



GREATER DES MOINES

REGIONAL ARTS COUNCIL

MISSION

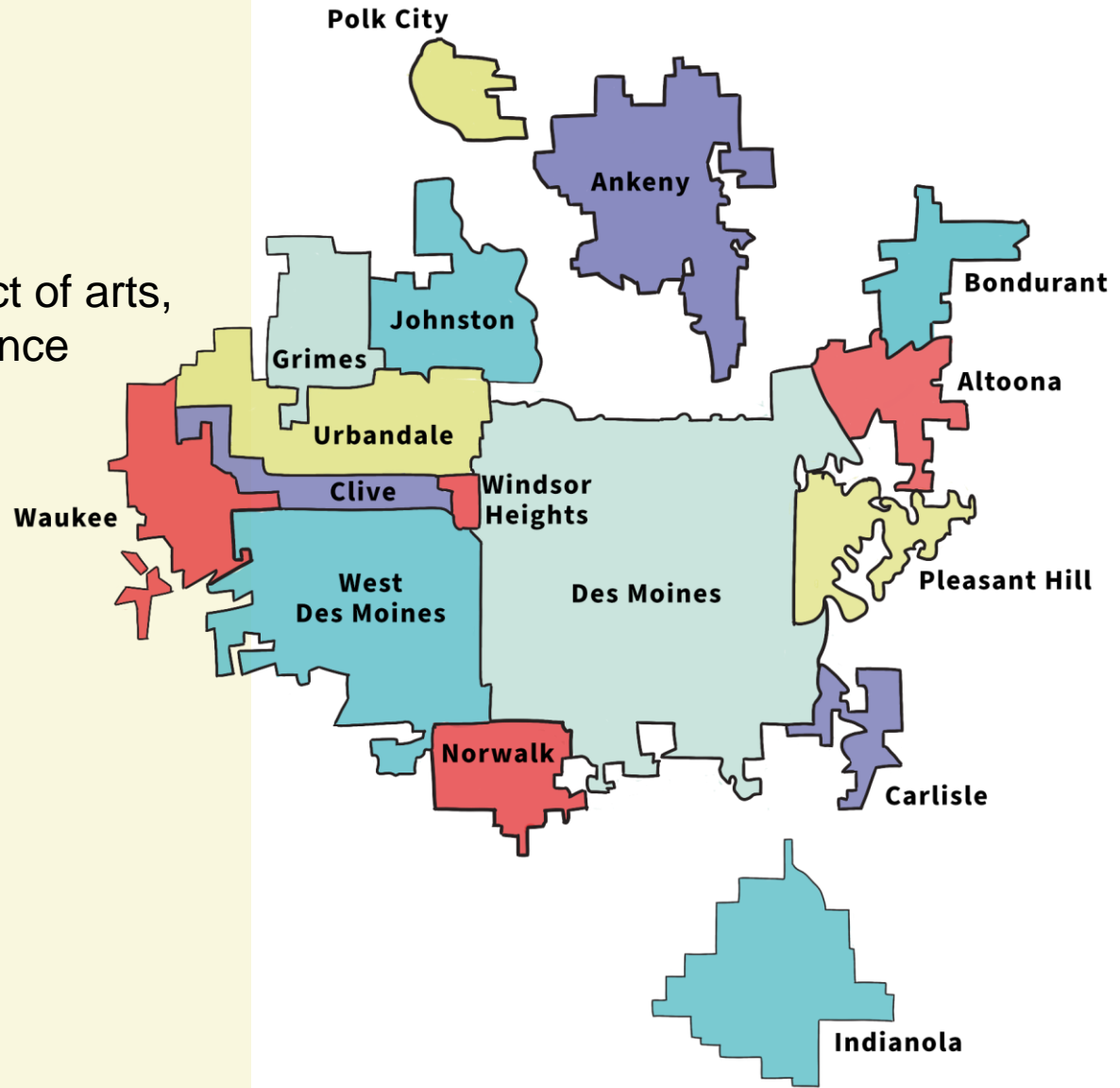
Bravo leverages community resources to maximize impact of arts, culture, and heritage to advance regional priorities.

