



► FISCAL YEAR 2024

# Return on Investment Report Iowa





I want to extend our heartfelt thanks for your continued partnership with Arts Midwest. Together, we are amplifying creativity across Iowa and beyond.

In FY2024, we took steps to make the arts more inclusive. We launched the Midwest Award for Artists with Disabilities, giving \$3,000 awards to support visual artists and help them build their careers.

Our Creativity News Desk shared stories about the power of Midwestern creativity, focusing on Native, rural, and communities of color. We published 120 stories from across the region and brought together the Creative Midwest Media Cohort for an in-person learning retreat.

We also advanced our shared commitment to building new partnerships with federal agencies. In FY24, we connected with organizations like USDA Rural Development and Health and Human Services, working to identify new opportunities for the Midwest's creative sector.

Throughout our grants, programs, and other services, we're proud to support creativity, arts, and culture in Iowa, delivering a 611% return on investment to your constituents in FY24. We're excited for what lies ahead.

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

FY24: July 1, 2023 - June 30, 2024



10  
Grants Awarded



8  
Communities Reached



\$25,000  
State Dues



\$179,534  
Returned

611%  
Return On Investment

See the last page of this report for a full breakdown of our FY24 investment in Iowa.





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



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

<h3>Creative Midwest Media Cohort</h3> <p>We supported organizations in producing media projects that cover stories of Midwestern creativity through the Creative Midwest Media Cohort. This year-long pilot program included grants for storytelling projects and an in-person cohort convening in May 2024.</p>	<p><b>1</b> Organizations Supported</p>	<p><b>\$15,000</b> Awarded</p>	<p><b>3</b> Participants in Iowa</p>
<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><b>7</b> Organizations Supported</p>	<p><b>\$25,000</b> Awarded</p>	<p><b>5,274</b> Participants in Iowa</p>
<h3>Midwest Award for Artists with Disabilities</h3> <p>We support accessibility in the arts and celebrate Midwestern creativity through the Midwest Award for Artists with Disabilities. Awardees receive \$3,000 and are encouraged to use it toward growing their artistic career.</p>	<p><b>1</b> Artist Supported</p>	<p><b>\$3,000</b> Awarded</p>	





Farah Siraj and her band perform with a middle school choir at their World Fest concert at the George Daily Auditorium in Oskaloosa, Iowa. Photo by Grace Richardson.



# Programs Overview

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

<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.</p>	<b>10</b> Stories Featuring Iowa	<b>4,879</b> Readers in Iowa	
<h3>Ideas Hub</h3> <p>We added ten 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>	<b>4,822</b> Readers in Iowa		
<h3>National Leaders of Color Fellowship</h3> <p>We partnered with the other United States Regional Arts Organizations on this professional development and networking initiative that aims to support multicultural leadership in the creative and cultural sector.</p>	<b>1</b> Iowa Participant		
<h3>We the Many</h3> <p>We supported communities in creating artist residency experiences through We the Many. Hosted in three states across the Midwest between 2022-2024, the program encouraged the exchange of voices, cultures, and ideas relevant to each community.</p>	<b>1</b> Organizations Supported	<b>771</b> Participants in Iowa	
<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 FY2024, World Fest artists engaged with communities in Iowa through weeklong in-person residencies.</p>	<b>21</b> Events	<b>1,428</b> Participants in Iowa	<b>\$5,000</b> Awarded



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

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## State Arts Agency Connections

We hold semi-annual SAA Executive Director summits, bi-monthly video calls, regular check ins about our program and grants, and we gather when able at events like the NASAA Assembly. These conversations invite our members to discuss challenges and opportunities facing them, share ideas and resources, and consider future strategies for action. Our Board of Directors includes two SAA Executive Directors, who bring their expertise to Board meetings and discussions.

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## Federal Agency Work

Arts Midwest partners with the Midwest state arts agencies to build relationships with representatives of federal agencies. In FY24, this work included continued research into federal funding opportunities throughout the year; planning meetings to determine next steps with federal agencies; meetings with representatives of the National Endowment for the Arts, USDA Rural Development, Health & Human Services, and Economic Development Administration; and presenting on Arts Midwest and the Midwest State Arts Agencies to the Chicago Federal Executive Board.

