



► FISCAL YEAR 2023

Return on Investment Report Iowa



I want to express my sincere thanks for your continued partnership with Arts Midwest to amplify creativity across Iowa.

Fiscal Year 2023 was full of growth for Arts Midwest. We unveiled a new brand, website, and strategic direction that envisions Midwestern creativity powering thriving, entrepreneurial, and welcoming communities.

Our work, the results of which you'll see reflected throughout this report, takes place across three pillars:

- **Support:** We invest in efforts that use creativity to connect people, ideas, and solutions.
- **Inform:** We share data and ideas to support Midwestern communities in being more visible, sustainable, and interconnected.
- **Celebrate:** We honor the people, places, and creative organizations that compose the Midwest.

In FY2023, we funded Iowan arts organizations through grant programs like the GIG Fund and resumed in-person World Fest tours for the first time since the pandemic. We convened Folk and Traditional Arts practitioners, State Arts Agency leaders, and provided the field with free, practical resources through our online Ideas Hub. We launched the Creativity News Desk, amplifying stories about arts and creativity in the Midwest, and announced our first set of awards for Midwestern creatives.

Looking back at FY2023, we're proud to report a 1,381% return on investment to Iowa. We thank you for your support and look forward to our continued journey together.

A handwritten signature in black ink that reads "Torrie Allen". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Torrie Allen
President & CEO, Arts Midwest

Iowa At A Glance

FY23: July 1, 2022 - June 30, 2023



19
Grants Awarded



12
Communities Reached



\$25,000
State Dues



\$370,160
Returned

1381%
Return On Investment

See the last page of this report for a full breakdown of our FY23 investment in Iowa.



Dia de Los Muertos cultural celebration held at La Luz Centro Cultural in Hampton, IA, supported by We the Many. Photo courtesy of La Luz Centro Cultural.

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

<h3>GIG Fund</h3> <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>15 Organizations Supported</p>	<p>\$46,500 Awarded</p>	<p>19,998 Participants in Iowa</p>
<h3>Special Initiatives - Iowa</h3> <p>We provided sponsorship support to the 2023 Iowa Fine Arts Education Summit, which welcomed arts educators, teaching artists, and other art professionals from across the state of Iowa and beyond. Attendees gathered to share ideas and discuss new ways of using the arts as an access point to engage students of all ages.</p>	<p>1 Organization Supported</p>	<p>\$15,000 Awarded</p>	
<h3>Special Initiatives - Regional</h3> <p>The Midwest Arts XPO is a new arts conference created by Heartland Performing Arts, Inc., a coalition of Midwest arts presenters, agents, managers, and artists, following the discontinuation of the Arts Midwest Conference. To support the work of Heartland Performing Arts, Arts Midwest supported the organization with a one-time grant as start-up funding.</p>	<p>1 Organization Supported</p>	<p>\$13,889* Awarded</p>	<p>* Represents 1/9th of a \$125,000 grant</p>



Fort Dodge music instructor, Will Lopes, leads a group of youth in an interactive music camp as part of La Luz Centro Cultural's We the Many activities in Hampton, IA. Photo courtesy of La Luz Centro Cultural.

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

<p>World Fest</p> <p>Through World Fest, we tour musicians to Midwestern communities to foster an understanding of and appreciation for global uniqueness and differences. In FY23, World Fest artists engaged with communities in Wisconsin through in-person residencies and a one-time grant.</p>	<p>29 Events</p>	<p>3,368 Participants</p>	<p>\$5,000 Awarded</p>
<p>We the Many</p> <p>We support culturally connected and embedded organizations through We the Many. This community-based artist-in-residency program is hosted in three states across the Midwest. The program works directly with local organizational partners who have full financial and planning oversight of their community's artist residency.</p>	<p>2 Organizations Supported</p>	<p>\$128,000 Awarded</p>	
<p>Creativity News Desk</p> <p>The Creativity News Desk amplifies stories about the power of arts and creativity in the Midwest. We commission stories from writers, photographers, videographers, illustrators, and podcasters across our region. We also support partnerships, grants, and learning opportunities for the media field.</p>	<p>6 Stories Featuring Iowa</p>	<p>1,359 Users in Iowa</p>	
<p>Ideas Hub</p> <p>We added eight new resources to the Ideas Hub, an online collection of free, curated articles and tools that help creative leaders foster growth within their organizations.</p>	<p>8 Resources Added</p>	<p>744 Users in Iowa</p>	

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Filling the Well

We launched five new episodes of Filling the Well, a podcast created to nourish, provoke, and inspire artists and arts leaders. Season Two features creatives and culture bearers living and working in rural areas.

