood Performing Arts Center, Inc	Washington Island	8	\$2,000
<b>15 ORGANIZATIONS</b>			<b>\$84,000</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
Big Top Chautauqua	Washburn	7	\$1,050	299
Fox Cities Performing Arts Center	Appleton	8	\$2,800	77
Heyde Center for the Arts	Chippewa Falls	3	\$1,120	352
John Michael Kohler Arts Center	Sheboygan	6	\$1,846	^
Lawrence Conservatory of Music	Appleton	8	\$1,863	154
Marcus Performing Arts Center	Milwaukee	4	\$2,800	850
Melharmony Foundation	Middleton	2	\$2,660	3,000
Overture Center for the Arts	Madison	2	\$2,800	1,139
Pablo Center at the Confluence	Eau Claire	3	\$2,240	316
Philadelphia Community Farm	Osceola	7	\$2,800	47
Schauer Arts Center	Hartford	5	\$2,240	201
Sharon Lynne Wilson Center for the Arts	Brookfield	5	\$2,800	^
The Grand Oshkosh	Oshkosh	6	\$840	625
The Grand Theater	Wausau	7	\$2,500	884
Thrasher Opera House	Green Lake	6	\$1,120	410
Weidner Center for the Performing Arts at the University of Wisconsin	Green Bay	8	\$500	425
Young Auditorium at the University of Wisconsin	Whitewater	5	\$1,190	111
<b>17 ORGANIZATIONS</b>			<b>\$33,169</b>	<b>8,890</b>

\*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
American Players Theatre	Spring Green	2	\$25,000	2,582
1 ORGANIZATION			\$25,000	2,582

# 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
Young Auditorium at the University of Wisconsin Whitewater		5	\$15,000	1,912
Menomonee Falls Public Library	Menomonee Falls	5	\$15,000	609
Kenosha Public Library	Kenosha	1	\$15,000	1,608
Door County Library	Sturgeon Bay	8	\$15,000	2,044
W.J. Niederkorn Library	Port Washington	6	\$9,900	300
Waukesha Public Library	Waukesha	5	\$15,000	5,071
6 ORGANIZATIONS			\$84,900	11,544

\*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
Arts Council of South Wood County	Wisconsin Rapids	3	1
Ashwaubenon Performing Arts Center	Green Bay	8	1
Bolz Center for Arts Administration	Madison	2	10
Campanile Center for the Arts	Minocqua	7	1
Capitol Civic Centre	Manitowoc	6	1
Carthage College	Kenosha	1	1
CEDARBURG PERFORMING ARTS CENTER	Cedarburg	5	1
Class Act Performing Artists & Speakers Inc	Fort Atkinson	8	1
Dinin Arts Management & Consulting, LLC	Milwaukee	4	1
Fox Cities Performing Arts Center	Appleton	8	1
Grand Theater	Wausau	7	1
Heider Center for the Arts	West Salem	3	1
Lawrence University	Appleton	8	1
LOLA Arts	Land O Lakes	7	1
LuCille Tack Center for the Arts	Spencer	7	1

\*Congressional District

(continued)

Magic of Bill Blagg LIVE!	Pleasant Prairie	1	1
Marcus Performing Arts Center	Milwaukee	4	1
McCoy Artists Group	Baraboo	2	1
Oconomowoc Arts Center	Oconomowoc	5	1
Schauer Arts Center	Hartford	5	2
SRO Artists Inc	Middleton	2	1
The Grand Oshkosh	Oshkosh	6	1
Thelma Sadoff Center for the Arts	Fond Du Lac	6	1
Thrasher Opera House	Green Lake	6	1
Unaffiliated	Menomonee Falls	5	1
UW-Platteville Center for the Arts	Cuba City	3	1
Verona Area Performing Arts Series	Verona	2	2
Viterbo University	La Crosse	3	1
Weber Center for the Performing Arts	La Crosse	3	1
Weill Center for the Performing Arts	Sheboygan	6	1
Wisconsin Arts Board	Madison	2	2

**31 ORGANIZATIONS**

**43 Participants**

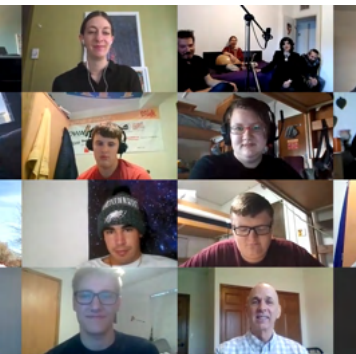


# world fest online

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 Menomonie, Wisconsin, 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!*