VISION

Arts, culture, and heritage elevate and enrich a vibrant Greater Des Moines

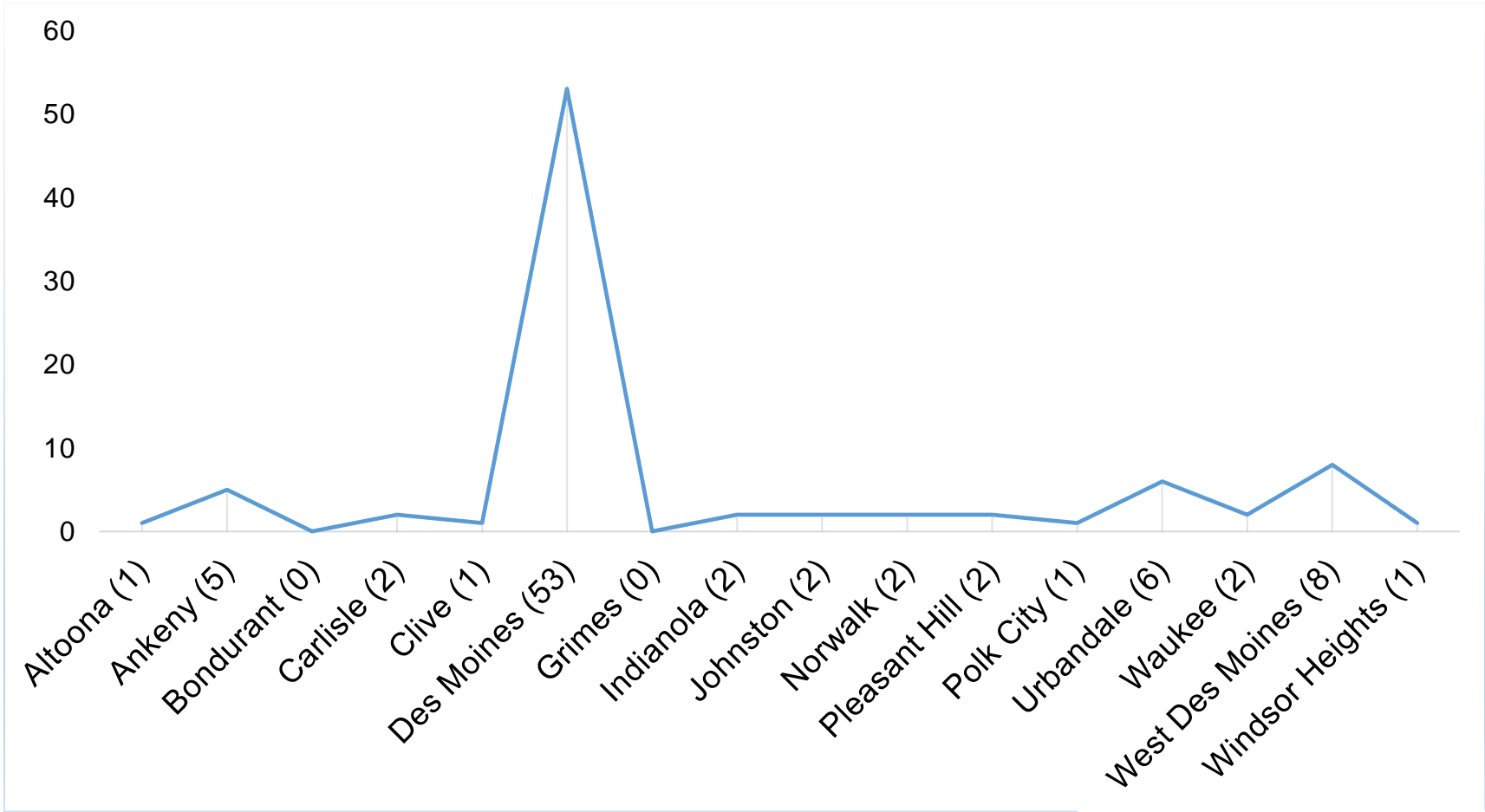
VALUES

Collaborative
Inclusive
Accountable
Regional
Opportunistic
Passionate

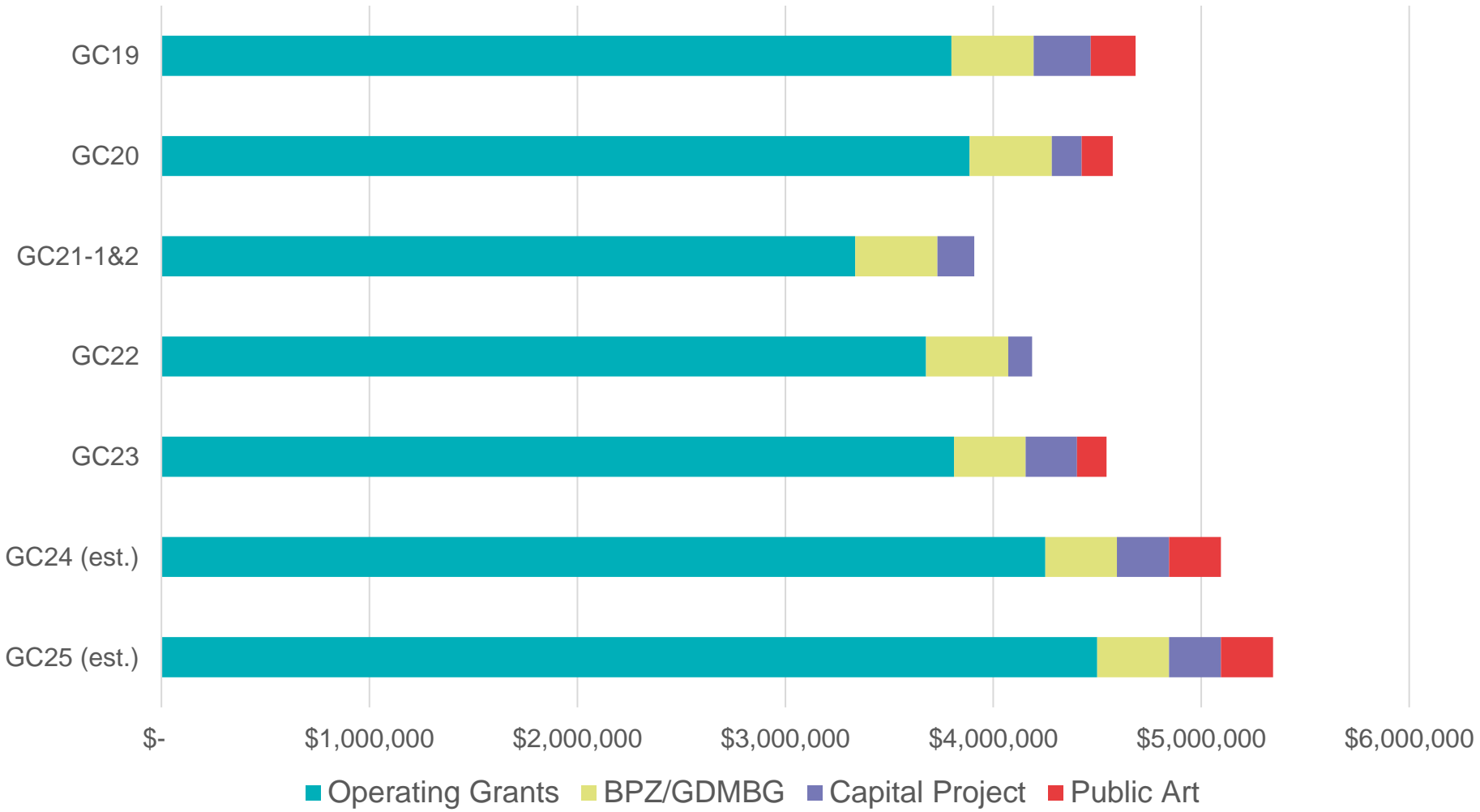








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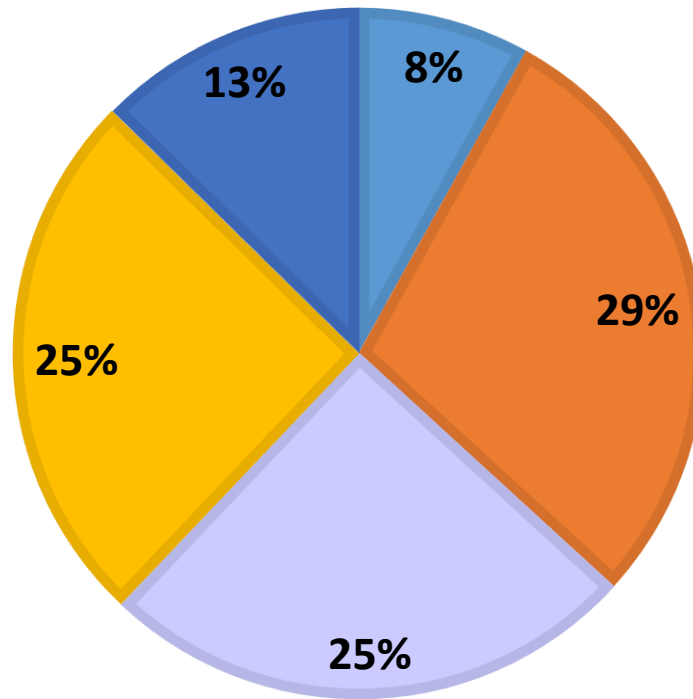
■ New to Bravo Applicants (7)