4,200

Listeners
Across Region

National Leaders of Color Fellowship

We partnered with the other United States Regional Arts Organizations for this transformative leadership development experience that aims to establish multicultural leadership in the creative and cultural sector.

1

Iowa
Participant

We provide opportunities for staff at our partner State Arts Agencies to connect, learn, and give feedback.

State Arts Agency Connections

We hold semi-annual SAA Executive Director summit meetings, bi-monthly video calls, and regular check-ins about our programs and grants. These conversations invite our members to discuss challenges and opportunities facing them, share ideas and resources, and consider future strategies for action.

Folk and Traditional Arts Activities

We held a virtual networking session and invited representatives from each of our states to connect with peers and access professional development at South Arts' Folklife in the South Conference. We plan to continue inviting feedback from our State Arts Agency partners as we build future Folk and Traditional Arts opportunities.

Accessibility Support

We provide State Arts Agency accessibility coordinators with funding to attend the Leadership Exchange in Arts and Disability (LEAD®) conference.



Inuit band Pamyua performing at the George Daily Auditorium in Oskaloosa, IA on their 2023 World Fest tour. Photo by Grace Richardson.

FY23 Grants Awarded

Grant Opportunity	Organization	City	Congressional District	Grant Amount
We the Many	Art on the Prairie	Perry	3	\$28,000
GIG Fund - Spring 2023	ArtHaus	Decorah	2	\$4,000
GIG Fund - Spring 2023	City of Ames	Ames	4	\$4,000
GIG Fund - Fall 2022	Civic Music Association	Des Moines	3	\$2,500
Special Initiatives - Iowa	Create in Iowa	Des Moines	3	\$15,000
GIG Fund - Fall 2022	CSA	Des Moines	3	\$2,500
GIG Fund - Fall 2022	Gateway Dance Theatre	Des Moines	3	\$2,500
GIG Fund - Spring 2023	Greater Des Moines Botanical Garden	Des Moines	3	\$4,000
GIG Fund - Spring 2023	Harmony School of Music	Cedar Rapids	2	\$4,000
GIG Fund - Spring 2023	Hawkeye Community College Foundation	Waterloo	2	\$4,000
Special Initiatives - Regional	Heartland Performing Arts	N/A	N/A	\$13,889
GIG Fund - Spring 2023	Hoyt Sherman Place Foundation	Des Moines	3	\$4,000
World Fest	Iowa State Center	Ames	4	\$5,000
We the Many	La Luz Centro Cultural	Hampton	4	\$100,000
GIG Fund - Fall 2022	Levitt AMP Earlham Music Series	Earlham	3	\$2,500
GIG Fund - Fall 2022	Mississippi Valley Blues Society	Davenport	1	\$2,500
GIG Fund - Fall 2022	Public Space One	Iowa City	1	\$2,500
GIG Fund - Fall 2022	Quad Cities Chamber Foundation	Davenport	1	\$2,500
GIG Fund - Fall 2022	Sioux City Art Center	Sioux City	4	\$2,500
GIG Fund - Fall 2022	The James Gang DBA Iowa City Poetry	Coralville	1	\$2,500
19 Organizations		12 Communities		\$208,389

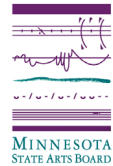
Arts Midwest leverages public and private dollars to bring services to our states.

Grants + Investments	GIG Fund	\$46,500
	Special Initiatives - Iowa	\$15,000
	Special Initiatives - Regional	\$13,889
Programs	World Fest	
	Programming Costs	\$71,264
	Grants	\$5,000
	We the Many	
	Programming Costs	\$51,695
	Grants	\$128,000
	Creativity News Desk	\$28,202
	National Leaders of Color Fellowship	\$2,243
Services	SAA Summits	\$3,134
	Folk and Traditional Arts	\$1,734
	Accessibility Support	\$3,500
	Total services and grants	\$370,160
	FY23 State Dues	\$25,000
	Services and grants in excess of dues	\$345,160
	Return on Investment	1,381%

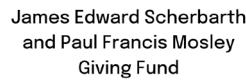
National Endowment for the Arts



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: Attendees at Columbus Music's 2023 Hilltop Spring Jamboree contributing to a community mural inspired by the event. Photo by Tiera Suggs.