



► FISCAL YEAR 2023

Return on Investment Report Wisconsin





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

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 Wisconsinite 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 682% return on investment to Wisconsin. 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

Wisconsin At A Glance

FY23: July 1, 2022 - June 30, 2023



25
Grants Awarded



14
Communities Reached



\$36,348
State Dues



\$284,072
Returned

682%
Return On Investment

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



Milwaukee Repertory Theater's performance of a Midsummer Night's Dream in Milwaukee, WI, supported by Shakespeare in American Communities. Photo by Michael Brosilow.

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

| | | | |
|---|--|-------------------------------------|--|
| <p>GIG Fund</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>20 Organizations Supported</p> | <p>\$62,000 Awarded</p> | <p>22,550 Participants in Wisconsin</p> |
| <p>NEA Big Read</p> <p>We partner with the National Endowment for the Arts to deliver the NEA Big Read. The NEA Big Read provides grants to organizations that bring communities together to read and discuss a book.</p> | <p>2 Organizations Supported</p> | <p>\$20,000 Awarded</p> | <p>9,673 Participants in Wisconsin</p> |
| <p>Shakespeare in American Communities</p> <p>We partner with the National Endowment for the Arts to deliver Shakespeare in American Communities. Grants support performances of and workshops about Shakespeare's plays in schools, community centers, and the juvenile justice system.</p> | <p>2 Organizations Supported</p> | <p>\$50,000 Awarded</p> | <p>8,201 Participants in Wisconsin</p> |
| <p>Special Initiatives - Regional</p> <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>8,201 Participants in Wisconsin</p> |

* Represents 1/9th of a \$125,000 grant



Musician Mark Fernandez performing in front of The Sustainers Installation at a CREATE Portage County event in Stevens Point, WI, supported by the GIG Fund. Photo by Garrett Katerzynske.

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

| | | | |
|--|---|------------------------------------|----------------------------|
| <h3>World Fest</h3> <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> | 27 Events | 9,470 Participants | \$10,000 Awarded |
| <h3>Creativity News Desk</h3> <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> | 4 Stories Featuring Wisconsin | 2,360 Users in Wisconsin | |
| <h3>Ideas Hub</h3> <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> | 8 Resources Added | 1,076 Users in Wisconsin | |
| <h3>Filling the Well</h3> <p>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.</p> | 4,200 Listeners Across Region | | |
| <h3>National Leaders of Color Fellowship</h3> <p>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.</p> | 1 Wisconsin Participant | | |

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

State Arts Agency Connections

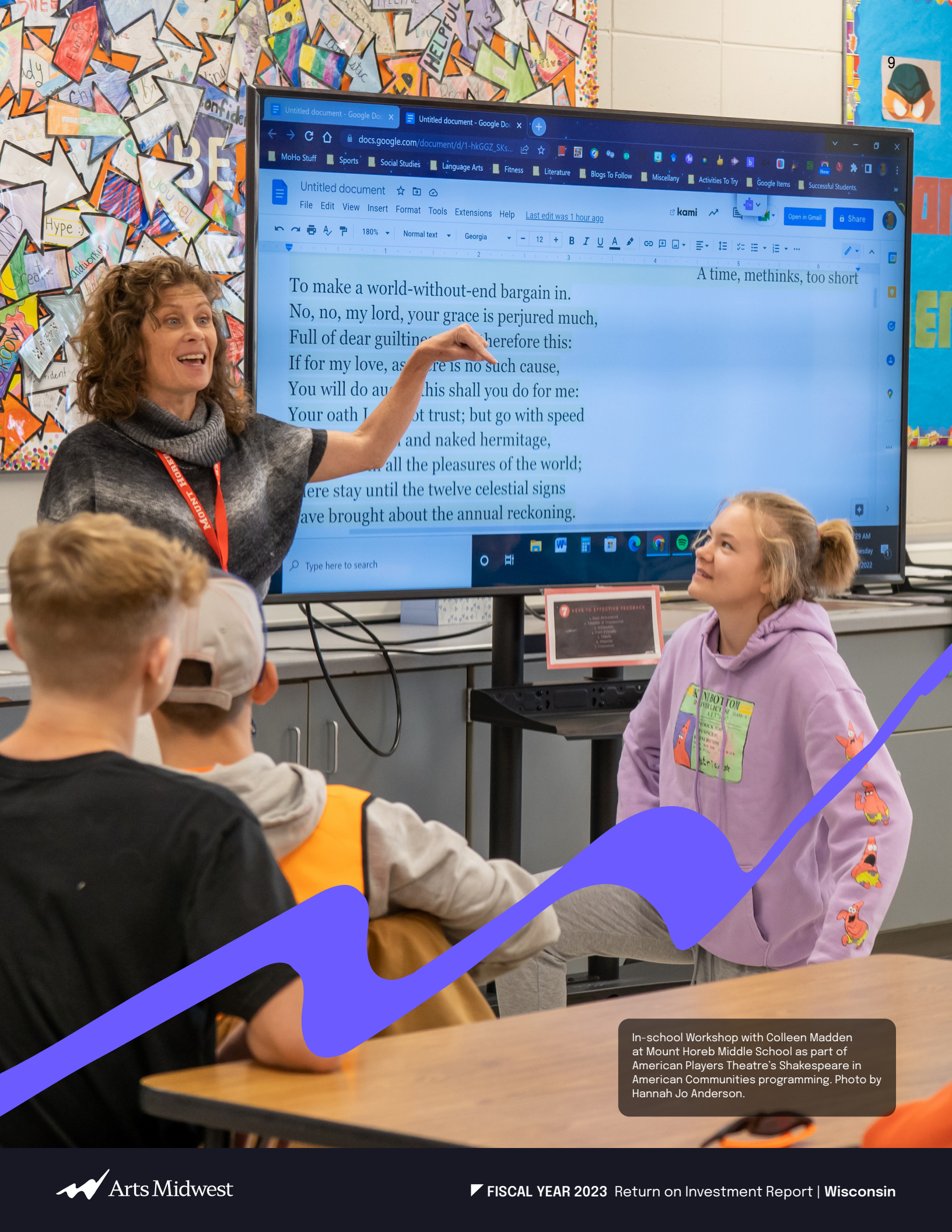
We hold semi-annual SAA Executive Director summit meetings, bi-monthly video calls, and regular check-ins about our programs and grants. These conversations invite our members to discuss challenges and opportunities facing them, share ideas and resources, and consider future strategies for action.

