

THE Arts Partnership

Cultivating community through the arts

2021-2022 Annual Report



**Support Local Art and
the Artists Who Make It**



**Advocate the Arts' Role
in a Vibrant Economy**



**Promote a Creatively
Enriched Community**



Letter from the President & CEO

The state of the arts sector in the Metro is complex. COVID created new opportunities to pivot how the arts produce, perform and engage. Carrying many of those opportunities forward has provided more and broader access to the arts.

In the early months of the pandemic, it was astonishing to see all the live art creatively produced online. This fundamentally changed the way we think about programming. However, the pandemic also disrupted season ticket purchases, event attendance and program participation.

Audiences have been slow to come back and performances have been interrupted as variants of COVID have emerged. The Great Resignation has created hiring complications, and inflation has made it more expensive to produce events. Many funders shifted from supporting the arts to supporting the health and human sector.

Diversity, Equity and Inclusion work has been further challenged by COVID. At The Arts Partnership, we've diligently worked internally to be more equitable and just in all our messaging, programs and coverage. However, there is still much work to be done.

Artists, organizations and sectors move in lifecycles, and I believe that the arts sector in the Metro is moving through the natural stages of a cycle. Downturns are inevitable for all entities. It's what happens on the upswing that really matters. There *will* be an upswing because artists create, regardless the circumstances or environment—in fact, during times of crisis, their creativity often kicks into a different gear.

It's hard to anticipate what the next year or years will hold for the arts. One thing I know for certain: in my 11 years with The Arts Partnership, there's never been so much public talk about the importance of the arts to the goals and vision of the Metro.

There's an understanding that the arts bring new perspective and possibility to the problems facing the community. And there's a clearer recognition of the value that a strong arts sector brings to attracting and retaining employees and businesses.

The Arts Partnership is more committed than ever to advocating for the value of the arts, and we look forward to being a pivotal part of the new lifecycle of the arts going forward.

Dayna Del Val
President & CEO

Accomplishments

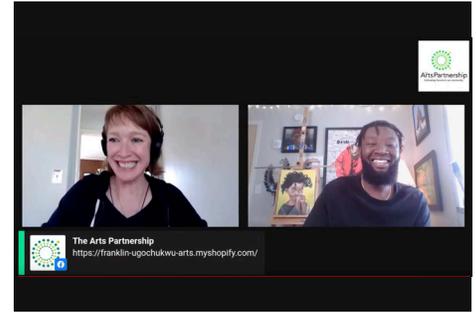
As seen through the lens of The Arts Partnership's core values



Creativity Takes Courage – a quote from French artist Henri Matisse rendered in neon by Chris Orth hangs at Aptitude. The saying resonates with an arts sector still grappling with the effects of the pandemic.



TAP's President & CEO Dayna Del Val speaks to government officials and members of the business sector at a ribbon cutting for a new Marvin manufacturing facility.



Artist Franklin Ugochukwu joined Del Val for an episode of *TAP Talk*.

Support Local Art and the Artists Who Make It

- Aptitude, the 19 artist studios we manage inside West Acres Mall, provides a nurturing, shared, safe and inspired environment in which creatives can thrive. Aptitude serves primarily as creative work space, but occasional open studio events and special art markets provide the larger community with the opportunity to interact with working artists and artisans – and perhaps buy that perfectly unique gift of art. Starting in April 2020, TAP reduced rent amounts to provide financial relief to the artists. Current studio artists can be found at www.theartspartnership.net/arts-hub/aptitude-creative-arts-studios
- TAP's commitment to supporting the Metro's arts non-profits plays out in front of and behind the scenes. TAP's President & CEO invites arts leaders to monthly meetings and convenes annual meetings with City Arts Partnership grantee arts leaders, their Board chair and TAP staff and board members.
- TAP awarded \$108,800 in direct grant support to arts organizations and individual artists from July 1, 2021 through June 30, 2022. We know how challenging it is to find general operating support, so TAP provided unrestricted support for the Spring 2022 City Arts Partnership grants to arts organizations. (Details on p. 7 and 8)

Advocate the Arts' Role in a Vibrant Economy

- TAP has embarked upon the sixth national Arts and Economic Prosperity study with Americans for the Arts. This study looks at the economic impact of local arts spending on jobs, household income and government revenue. We anticipate that the results (available in September 2023) will show, as in previous studies, that the arts are an integral part of a vital and stable economy – locally, regionally and nationally. Our community is facing many of the same challenges faced across the nation, but the arts and culture of our Metro will help set us apart and make us attractive to existing and new residents.

