



► FISCAL YEAR 2022

# Return on Investment Report Iowa





I wanted to take a moment to express my sincere gratitude for your partnership with Arts Midwest this past year.

In fiscal year 2022, we worked on grants, programs, and other initiatives that have had a meaningful impact on Iowans. We've supported, informed, and celebrated the arts in Iowa—building community and opportunity across your state and the Midwest.

We dug into storytelling about Iowa, including pieces about incredible organizations like the [80/35 Music Festival](#) and [Public Space One](#). We toured international artists through Ames as part of our World Fest program. We brought the Arts Midwest Board of Directors to Des Moines for an in-person meeting. We convened the staff of our nine partner State Arts Agencies at summits to encourage connection and conversation. And we launched a new brand and website to best serve Iowans and connect them with our resources and services.

As you know well, creativity is a vital and essential aspect of Iowa's identity and economy. We're proud to support your efforts by strategically leveraging state investments to provide a positive return to Iowans. Together, we are building unprecedented opportunity across the Midwest by advancing creativity.

I look forward to continuing our work together in the years ahead.

A handwritten signature in black ink that reads "Torrie Allen". The signature is fluid and cursive.

Torrie Allen  
President & CEO, Arts Midwest

IOWA  
ARTS  
COUNCIL

# Iowa At A Glance

FY22: July 1, 2021 - June 30, 2022



42  
Grants Awarded



37  
Communities Reached



\$25,000  
State Dues



\$187,026  
Returned

648%  
Return On Investment

See the last page of this report for a full breakdown of our FY22 investment in Iowa.



Artists from Bread and Puppet Theater performing in *The Apocalypse Defiance Circus* at Public Space One in Iowa City, supported by the GIG Fund. Photo courtesy of Public Space One.

We invest time, funds, and resources in organizations that advance creativity in Iowa.

<p><b>GIG Fund</b></p> <p>We distribute grants through the GIG Fund that support creative projects and educational events in the Midwest. These flexible funds help organizations present artists in their community by supporting programming and touring costs.</p>	<p><b>9</b> Organizations Supported</p>	<p><b>\$22,500</b> Awarded</p>	<p><b>5,593</b> Participants in Iowa</p>
<p><b>American Rescue Plan</b></p> <p>We partnered with our member state arts agencies to distribute funds from the American Rescue Plan to arts and culture organizations across our region. These grants provided general operating support to organizations to help them weather the COVID-19 crisis.</p>	<p><b>33</b> Organizations Supported</p>	<p><b>\$135,000</b> Awarded</p>	



Live music at a free community concert presented by Earlham Chicks with Checks in Earlham, supported by the GIG Fund. Photo courtesy of Chicks with Checks.

We support convenings, community artist residencies, and resource sharing opportunities in Iowa.

<p><b>Ideas Hub</b></p> <p>The Ideas Hub is an online collection of free, curated articles and tools that help creative leaders foster growth within their organizations. Launched in February 2022, the Ideas Hub builds on our history of leadership development and training. Its goal is to simplify complex concepts in relatable ways, share real-life examples, and provide the framework to turn concepts into reality.</p>	<p><b>756</b> Users in Iowa</p>
<p><b>Filling the Well</b></p> <p>Filling the Well is a podcast created to nourish, provoke, and inspire artists and arts leaders. Over the course of five episodes in 2022, creative changemakers shared their takes on how to shift power dynamics, avoid burn-out, build authentic community, share resources, and advocate for support.</p>	<p><b>2,664</b> Listeners (total)</p>
<p><b>World Fest</b></p> <p>Through World Fest, we tour international musicians to Midwestern communities to foster an understanding of and appreciation for global uniqueness and differences. In spring 2022, Brazilian ensemble Paulo Padilha e Bando engaged with communities in Ames and Gilbert through a three-day in-person residency hosted by local partner Stephens Auditorium. Israeli artist Hadar Maoz also collaborated virtually on a music video with students from Iowa State University.</p>	<p><b>12</b> Live and Virtual Events</p> <p><b>1,370</b> Participants</p>
<p><b>2021 Arts Midwest Conference</b></p> <p>In response to the pandemic, we pivoted our 2021 Conference for the performing arts field to a virtual gathering. In 2022 and beyond, we are investing in new efforts to convene the performing arts industry, including the Ohio Arts Presenters Network Conference and the Midwest Arts Expo.</p>	<p><b>45</b> Iowa Participants</p>
<p><b>State Arts Agency Summits</b></p> <p>We hold semi-annual hybrid State Arts Agency Executive Director summit meetings and bimonthly video calls, which invite our members to discuss challenges and opportunities facing them, share ideas and resources, and consider future strategies for action.</p>	



Festival attendees swing dancing during NOLA Jazz Band's set at the 2022 80/35 Music Festival in Des Moines. Photo by Mia McGill.



