

Legal Name
Arts Midwest
Project Progress and Successes
In 2012, thanks to an investment by the Doris Duke Charitable Foundation, Arts Midwest began the pre-work for a "Building Public Will for the Arts" initiative. This project utilizes strategies developed by the social change agency, Metropolitan Group, to connect the values inherent in the arts to existing, closely held values of individuals and groups--resulting in new expectations that influence long-term changes in attitudes, behaviors, policies, and systems. Our goal is to build support for, appreciation of, and access to arts experiences, and to reinforce to the public that the presence of a strong and supported arts community is a beneficial and essential component of everyday life.
Challenges / Obstacles / Failures Encountered in the Project
In our original proposal to the Doris Duke Charitable Foundation, we anticipated a launch date for Phase 1 of the project as January 2013. As proposed, this phase will include key project activities such as engaging and mobilizing potential committee members for project Steering and Advisory committees; conducting a literature review and original research; developing project benchmarks; and beginning the communications phase (designing and testing messages and tools). After consulting with our project partners, Board of Directors, and other stakeholders, we made the strategic decision not to announce the program or begin implementation until we had secured the additional funding necessary to match the Doris Duke Charitable Foundation award. Thus, we have been operating in a quiet phase, wherein we are approaching potential funders and holding on launching any project components until the additional support has been secured.
What was learned from these that might be of benefit to others?
Links to relevant website(s) and/or project publications, reports, etc.
If someone wishes to speak with your organization further about your project, would there be a willing contact? Y/N
If yes, please provide contact name and information for preferred method of contact (email, phone, etc).
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