Promote a Creatively Enriched Community

- In Fall 2021, we partnered with Choice Bank to launch an inaugural program to support grants to nonprofits in health and human services that wish to incorporate the arts into their mission-related work. The Choice Bank Arts Partnership Grants aspire to grow and cultivate community through the arts, primarily to benefit underserved populations. A total of \$9,000 was given to 7 organizations. (Details on p. 8)

- In late spring, we launched a weekly livestream called *TAP Talk*. Every Thursday at 10am, TAP's President & CEO Dayna Del Val has a quick chat with an artist or arts leader in the Metro about who they are, what they've got coming up, etc. We stream on Facebook, YouTube and LinkedIn. Past episodes can be found on our YouTube page.
- We serve the general public and the arts sector by creating content like our weekly Forum articles and other online outlets that connect with arts enthusiasts throughout the Metro and beyond. Over the past year, we worked with a consultant and a task force of communications and marketing specialists to review and renew our communications strategies. Our biggest take-away: less is more. So while you may see fewer Facebook posts or receive fewer emails into your inbox, we hope you find the content more substantive.
- In Summer 2021, we held a concert series at the Red River Zoo. Our goal: provide a safe (i.e. outdoor) space for people to enjoy the arts as COVID restrictions eased. The six concerts featured music ranging from jazz to alt country and attracted audiences from toddlers to grandparents.

Accomplishments

As worked on internally by staff and board

Our Commitment to Diversity, Equity and Inclusion

At The Arts Partnership, we've diligently worked internally to be more equitable and just in all our messaging, programs and coverage, including the creation of a working committee that meets regularly to discuss inclusion in our community. This is not work that can — or should — be rushed.

One way we engage our Partner organizations and grantees in this work is through our annual meetings with arts leaders and their board chairs. We also ask grant applicants to discuss how they are working to make their organizations more diverse and inclusive in front of and behind the scenes. That's a good way for us to understand where we might be able

to be helpful and continue to push our own learning, too.

Of course, there is still much work to be done by us all. We're grateful to the organizations and artists that are doing diversity, equity and inclusion work in their own ways and look forward to finding opportunities to come together around it to share best practices and learn from each other.

Tactical Plan Update

In 2017, TAP engaged a consultant to help turn the organization's strategic plans and long-term goals into a tactical plan. We wanted to identify more immediate tactics that would help us attain our longer-term goals. The result: a plan that was more adroit in its maneuvering.

Adroitness has become a hallmark for TAP. Its ability to move quickly on opportunities that deepen and/or broaden its work has served the community well and established the organization as a forward thinker.

TAP staff and board continue to use the tactical plan as a guidepost for direction, growth and evolution. It proved invaluable during COVID when decisions had to be made quickly about how to proceed. And now, as we are coming out of the (hopefully) worst time of the pandemic, TAP continues to use the plan to help it assess existing programming and operations and work to begin a new lifecycle refreshed and focused.

www.theartspartnership.net

Our Partners

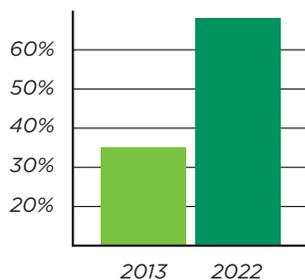
For a list of current Partners visit theartspartnership.net/partners/organizations

TAP's Primary Arts Partners are nonprofit arts and culture organizations, individual artists, arts-related businesses and other nonprofits using art to further their missions and contribute to the Metro's vibrancy and economic well-being. We turn to our Partners to help sustain and nurture a community where creativity thrives and enhances the lives of our citizens. In return we advocate for and communicate about them, and provide resources, from direct financial support through grants to consulting with them about projects or administrative infrastructure.

