



► FISCAL YEAR 2024

# Return on Investment Report Minnesota





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

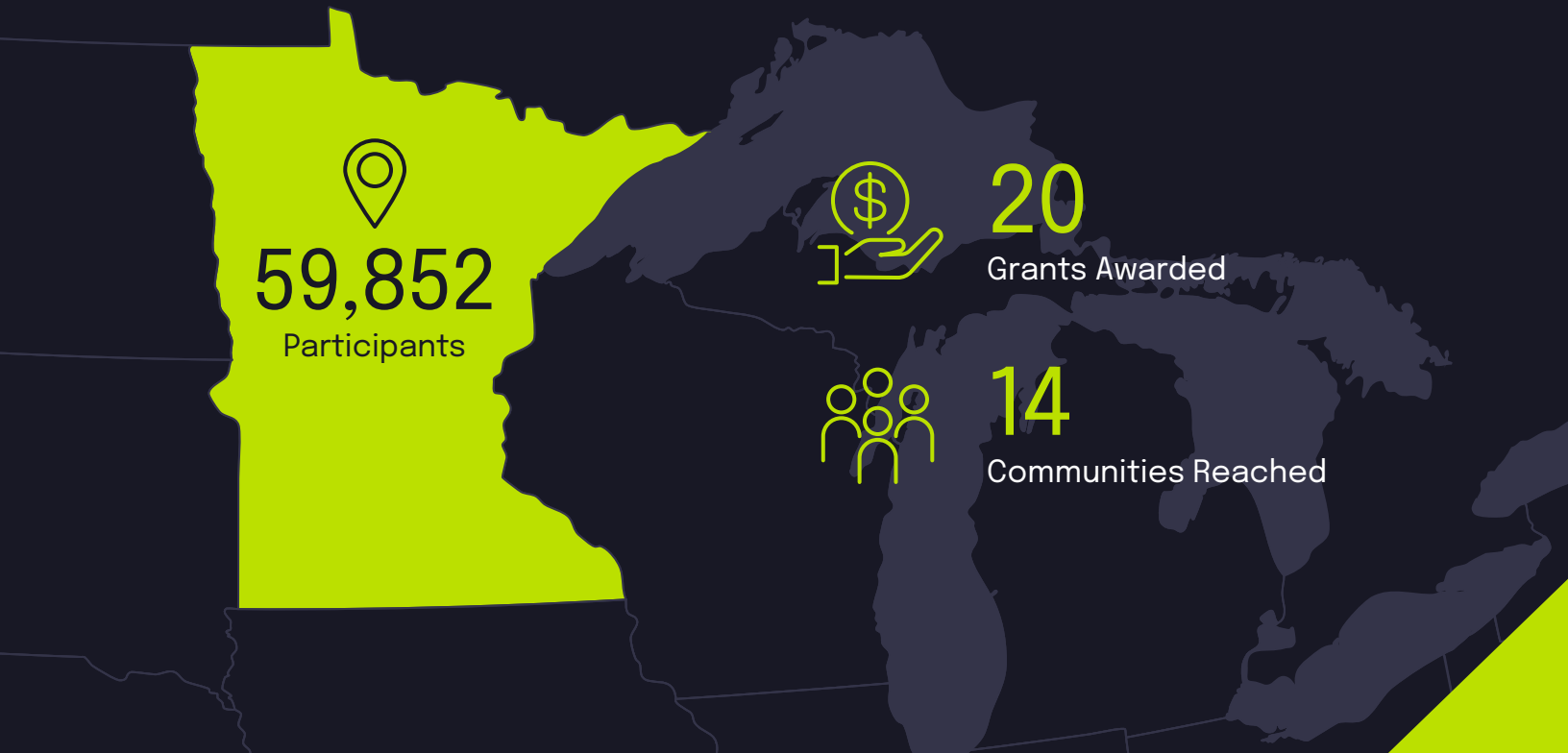
Throughout our grants, programs, and other services, we're proud to support creativity, arts, and culture in Minnesota, delivering a 631% return on investment to your constituents in FY24. We're excited for what lies ahead.

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

# Minnesota At A Glance

FY24: July 1, 2023 - June 30, 2024



**\$34,620**  
State Dues



**\$252,997**  
Returned

**631%**  
Return On Investment

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



Students at St John Vianney Catholic School in Fairmont, Minnesota dance as LADAMA plays a school assembly during their World Fest residency. Photo by Janet Eckles.

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

<p><b>Creative Midwest Media Cohort</b></p> <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> Organization Supported</p>	<p><b>\$15,000</b> Awarded</p>	<p><b>2</b> Participants in Minnesota</p>
<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>14</b> Organizations Supported</p>	<p><b>\$48,000</b> Awarded</p>	<p><b>43,430</b> Participants in Minnesota</p>
<p><b>Midwest Award for Artists with Disabilities</b></p> <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>	
<p><b>NEA Big Read</b></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><b>2</b> Organizations Supported</p>	<p><b>\$39,980</b> Awarded</p>	<p><b>418</b> Participants in Minnesota</p>
<p><b>Shakespeare in American Communities</b></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><b>1</b> Organization Supported</p>	<p><b>\$25,000</b> Awarded</p>	<p><b>2,227</b> Participants in Minnesota</p>



Pulling Focus (2022; oil paint, oil pastel, color pencil and gesso on clayboard) by Madison Rubenstein from Bloomington, Minnesota, one of the 2023 recipients of the Midwest Award for Artists with Disabilities. Courtesy of the artist.

