

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 regular gatherings and public board meetings through all regions of the U.P.



Research

In partnership with organizations like Americans for the Arts, we conduct research in arts and culture and related sectors to measure the impact of arts and culture in the U.P.



Education

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



Promotion

Through our online database of over 250 artists and organizations, we promote and advocate for an interconnected arts and culture community in the U.P.

Our impact

In 2024, the Upper Peninsula Arts and Culture Alliance created opportunities and leveraged resources for the arts and culture community in the Upper Peninsula in many ways. Over the past year, we completed the following projects:



Research

With Americans for the Arts, we distributed and promoted 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 2024 we held our second annual conference in Marquette, and grant info workshops in ten cities.



Outreach

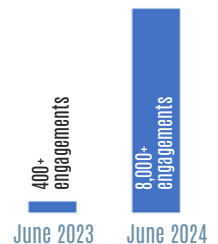
We hosted outreach & networking events in communities across the U.P.

Work Together

- In 2024 we hosted outreach events in **Hancock, Marquette, Gwinn, and Menominee**
- We produced in-person grant workshops across the U.P. in **Marquette, Menominee, Munising, Manistique, Iron Mountain, Crystal Falls, Escanaba, Hancock, Ironwood, and Ontonagon.**
- We ran **four online grant webinars** attended by over 80 people total.
- We completed our **second annual conference** at Northern Michigan University in Sept. 2024

Connect & Promote

- From 2023 to 2024 our **social media engagement increased over 2,000%**
- Our Creative Connections Directory 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 225 arts and culture nonprofit organizations in the U.P.

Continue to Grow

- In January 2024, we hired a 1/2 time **Administrative Director** to support the continued successful operations of the Alliance.
- We finalized, published, and began implementing our new 3-year **Strategic Plan** (developed in November 2023).



*Full report available on our website upacalliance.com



BY THE NUMBERS

In partnership with Michigan Arts and Culture Council as well as a handful of dedicated sponsors and supporters, the Alliance leveraged significant funds to support its mission in 2024.

Real People Media conducted recording sessions in Fall 2024 at Keweenaw Storytelling Center with funding from regional regranting through MACC and the Alliance.

AT A GLANCE

REVENUE

STATE SUPPORT	\$95,150
FOUNDATION SUPPORT	\$3,500
PRIVATE SUPPORT	\$3,358

EXPENSE

GRANTS AWARDED	\$58,480
OPERATIONS & PROGRAMS	\$36,086
RESEARCH & DEVELOPMENT	\$5,375

TOTALS

REVENUE	\$102,008
EXPENSE	\$99,941
NET	\$2,066

RE-GRANTING

In partnership with Michigan Arts and Culture Council, the Alliance was the regional regranting agency in 2024 for the Western and Central Upper Peninsula, distributing more than \$58,000 in state allocated funds. The regranting program was retired at the end of 2024 and has been replaced with a new Partnership Program, in which the Alliance participates as the sole regional partner in the UP. The Alliance is grateful to MACC for the opportunity to help make a positive impact in the UP through the financial success of local artists and organizations.

EQUIPPING CREATIVITY

Through our re-granting program with Michigan Arts and Culture Council, our annual conference, and outreach programs, the Alliance impacted artists and community leaders across the Upper Peninsula throughout the year.



Joshua Brindle, a writer from Marquette, received a Professional Development grant through the Alliance in 2024 to attend a conference in North Carolina.

"I was given advice, encouragement, direction, and tips on presentation and business management in sessions and workshops, but also through conversation and networking. [...] it was like drinking from a waterfall."
(Joshua Brindle, poet)

THANK YOU TO OUR PARTNERS





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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 in 2025 and beyond.



Expanded Research

Over the next two years we will develop a **comprehensive study of existing economic data** 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.

2025-
2027



Annual Conference

Our third annual Conference will convene at Bay College in Escanaba on **September 27, 2025**. This year's conference focuses on the theme of arts and culture **capacity**: empowering and educating attendees on effective strategies to support and build networks for arts and culture in our communities.

2025



Continued Outreach

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

2025+

- **February, 2025: Sault Ste. Marie**
- **March, 2025: Manistique***
- **April, 2025: Crystal Falls**
- **June, 2025: Mackinac Island***
- **August, 2025: Calumet**
- **September, 2025: Escanaba***
- **October, 2025: Newberry**
- **November, 2025: Baraga***

*Coincides with meetings of the board of directors



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 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+