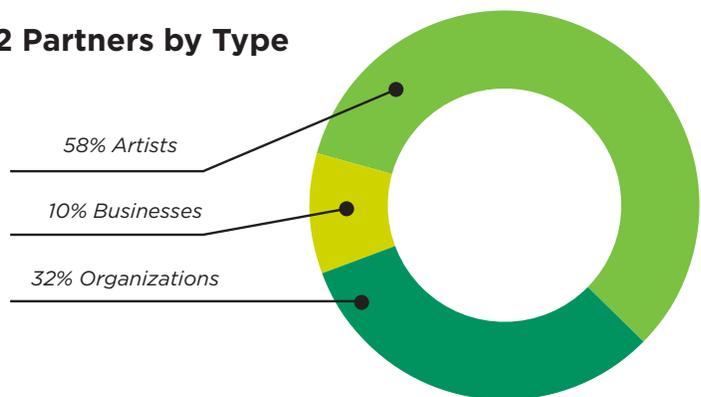
As of June 30, 2022, TAP had



The number of Partner Artists has grown dramatically in the past decade and now represents more than half of all Partners.



2022 Partners by Type



Programs

As the Metro's umbrella arts organization, TAP designs its programs to encompass the full range of the arts to fulfill our mission to bring attention to every facet of the sector.



Arriving travelers at Hector Airport get to enjoy art in the baggage claim area as part of the ArtWORKS program. Paintings by Carol Schlossman.



Sound artist/musician Steven Hammer played for the CSA Shareholders at Bluestem Center for the Arts.



ChalkFest brought together the full range of diversity in our community, including those who are differently abled, to enjoy a day of creativity.

ArtWORKS

ArtWORKS provides dynamic, rotating exhibits of local and regional artworks in business, nonprofit and university locations. As of June 30, 2022, there were 21 participating venues, most of which have 4 exhibits per year. That translates into more than 80 exhibits annually. In the past 4 years, nearly 70 artists have participated in exhibits throughout the Metro. The program also includes 12 brief music concerts by local musicians at Hector International Airport. theartpartnership.net/programs/artworks

The ArtWORKS music series at Hector Airport helps to sooth the tensions of travelers waiting to get thorough security.



Community Supported Arts

Our Community Supported Arts program, in its 11th season, connects local visual artists, artisans, writers/poets and performing artists and organizations to enthusiastic arts supporters. CSA shareholders attend three events each season, with performances, take-home art and food from local chefs. From 2012 through the 2022 season, TAP has supported more than 60 artists and performers, 13 artistic ensembles and more than a dozen of our most innovative local chefs. More than 210 unique shareholders and their guests have enjoyed this outstanding series. theartpartnership.net/programs/community-supported-art

CSA shareholders enjoy the convivial community created through shared art experiences, like eating delicious food made by local chefs.



ChalkFest

The first ChalkFest, held in 2013 at the Great Northern Depot in downtown Fargo, attracted more than 450 participants. It continued to grow and evolve over time, incorporating local artists to create large-scale chalk drawings to inspire visitors, local musicians and dancers to get visitors' toes tapping and booths for our arts organizations to engage with them. Since 2016, we have partnered with the Red River Zoo, averaging 3,000 participants per event. This largest, free artmaking event in the Metro has spawned a number of chalking events throughout the Metro - the purest form of flattery. Given that all three Cities now host chalking events, the TAP Board made the difficult decision to discontinue the program after ChalkFest 2022.

Two young friends spend the afternoon drawing at ChalkFest.



2022 By the Numbers

\$28,670 IN STIPENDS TO CREATIVES

- 35 Artists/Performers
- 12 Musical Groups
- 2 Local Chefs



1,750 X 52
WORDS ARTICLES

= 91,000
WORDS ABOUT THE ARTS IN
THE FARGO FORUM

4 FACEBOOK POSTS X 52
WEEKS

= 208 POSTS



5,600
FACEBOOK FOLLOWERS

Our Programs

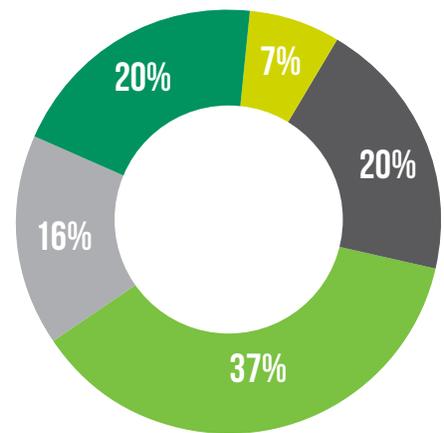
CSA **55** Shares Sold = **110** Audience Members
12 Artists, Performers and Chefs