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

<p><b>Creativity News Desk</b></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.</p>	<p><b>22</b> Stories Featuring Minnesota</p>	<p><b>16,412</b> Readers in Minnesota</p>
<p><b>Ideas Hub</b></p> <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>	<p><b>4,176</b> Readers in Minnesota</p>	
<p><b>Jazz Road</b></p> <p>We partnered with South Arts on Jazz Road, an artist-centric touring and residency grants program that works to spread jazz throughout the country. In September 2023, Arts Midwest held an Artistic Career Workshop in Minneapolis, MN for jazz artists to expand and enhance their careers.</p>	<p><b>7</b> Sessions</p>	<p><b>27</b> Workshop Attendees</p>
<p><b>National Leaders of Color Fellowship</b></p> <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>	<p><b>1</b> Minnesota Participant</p>	
<p><b>World Fest</b></p> <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 Minnesota through weeklong in-person residencies.</p>	<p><b>14</b> Events</p>	<p><b>2,889</b> Participants in Minnesota</p> <p><b>\$5,000</b> Awarded</p>

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 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.

## 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.

## Accessibility Support

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

## Site Visits

Our staff visited greater Minnesota for 7 days this year for World Fest, Folk and Traditional Arts, GIG Fund, and Shakespeare in American Communities programming.



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



## Across the Upper Midwest, Communities Converge Around Norway's Hardanger Fiddle

By Kate Mothes

In North Dakota and Minnesota, a new generation continues a centuries-old tradition.



## Surf's Up: Minnesotans Hit the Waves on Lake Superior

By Darla Mae Swanson

A growing community of Minnesota-based surfers and artists are diving into the sport and finding inspiration and excitement in the cool waters of the Great Lake.



## Family is the Heart of This Native Regalia Supply Store

By Jaida Grey Eagle

Arlene Fairbanks and Jessica Travis opened a one-stop shop to support sewing and regalia-making, an important cultural and creative practice for Native Americans.



A screenprinting workshop at the kickoff event for NEA Big Read programming around Ross Gay's Catalog of Unabashed Gratitude at White Bear Center for the Arts in White Bear Lake, Minnesota. Photo by Ellie Fuelling.

# FY24 Grants Awarded

Grant Opportunity	Grantee or Awardee	City	Congressional District	Grant Amount
GIG Fund	2024 Little Africa Festival and Parade	Saint Paul	4	\$4,000
GIG Fund	Alliance Française Mpls/St Paul (AFMSP)	Minneapolis	5	\$2,000
GIG Fund	Ballet Co-Laboratory	Saint Paul	4	\$4,000
GIG Fund	Brownbody	Vadnais Heights	4	\$4,000
GIG Fund	Crossing Arts	Brainerd	8	\$2,800
World Fest	Fairmont Opera House	Fairmont	1	\$5,000
GIG Fund	Frozen River Film Festival	Winona	1	\$4,000
Shakespeare in American Communities	Guthrie Theater	Minneapolis	5	\$25,000
GIG Fund	Heart of the Beast, HOBT	Minneapolis	5	\$2,500
GIG Fund	Historical and Cultural Society of Clay County	Moorhead	7	\$2,200
GIG Fund	Iraqi and American Reconciliation Project	Minneapolis	5	\$3,500
GIG Fund	Katha Dance Theatre	Crystal	5	\$4,000
GIG Fund	La Grande Bande	Gaylord	7	\$3,000
Midwest Award for Artists with Disabilities	Madison Rubenstein	Bloomington	3	\$3,000
NEA Big Read	Move for America	Saint Paul	4	\$20,000
Creative Midwest Media Cohort	Project Optimist	St. Michael	6	\$15,000
GIG Fund	St. Paul Conservatory of Music	Saint Paul	4	\$4,000
GIG Fund	TaikoArts Midwest	Minneapolis	5	\$4,000
GIG Fund	Twin Cities Jazz Festival	Saint Paul	4	\$4,000
NEA Big Read	White Bear Center for the Arts	White Bear Lake	4	\$19,980

**20 Awardees**

**\$135,980**

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

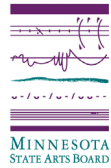
<b>Grants + Programs</b>	<b>GIG Fund</b>	\$48,000
	<b>NEA Big Read</b>	\$39,980
	<b>Shakespeare in American Communities</b>	\$25,000
	<b>Midwest Award for Artists with Disabilities</b>	\$3,000
	<b>World Fest</b>	
	Programming Costs	\$61,407
	Grants	\$5,000
	<b>Creativity News Desk</b>	
	Programming Costs	\$38,585
	Grants	\$15,000
	<b>National Leaders of Color Fellowship</b>	
	Programming Costs	\$2,113
	<b>Jazz Road</b>	
Programming Costs	\$12,335	
<b>Services</b>	<b>SAA Summits*</b>	\$1,244
	<b>Accessibility Support</b>	\$1,333
	<b>Total services and grants</b>	<b>\$252,997</b>
	<b>FY24 State Dues</b>	<b>\$34,620</b>
	<b>Services and grants in excess of dues</b>	<b>\$218,377</b>
	<b>Return on Investment</b>	<b>631%</b>

\*Not including travel

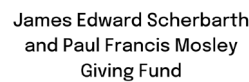
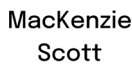
## National Endowment for the Arts



## 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: Ballet Co.Laboratory's performance of A Midsummer Night's Dream in Minneapolis, Minnesota, supported by Arts Midwest's GIG Fund. Photo by Alexis Lund Photography.