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## Accessibility Support

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

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## Site Visits

Our staff visited Iowa for 10 days this year for the Iowa Arts Summit, Mission Creek Festival, and World Fest programming.

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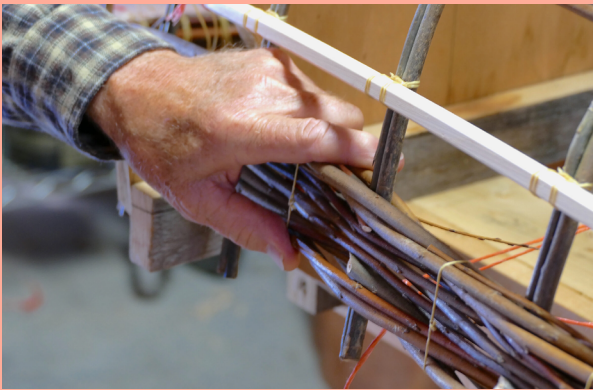
We collaborate with a network of writers, photographers, videographers, and illustrators to amplify impactful stories of arts, culture, and creativity in the Midwest.



## Small Town, Global Stage: Farah Siraj Offers Up Artistic Exchange in Iowa

By Alana Horton

How Jordan's "Musical Ambassador" teamed up with Oskaloosa's local choir for a week of cultural exchange and learning.



## Folk Art Takes Root Among Rural Iowa Willow Weavers

By Brianne Sanchez and Robert Modersohn

From growing their materials to teaching others the craft, Lee Zieke and Lindsay Lee's artistic practices are creatively interwoven with their lives.



## Murals Bring Hampton, Iowa's Latino Community Together

By Mandy Shunnarah

Marissa Hernandez invited young people from this small-town community to help paint murals that amplify culture and representation.





Hilma (2022; digital) by Lauren Bonney from Decorah, Iowa, one of the recipients of the 2023 Midwest Award for Artists with Disabilities. Courtesy of the artist.

# FY24 Grants Awarded

Grant Opportunity	Grantee or Awardee	City	Congressional District	Grant Amount
GIG Fund	ArtHaus INC	Decorah	2	\$4,000
GIG Fund	CMA	Des Moines	3	\$4,000
World Fest	George Daily Auditorium	Oskaloosa	1	\$5,000
GIG Fund	Hearst Center for the Arts	Cedar Falls	2	\$3,000
GIG Fund	HICGS	Norwalk	1	\$2,000
Creative Midwest Media Cohort	Hola Iowa	West Des Moines	3	\$15,000
GIG Fund	Iowa City Poetry	Iowa City	2	\$4,000
GIG Fund	Iowa Stage Theatre Company	Des Moines	3	\$4,000
Midwest Award for Artists with Disabilities	Lauren Bonney	Decorah	2	\$3,000
GIG Fund	Public Space One	Iowa City	1	\$4,000

**10 Awardees**

**\$48,000**



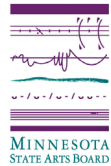
Arts Midwest leverages public and private dollars to bring services to Iowa.

<b>Grants + Programs</b>	<b>GIG Fund</b>	\$25,000
	<b>Midwest Award for Artists with Disabilities</b>	\$3,000
	<b>World Fest</b>	
	Programming Costs	\$61,407
	Grants	\$5,000
	<b>We the Many</b>	
	Programming Costs	\$24,022
	<b>Creativity News Desk</b>	
	Programming Costs	\$38,585
	Grants	\$15,000
	<b>National Leaders of Color Fellowship</b>	
Programming Costs	\$2,113	
<b>Services</b>	<b>SAA Summits</b>	\$2,205
	<b>Accessibility Support</b>	\$1,333
	<b>Total services and grants</b>	<b>\$179,534</b>
	<b>FY24 State Dues</b>	\$25,000
	<b>Services and grants in excess of dues</b>	\$154,534
	<b>Return on Investment</b>	<b>611%</b>

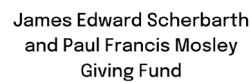
## National Endowment for the Arts



## 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: Farah Siraj and her band perform onstage at Smokey Row Coffee Co as part of their World Fest residency in Oskaloosa, IA. Photo by Grace Richardson.