ArtWorks **22** X **46** = **84**
Venues Artists Exhibits

ChalkFest **1,275** **5** **180**
Participants Artists/ Performers Red River Zoo Inhabitants

Aptitude **\$5,600** Subsidies to Artist Tenants
+\$10,000 Reduced Rent

2022 City Arts Partnership Grants by Discipline



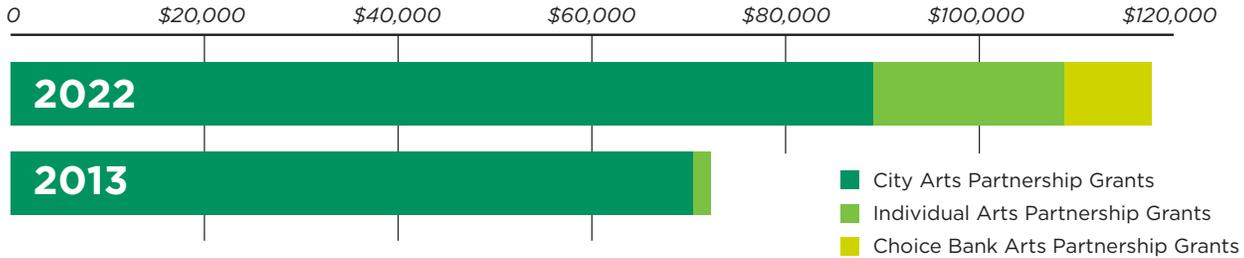
- Visual Arts
- Theatre
- Film
- Multi-Disciplinary
- Music

Grants

theartpartnership.net/programs/grants

TAP invested \$117,800 (nearly 25% of its Fiscal 2022 annual budget) in grants to nonprofits and artists to contribute to the overall health and well-being of the Metro generally and to the arts sector specifically.

TAP has advocated over the past 10+ years to grow the funding from the Tri-Cities for grants to arts organizations. In 2012, it established grants for individual artists, performers, writers and more with donations from the private sector. Most recently, TAP partnered with Choice Bank to launch a pilot program to encourage health and human services nonprofits to incorporate the arts in their mission-related work.



2022 City Arts Partnership Grants | \$89,000 to 22 organizations

The CAP grants, funded by the Cities of Fargo, Moorhead and West Fargo, provide foundational support for the Metro’s arts organizations, thereby ensuring that the arts remain vital and supported in our community. A panel of individuals who are invested in the Metro’s arts community, whether as arts administrators, artists, active participants or supporters, reviews and scores the applications. Recommendations for funding amounts are approved by the TAP Board of Directors.

Act Up	\$500	Kicks Band of FM	\$4,000
Fargo Theatre	\$6,500	Plains Art Museum	\$10,000
FM Area Youth Symphonies.....	\$4,500	Prairie Public Broadcasting	\$1,500
FM Choral Artists	\$3,500	Rourke Art Museum	\$5,000
FM Opera Company	\$9,000	Spirit Room	\$3,000
FM Symphony	\$6,500	The Human Family	\$3,250
FM Youth Choir	\$3,000	Theatre B	\$4,000
Gooseberry Park Players	\$4,000	Trollwood Performing Art School	\$5,000
Historical & Cultural Society of Clay Co	\$9,000		

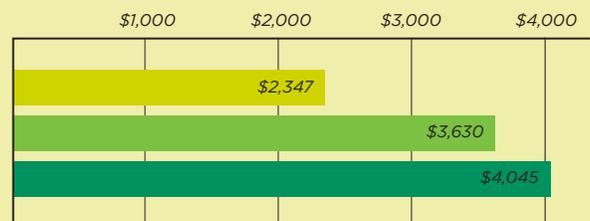
As part of the CAP Grant process, several organizations were recognized with Community Cultivation Grants, established in 2017 by TAP’s Executive Committee. These are Board-designated grants to organizations that make a valuable contribution to and impact on the community.