# FY22 Grants Awarded

Grant Opportunity	Organization	City	Congressional District	Grant Amount
American Rescue Plan	Des Moines Metro Opera, Inc.	Indianola	1	\$5,000
American Rescue Plan	Eulenspiegel Puppet Theatre Company	West Liberty	1	\$5,000
American Rescue Plan	Fort Madison Area Artists Association	Fort Madison	1	\$5,000
American Rescue Plan	Friends of the Auditorium	Oskaloosa	1	\$5,000
American Rescue Plan	IARMAC (Int'l Academy for Russian Music, Arts, and Culture)	Iowa City	1	\$2,500
American Rescue Plan	Iowa Contemporary Art	Fairfield	1	\$2,500
American Rescue Plan	River Music Experience	Davenport	1	\$5,000
American Rescue Plan	Summer of the Arts	Iowa City	1	\$7,500
American Rescue Plan	Theatre Midwest	Indianola	1	\$1,500
GIG Fund Fall 2021	Fairfield Arts & Convention Center	Fairfield	1	\$2,500
GIG Fund Fall 2021	George Daily Auditorium	Oskaloosa	1	\$2,500
American Rescue Plan	ArtHaus	Decorah	2	\$5,000
American Rescue Plan	Cedar Falls Community Theatre	Cedar Falls	2	\$5,000
American Rescue Plan	Community Theatre of Cedar Rapids Inc	Cedar Rapids	2	\$5,000
American Rescue Plan	Grinnell Area Arts Council	Grinnell	2	\$5,000
American Rescue Plan	Mirrorbox Theatre	Cedar Rapids	2	\$5,000
American Rescue Plan	Northeast Iowa School of Music	Dubuque	2	\$3,500
American Rescue Plan	Strawberry Point Chamber & Development Club, Inc.	Strawberry Point	2	\$2,500
GIG Fund Spring 2022	NewBo City Market	Cedar Rapids	2	\$2,500
GIG Fund Spring 2022	Heritage Center	Dubuque	2	\$2,500
GIG Fund Spring 2022	ArtHaus Inc	Decorah	2	\$2,500
American Rescue Plan	Corning Opera House Cultural Center	Corning	3	\$5,000

Grant Opportunity	Organization	City	Congressional District	Grant Amount
American Rescue Plan	Des Moines Playhouse	Des Moines	3	\$5,000
American Rescue Plan	Des Moines Young Artists' Theatre	Des Moines	3	\$5,000
American Rescue Plan	Gateway Dance Theatre	Des Moines	3	\$5,000
American Rescue Plan	Greater Des Moines Music Coalition	Des Moines	3	\$5,000
American Rescue Plan	Guthrie County Arts Council, Inc.	Guthrie Center	3	\$4,500
American Rescue Plan	Heartland Youth Choir	Windsor Heights	3	\$1,500
American Rescue Plan	Iowa Stage Theatre Company	Des Moines	3	\$5,000
American Rescue Plan	Performing Arts & Education Association of Southwest Iowa	Red Oak	3	\$5,000
American Rescue Plan	Tallgrass Theatre Company	West Des Moines	3	\$2,500
American Rescue Plan	Tandem Theatre and Dance/Hurley & Dancers	West Des Moines	3	\$2,000
American Rescue Plan	Wayne Theatre Inc.	Corydon	3	\$2,500
GIG Fund Fall 2021	Levitt AMP Earlham Music Series	Earlham	3	\$2,500
American Rescue Plan	Ames Chamber Artists	Ames	4	\$1,500
American Rescue Plan	Iowa Youth Ballet	Ames	4	\$4,500
American Rescue Plan	Le Mars Arts Council, Inc.	Le Mars	4	\$5,000
American Rescue Plan	Pocahontas Community Foundation	Pocahontas	4	\$2,500
American Rescue Plan	Story Theater Company	Ames	4	\$3,500
GIG Fund Fall 2021	Golden Hills RC&D	Oakland	4	\$2,500
GIG Fund Fall 2021	Legacy Learning Boone River Valley	Webster City	4	\$2,500
GIG Fund Spring 2022	The Ames City Auditorium	Ames	4	\$2,500
<b>42 Organizations</b>		<b>26 Communities</b>		<b>\$157,500</b>

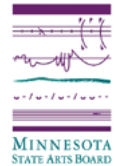
Arts Midwest leverages public and private dollars to bring services to our states.

<b>Grants + Investments</b>	GIG Fund	\$22,500
	American Rescue Plan	\$135,000
<b>Programs + Services</b>	World Fest	\$28,451
	State Arts Agency Summits	\$875
	2021 Conference	\$200 Cost of admission to the Conference for Iowa Arts Council staff
<b>Total services and grants</b>		<b>\$187,026</b>
FY22 State Dues		\$25,000
Services and grants in excess of dues		\$162,026
<b>Return on Investment</b>		<b>648%</b>

## National Endowment for the Arts



## State Arts Agencies



## Foundations, Corporations, and Other Government Funders



Arts Midwest's activities are made possible by a grant provided by the Minnesota State Arts Board through an appropriation by the Minnesota State Legislature general 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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Cover: Iowa State University's Lyrica choir record their part for a music video with World Fest artist Hadar Maoz. Photo by Grant Tetmeyer.