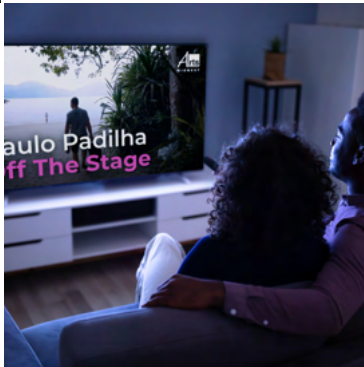
**Chad Askim,**  
4<sup>th</sup> Grade Teacher



12  
VIDEOS



8  
ONLINE  
WORKSHOPS



22<sub>k</sub>  
VIEWS



3  
ENSEMBLES



## FEATURED STORY

# Wisconsin Meets Brazil in Creative Music Video

Brazilian artist Paulo Padilha and his band first traveled through Menomonie, Wisconsin in 2019 as part of Arts Midwest World Fest, and continued to collaborate with the community through the pandemic with his music video, "Outro Carnaval," featuring students and faculty at the University of Wisconsin-Stout playing alongside musicians in São Paulo.

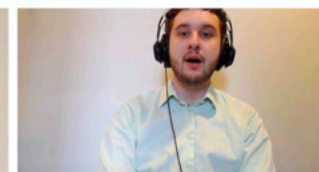
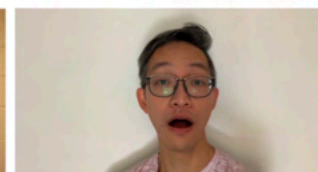
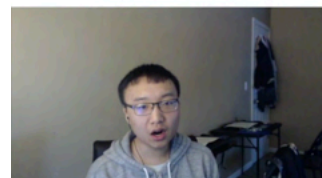
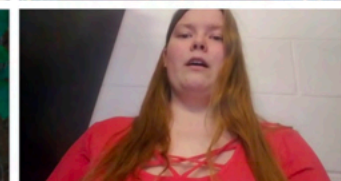
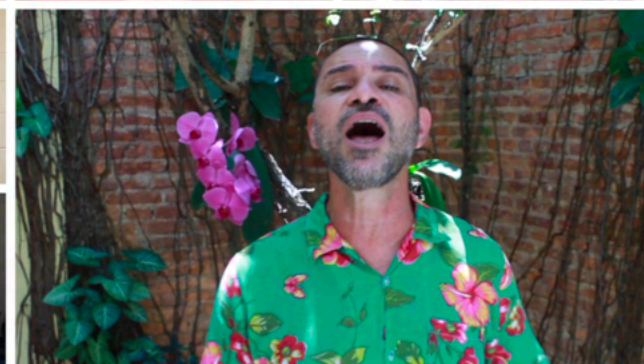
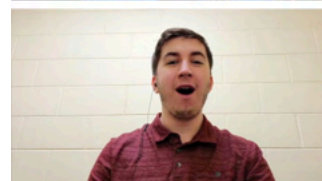
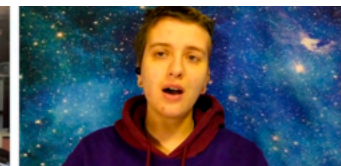
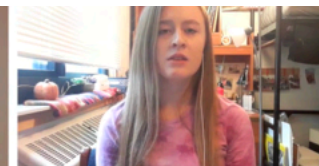
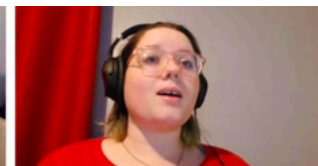
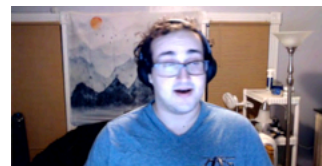
Padilha and his band had planned another World Fest tour for 2020, but as borders closed due to the COVID-19 pandemic, it was clear that the tour would need to move online. Padilha reconnected with Choir Director Dr. Jerry Hui and Band Director Dr. Aaron Durst to see if they might be interested in collaborating virtually. Together, they made a music video that transcended borders and cultures.

"It's not just about music.  
It's about making connections, too."

**Paulo Padilha**  
World Fest Artist

**Menomonie, WI**, featured in this story, is a World Fest Partner Community.

*Photos courtesy of UW-Stout.*



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 WISCONSIN FINANCES

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

## S1048 SERVICES AND GRANTS

United States Regional Arts Resilience Fund	\$190,000	
CARES Act	\$84,000	
Touring Fund	\$33,169	
Shakespeare in American Communities	\$25,000	
NEA Big Read	\$84,000	
Arts Midwest Conference	\$350	<i>Cost of admission to the Conference for Wisconsin Arts Board staff</i>
World Fest	-	<i>Due to the virtual nature of World Fest in FY21, Arts Midwest is not quantifying this investment in Wisconsin</i>
<b>TOTAL</b>	<b>\$417,419</b>	

## RETURN ON INVESTMENT

Total services and grants	\$418,419
FY21 State Dues	\$36,348
Services and grants in excess of dues	\$381,071

**ROI** **1048%**

# 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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