Angels of the Muse	\$250	Master Chorale	\$500
FM Visual Artists.....	\$2,500	Stage West	\$500
Learning Bank	\$2,500		

TAP’s advocacy on behalf of the arts sector has resulted in **increased Tri-City dollars** available to arts organizations. This has allowed us to give larger grants and increase the average grant size.

The highest grant amount has nearly doubled, from **\$5,500 TO \$10,000** in the last 10 years

Average CAP Grant Amounts



2022 Individual Arts Partnership Grants | \$19,800 to 11 artists and performers



The IAP grants support artists working in any arts discipline with outstanding talent and ability realize their artistic visions, improve their artistic skills and build sustainable careers. The 2022 program was funded by dollars from individual donors through An Artful Evening fundraiser, the Moorhead PEO chapters and the Erin Koffler Memorial Fund.

LesleyAnne Buegel	\$2,500
Donald Clark	\$1,500
Oscar DeLeon	\$2,500
Steven Hammer	\$1,400
Warren Kessler	\$2,450
Crystal Cosette Knight	\$1,050
Tim Lamey	\$1,400
Jen Nelson	\$1,750
Maranda Pedersen	\$1,750
Russ Peterson	\$1,750
J. Malcolm Thompson	\$1,750

The 2022 Individual Arts Partnership Grantees, from left to right. Top: LesleyAnne Buegel, Donald Clark, Oscar DeLeon, Steven Hammer. Middle: Warren Kessler, Crystal Cosette Knight, Tim Lamey and Jen Nelson. Bottom: Maranda Pedersen, Russ Peterson and J. Malcolm Thompson.

2022 Choice Bank Arts Partnership Grants \$9,000 to 7 nonprofit groups

These grants invest in organizations and projects that want to use the arts to make a valuable commitment to and impact on their community/constituency(ies). Funds for the program were provided by Choice Bank.

BIO Girls	\$1,000
Churches United	\$1,500
Cultural Diversity Resources/ Indigenous Legacy	\$1,500
Family Health Care	\$1,000
Jasmin Child Care	\$1,500
Ronald McDonald House Charities of the Red River	\$1,000
Soul Solutions Recovery Center	\$1,500

Choice Bank Arts Partnership Grantee Highlight



Jasmin Child Care provides access to quality affordable childhood education. They received a grant to celebrate the diverse ethnic and cultural backgrounds of the children in their care through monthly art projects. Why incorporate art in their work? Because art teaches kids motor skills, decision-making and cultural awareness. The latter is particularly important — enrolled children represent 8 different ethnic backgrounds. One of the art projects focused on global patterns and colors, including an exploration of African patterns.

Fiscal 2022 Financials

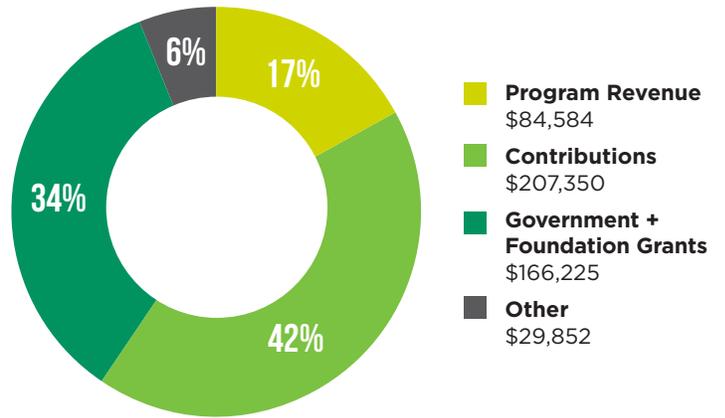
The Arts Partnership benefits from a healthy mix of revenue to support its work.