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.



In-school Workshop with Colleen Madden at Mount Horeb Middle School as part of American Players Theatre's Shakespeare in American Communities programming. Photo by Hannah Jo Anderson.

FY23 Grants Awarded

| Grant Opportunity | Organization | City | Congressional District | Grant Amount |
|-------------------------------------|---|---------------|------------------------|--------------|
| Shakespeare in American Communities | American Players Theater | Spring Green | 2 | \$25,000 |
| GIG Fund - Fall 2022 | Arts @ Large | Milwaukee | 4 | \$2,500 |
| GIG Fund - Fall 2022 | Arts & Literature Laboratory | Madison | 2 | \$2,500 |
| GIG Fund - Spring 2023 | Arts & Literature Laboratory | Madison | 2 | \$4,000 |
| GIG Fund - Fall 2022 | Big Top Chautauqua | Washburn | 7 | \$2,500 |
| GIG Fund - Fall 2022 | Black Arts MKE | Milwaukee | 4 | \$2,500 |
| GIG Fund - Fall 2022 | CREATE Portage County | Stevens Point | 3 | \$2,500 |
| Special Initiatives - Regional | Heartland Performing Arts | N/A | N/A | \$13,889 |
| NEA Big Read | Kenosha Public Library | Kenosha | 1 | \$20,000 |
| GIG Fund - Spring 2023 | LunART Inc | Madison | 2 | \$4,000 |
| GIG Fund - Spring 2023 | Marcus Performing Arts Center | Milwaukee | 4 | \$4,000 |
| GIG Fund - Spring 2023 | Milwaukee Children's Choir Inc. | Milwaukee | 4 | \$4,000 |
| GIG Fund - Spring 2023 | Milwaukee Institute of Art & Design, Inc. | Milwaukee | 4 | \$4,000 |
| Shakespeare in American Communities | Milwaukee Repertory Theater | Milwaukee | 4 | \$25,000 |
| GIG Fund - Fall 2022 | Museum of Wisconsin Art | West Bend | 5 | \$2,500 |
| GIG Fund - Fall 2022 | Overture Center for the Arts | Madison | 2 | \$2,500 |
| GIG Fund - Fall 2022 | Performing Arts Foundation, Inc. | Wausau | 7 | \$2,500 |
| GIG Fund - Spring 2023 | Performing Arts Foundation, Inc. | Wausau | 7 | \$4,000 |
| GIG Fund - Fall 2022 | Sharon Lynne Wilson Center for the Arts | Brookfield | 5 | \$2,500 |
| GIG Fund - Fall 2022 | Signature Dance | Milwaukee | 4 | \$2,500 |
| GIG Fund - Spring 2023 | The Driftless Writing Center, Inc. | Viroqua | 3 | \$4,000 |
| World Fest | The Mabel Tainter Center for the Arts | Menomonie | 3 | \$10,000 |

| Grant Opportunity | Organization | City | Congressional District | Grant Amount |
|-------------------------|---|-----------------------|------------------------|------------------|
| GIG Fund - Fall 2022 | Thrasher Opera House | Green Lake | 6 | \$2,500 |
| NEA Big Read | Waukesha Public Library | Waukesha | 5 | \$20,000 |
| GIG Fund - Spring 2023 | Weidner Center for the Performing Arts at the University of Wisconsin | Green Bay | 8 | \$4,000 |
| GIG Fund - Fall 2022 | Woodland Pattern Book Center | Milwaukee | 4 | \$2,500 |
| 26 Organizations | | 14 Communities | | \$175,889 |

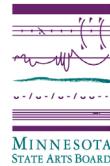
Arts Midwest leverages public and private dollars to bring services to our states.

| | | |
|--|--------------------------------------|--|
| Grants + Investments | GIG Fund | \$62,000 |
| | NEA Big Read | \$40,000 |
| | Shakespeare in American Communities | \$50,000 |
| | Special Initiatives - Regional | \$13,889 |
| Programs | World Fest | |
| | Programming Costs | \$71,264 |
| | Grants | \$10,000 |
| | Creativity News Desk | \$28,202 |
| | National Leaders of Color Fellowship | \$2,243 |
| Services | SAA Summits | \$2,975 |
| | Folk and Traditional Arts | \$0 Wisconsin did not attend the Folklife in the South Conference |
| | Accessibility Support | \$3,500 |
| Total services and grants | | \$284,072 |
| FY23 State Dues | | \$36,348 |
| Services and grants in excess of dues | | \$247,724 |
| Return on Investment | | 682% |

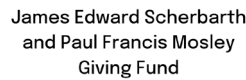
National Endowment for the Arts



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: Little Picassos participant conducting with a paint brush during the workshop with the LunART Chamber Music Collective in Madison WI, supported by the GIG Fund.
Photo by Ava Wojnowski.