



► FISCAL YEAR 2024

Return on Investment Report Wisconsin





I want to extend our heartfelt thanks for your continued partnership with Arts Midwest. Together, we are amplifying creativity across Wisconsin 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 Wisconsin, delivering a 511% 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

Wisconsin At A Glance

FY24: July 1, 2023 - June 30, 2024



20
Grants Awarded



19
Communities Reached



\$36,348
State Dues



\$223,884
Returned

511%
Return On Investment

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



Yunfei Li and the Ancia Saxophone Quartet at the Composers Hub Spotlight Concert hosted by LunART Festival in Middleton, Wisconsin. Photo by Beth Skogen Photography.

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

<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>	1 Organization Supported	\$15,000 Awarded	1 Participant in Wisconsin
<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>	14 Organizations Supported	\$42,500 Awarded	6,254 Participants in Wisconsin
<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>	1 Artist Supported	\$3,000 Awarded	
<h3>NEA Big Read</h3> <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>	2 Organizations Supported	\$25,000 Awarded	1,387 Participants in Wisconsin

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

<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>1 Organization Supported</p>	<p>\$25,000 Awarded</p>	<p>8,088 Participants in Wisconsin</p>
<p>Peter Capell Award</p> <p>This \$2,500 award recognizes Midwesterners whose work demonstrates entrepreneurial thinking and business acumen. Over nine years, the award will recognize an individual located in each of Arts Midwest’s nine member states. The 2023 award went to Brenda DeVita from Wisconsin.</p>	<p>1 Individual Supported</p>	<p>\$2,500 Awarded</p>	



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Accordingly	Otherwise
Also	Similarly
Besides	Still
Consequently	Therefore
Finally	Thus
Furthermore	However
Hence	

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The American Players Theatre of Wisconsin hosts a student workshop at Mount Horeb High School in Mount Horeb, Wisconsin as part of their Shakespeare in American Communities programming. Photo by Hannah Jo Anderson.

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

<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.</p>	<p>19 Stories Featuring Wisconsin</p> <p>7,048 Readers in Wisconsin</p>
<p>Ideas Hub</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>919 Readers in Wisconsin</p>
<p>National Leaders of Color Fellowship</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>1 Wisconsin Participant</p>
<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 FY2024, World Fest artists engaged with communities in Wisconsin through weeklong in-person residencies.</p>	<p>25 Events</p> <p>10,421 Participants in Wisconsin</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 Wisconsin for 5 days this year for the spring SAA Summit and World Fest programming.

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



Turning Green Wood into Spoons in Rural Wisconsin

By Jan Wellik

Drawn by the utility and accessibility of the craft, spoon carvers in the Driftless region gather to create a new niche for future generations.



This Show Spotlights Artists in Wisconsin's Justice System

By Kate Mothes

"Art Against the Odds," a traveling exhibition and archive centers on visibility and art as a survival tool.



Harmony Hill Strengthens the MKE Native Arts Community

By Bradley Perich and Lydia Moran

Since 2020, she's built a nonprofit – Red Magic – that hosts festivals and provides resources for all Native artists. Through it all, she's upending colonial narratives about what art is.



Farah Siraj performs for students at Peshtigo Early Learning Center as part of World Fest in Peshtigo, Wisconsin. Photo by Val Ihde.

FY24 Grants Awarded

Grant Opportunity	Grantee or Awardee	City	Congressional District	Grant Amount
Shakespeare in American Communities	American Players Theatre	Spring Green	2	\$25,000
GIG Fund	Black Arts MKE	Milwaukee	4	\$4,000
Peter Capell Award	Brenda DeVita	Spring Green	2	\$2,500
NEA Big Read	Chippewa Valley Cultural Association	Chippewa Falls	3	\$5,000
Creative Midwest Media Cohort	Dovetail	Kaukauna	8	\$15,000
GIG Fund	Flutes At Dawn Inc	Milwaukee	4	\$4,000
GIG Fund	Folklore Village	Dodgeville	2	\$2,000
NEA Big Read	Fox Cities Book Festival	Appleton	8	\$20,000
GIG Fund	Gale-Ettrick-Trempealeau School District Performing Arts Center	Galesville	3	\$3,000
GIG Fund	Hamilton Wood Type & Printing Museum	Two Rivers	6	\$4,000
GIG Fund	Li Chiao Ping Dance	Oregon	2	\$4,000
GIG Fund	LunART Festival	Middleton	2	\$4,000
GIG Fund	Mitchell Street Arts (MiSA)	Milwaukee	4	\$4,000
GIG Fund	Monroe Arts Center	Monroe	2	\$2,500
GIG Fund	Philadelphia Community Farm	Osceola	7	\$4,000
GIG Fund	Pump House Regional Arts Center	La Crosse	3	\$3,000
GIG Fund	River Arts Inc.	Prairie Du Sac	2	\$4,000
Midwest Award for Artists with Disabilities	Sarah Muehlbauer	Milwaukee	4	\$3,000
GIG Fund	Thrasher Opera House Corporation	Green Lake	6	\$4,000
GIG Fund	Wausau Conservatory of Music Inc	Wausau	7	\$3,000

20 Awardees

\$120,000

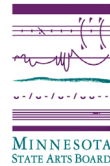
Arts Midwest leverages public and private dollars to bring services to Wisconsin.

Grants + Programs	GIG Fund	\$42,500
	NEA Big Read	\$25,000
	Shakespeare in American Communities	\$25,000
	Midwest Award for Artists with Disabilities	\$3,000
	Peter Capell Award	\$2,500
	World Fest	
	Programming Costs	\$61,407
	Creativity News Desk	
	Programming Costs	\$38,585
	Grants	\$15,000
	National Leaders of Color Fellowship	
	Programming Costs	\$2,113
	Jazz Road	
	Programming Costs	\$1,869
Services	SAA Summits	\$3,077
	Accessibility Support	\$1,333
	Total services and grants	\$223,884
	FY24 State Dues	\$36,348
	Services and grants in excess of dues	\$187,536
	Return on Investment	511%

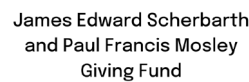
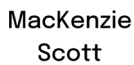
National Endowment for the Arts



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: Youth dancers at a performance hosted by Flutes at Dawn in Milwaukee, Wisconsin, supported by Arts Midwest's GIG Fund. Photo by Azure Mahara.