

SECOND QUARTER REPORT



LAUNCH

Over 300 people attended our launch party!

218

people attended
11 convenings

33%

Action Commitment
Completion Rate

Third Quarter Goal: 40%

NEIGHBORHOOD PARTNERSHIPS: AUTHENTIC ENGAGEMENT

Hosted **Gallery Day and Night in the Amani Metcalfe Park Neighborhood**, activating the Center Street Library, the Black Historical Society and the BRIC Building. Over 100 people attended and participating artists sold over \$1,500 of art.

Worked with Community Advocates, Safe and Sound and young adults from the Amani Neighborhood to host a screening of *Us* for 25 youth in Moody Park.

Brought together Metcalfe Park Community Bridges and Sculpture Milwaukee to help residents Imagine the possibilities so residents and arts partners can authentically co-create arts and culture projects that reflect the neighborhood.

GALLERY NIGHT IN AMANI & METCALFE PARK



MARKETING & PR: BUILDING A NEW NARRATIVE



Our installation at **Fall X** invited attendees to **Imagine the Future of Milwaukee** by building an interactive word cloud. The three words that appeared most across all answers were **Inclusive, Collaborative, and Connected**.

We launched a new website to keep stakeholders up to date on our progress, highlight Milwaukee-based artists and arts organizations, and help people advocate for the arts.

A highlight of our Marketing and PR Work Group meeting was a branding exercise to build a shared narrative of Milwaukee's unique arts and culture community.

PUBLIC POLICY: CREATING A POLICY BLUEPRINT

We were proud to co-host "**Activating Civic Engagement through the Arts**" as part of **On the Table**. Over 50 people attended to discuss the power of art and culture to drive change and highlighted the need for a blueprint for the arts in Milwaukee.

We advanced this to our work group meeting in December and action commitments were made to help us inventory policy barriers to making our city a thriving and vibrant arts city.

We convened over 50 arts and culture leaders to co-create an inspiring, city-wide arts activation during the DNC that would give over 1 million people a positive impression of our city by the end of 2020.



SUPPORT FOR ARTISTS: INCREASING ACCESS



Partnered with **No Studios for Imagine This Show**, a gallery show coinciding with our launch party and their social justice summit, featuring over 25 artists and works inspired by the intersection of art and social justice.

Piloted curation services to provide access to Milwaukee-based artists by curating a private holiday party. Six diverse artists, including a musician, showed their work and performed.

At our work group meeting, we developed content ideas for a buyers and artist toolkit to empower Milwaukeeans to engage more fully in gallery nights. We also made progress toward planning an artist entrepreneur skills building event in the Spring.

LOOKING AHEAD: THIRD QUARTER

We have a busy 3Q planned. Be on the lookout for:

- Our strategic organizational framework
- 2020 Milwaukee Arts Forward Video
- Imagine Your Booking powered by BookLive
- Arts vibrancy by zip code
- DNC Arts and Culture Activation Framework and Tools
- City and County Candidate forums
- More communication products to help keep stakeholders and supporters engaged
- Work group meetings and action commitments! We have a 40% completion goal on the 68 action commitments that were made in our December round of meetings.



IMAGINE MVP: CHRISTINE FLEMING THE HAGGERTY MUSEUM OF ART



We are excited to introduce the **Imagine MKE MVP**, a person in our network who has made powerful contributions during the quarter to move our shared agenda and work forward.

Our inaugural Imagine MVP is Christine Fleming, the Manager of Community Engagement at the Haggerty Museum of Art! In addition to being a member of the Neighborhood Partnerships work group, Christine stepped up to lead the Neighborhoods Team of the DNC Arts Activation group. Through her leadership, the team has convened three times and has helped us [understand what is being planned in over half of Milwaukee's zip codes](#). If that's not enough, check out [this map](#) she "threw together" that will help inform further outreach and development of a calendar so all residents can find arts and culture in their zip code.

Gauntlet thrown.

Clearly, Christine personifies the idea that you don't have to make an action commitment to take action. "As a new Milwaukeean I love learning about the breadth of arts and culture available in Milwaukee! A desire to connect people with experience in the arts inspires me to take action."