

CREATE CONNECT CELEBRATE

UPPER PENINSULA
**ARTS &
CULTURE
ALLIANCE**

Generating connections and community prosperity across the Upper Peninsula through arts and culture.

Our Mission

The Upper Peninsula Arts and Culture Alliance is a 501(c)(3) non-profit comprised of artisans and art organizations, historians and culture bearers, as well as allies in related sectors such as tourism and recreation, local and regional government and economic development. We seek to improve the visibility, connectivity, and sustainability of the arts and culture sector as part of the broader fabric of regional Upper Peninsula development.

Key areas we support

- ✓ Public art programs
- ✓ Individual artists
- ✓ Economic development
- ✓ Creative sectors within industries
- ✓ Arts & Culture advocacy
- ✓ Grant writing



Connection

Our hands-on approach to connect arts and culture leaders in the Upper Peninsula includes quarterly gatherings rotating through all regions of the UP.



Research

In partnership with organizations like Americans for the Arts, we are conducting research in arts and culture and related sectors to measure the impact of arts and culture in the UP.



Education

Through grant workshops, web resources, newsletters, and our annual conference, we are working to educate the arts and culture community on funding and professional opportunities



Promotion

Our online database of arts and culture organizations and individual artists totaling over 250 profiles, we help promote and advocate for an interconnected arts and culture community in the UP.

Our impact

Since our initial founding in 2017 the Upper Peninsula Arts and Culture Alliance has created opportunities and leveraged resources for the arts and culture community in the Upper Peninsula in many ways. In 2023 and 2024 alone, we've completed the following projects:



Research

Working with Americans for the Arts, we conducted research in Economic Impact across the Upper Peninsula.*



Connection & Promotion

In 2024 we launched a brand new website with enhanced resources, information, and other features.



Education

In September 2023 we hosted our first annual conference in Iron Mountain, and grant info workshops in ten cities.



Outreach

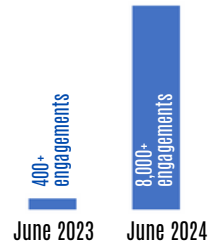
We hosted outreach & networking events in communities across all regions of the UP.

Work Together

- In 2023 and 2024 we hosted outreach events in **Manistique, Sault Ste. Marie, Menominee, Negaunee, and Hancock.**
- We produced in-person grant workshops in **Marquette, Menominee, Munising, Manistique, Iron Mountain, Crystal Falls, Escanaba, Hancock, Ironwood, and Ontonagon.**
- We ran **four online grant webinars** attended by over 75 people total.
- We completed our **first annual conference** in Iron Mountain in Sept. 2023

Connect & Promote

- Year over year from 2023 to 2024 our **social media engagement has increased over 2,000%**
- Our Creative Connections Directory now contains profiles for **over 250 artists and arts/culture organizations.**



Measure the Impact

- In collaboration with Americans for the Arts Arts & Economic Prosperity 6 we found **over \$42 million in arts and culture event-related and non-profit spending** and arts and culture nonprofit organizations in the UP (report attached).

Continue to Grow

- In January 2024, we hired a 1/2 time **Administrative Director** to support the continued successful operations of the Alliance.
- In November 2023, we developed a new 3-year **Strategic Plan** (attached).



*Full report available on our website upacalliance.com



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What's coming next?

Aligning with our four key areas of focus and our three-year Strategic Plan, the Upper Peninsula Arts and Culture Alliance is committed to continuing growth and impact in arts and culture and related fields throughout the Upper Peninsula. Here's a snapshot of what we're working on for the remainder of 2024 and beyond.



Expanded Research

Over the next two years we plan to develop a **comprehensive study of existing economic data** and statistics to create a comprehensive picture of which sectors in the U.P. are impacted by Arts & Culture, where & how those sectors are distributed and how they contribute to the broader economic fabric of Michigan's economy.

**2024-
2025**



Annual Conference

Our second annual Conference will convene at Northern Michigan University in Marquette on **September 28, 2024**. This year's conference focuses on the theme of arts and culture **advocacy**: empowering and educating attendees on effective strategies to support and promote arts and culture in our communities.

2024



Continued Outreach

In 2024 and 2025 we will continue hosting gatherings in regions across the UP coinciding with our quarterly board meetings. All our meetings are open to the public.

- **September 27, 2024: Marquette**
- **November 12, 2024: Gwinn**
- **March 11, 2025: Manistique**
- **June 10, 2025: Mackinac Island**
- **September, 2025: Escanaba**

**2024-
2025**



Amplify Upper Peninsula Arts & Culture Voices

As part of our ongoing effort to advocate for and amplify arts and culture activity in the Upper Peninsula, we are developing a process of collecting and publishing success stories featuring U.P. artists, arts and culture organizations, and arts and culture projects highlighting the impact of arts and culture in our communities.

2025