Fiscal 2022 Financial Overview July 2021 through June 2022 (unaudited)

Revenue

Grants and Government Funding	
Tri-Cities	\$120,529
State Government	\$21,696
Foundations	\$24,000
Total	\$166,225
Contributions	
Business Donations	\$81,160
Individuals	\$126,190
Total	\$207,350
Program, Event and Earned Revenue	\$84,584
Other	\$29,852
Total Revenue	\$488,011

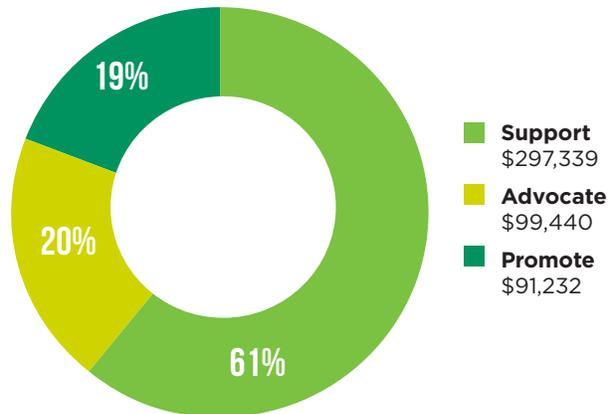
Where Our Income Comes From



Expense

By TAP's Core Values	
Support Local Art	\$297,339
Advocate the Arts' Role	\$99,440
Promote a Creative Community	\$91,232
Total Expense	\$488,011

What it Supports By TAP'S Core Values



The Arts Partnership is extremely grateful for every donor that supports our ability to fulfill our mission.

Individual Donors

Donations from individuals come in all sizes. Some donors have committed to monthly donations, some give through donor-advised funds and others support a specific program. Visit theartspartnership.net/donors for a full list of individual funders.

Government Support



Business and Foundation Donors

\$40,000 and above

**WEST
ACRES**

\$10,000 - \$30,000



\$2,500 - \$9,999

**702 Communications | Alex Stern Family Foundation | Arts Midwest
Bell Bank | FM Convention & Visitors Bureau | Jade Presents
Microsoft - Employee Matching Funds | Xcel Energy Foundation**

\$250 - \$2,499

**Bernie's Wines and Liquors* | Creative Kitchen | Eide Bailly - Employee Matching Funds
FMWF Chamber of Commerce | The Barry Foundation | Marvin
Moorhead PEO Chapters | Office Sign Co ***

*Indicates an in-kind donation

Board Members

TAP's work could not happen without dedicated board members who adopt sound, ethical and legal governance and financial management policies and make sure the nonprofit has adequate resources to advance its mission.

2022 - 2023 Board Members

Shelley Szudera*, Chair <i>Choice Bank</i>	Dr. Christi McGeorge <i>NDSU</i>
Shyla Thompson, Vice Chair <i>Microsoft</i>	Cairn Reisch <i>Marvin</i>
Dan Leeaphon, Treasurer <i>Microsoft (Retired)</i>	Dr. Jane Schuh <i>NDSU</i>
Scott Seiler*, Secretary <i>Sanford, Artist and Gallery 4</i>	Dr. Anne Thurmer <i>U of Wisconsin, La Crosse</i>
Melissa Burkland <i>United States Attorney's Office</i>	Dr. Marsha Weber <i>MState</i>
Anna Johnson * <i>Artist, The Indigenous Association and Aggregate Industries</i>	

2021 - 2022 Board Members

Linda Boyd*, Chair <i>Artist</i>	Noah-Ford-Dunker * <i>Eide Baily and Choral Performer</i>
Shelley Szudera*, Co-Vice Chair <i>Choice Bank</i>	Dan Leeaphon <i>Microsoft (Retired)</i>
Shyla Thompson, Co-Vice Chair <i>Microsoft</i>	Dr. Christi McGeorge <i>NDSU</i>
Melissa Tomlinson, Treasurer <i>Aldevron</i>	Scott Seiler* <i>Sanford, Artist and Gallery 4</i>
Dr. Earnest Lamb, *+ Secretary <i>MSUM and Musician</i>	Dr. Anne Thurmer <i>U of Wisconsin, La Crosse</i>
Melissa Burkland <i>United States Attorney's Office</i>	

*Primary Arts Partner or Representative
+ resigned prior to leaving the Metro area

Staff

Dayna Del Val
President & CEO

Tania Blanich
Director of Operations

Christina Johnson
Project Manager

Lonna Whiting
Communications



THE Arts Partnership

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