■ \$50K-\$200K Organizations (22)

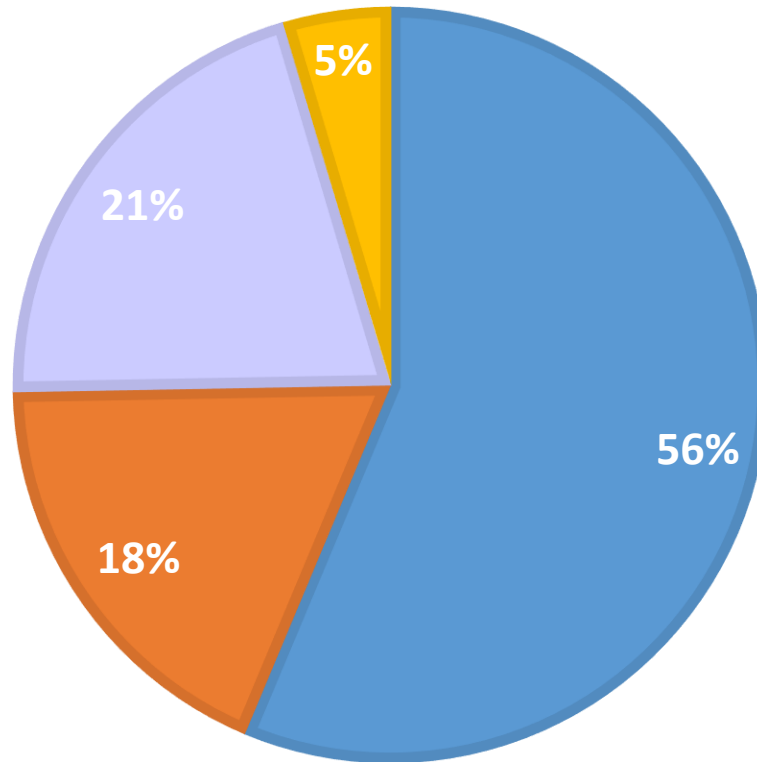
■ \$2M+ Organizations (11)

■ \$1K - 50K Organizations (25)

■ \$200K - \$2M Organizations (22)



■ Arts ■ Culture ■ Heritage ■ Interpretive Science



59%

ORGANIZATIONS HAVE **LESS THAN**
6 MONTHS CASH/WORKING
CAPITAL AVAILABLE

21%

CULTURAL PARTNERS ARE ROOTED
IN OR PRIMARILY SERVE
COMMUNITIES OF COLOR

57%

ORGANIZATIONS THAT
ARE **ENTIRELY VOLUNTEER LED**



2022

Total Economic Impact

\$309 million

NP Spending

\$162 million

Audience Spending

\$147 million

Arts & Culture Sector Jobs

5,439

Total Tax Revenue Generated

\$66.8 million

Federal

\$34.9 million

State

\$17.1 million

Local

\$14.8 million

Non-local attendees that said they came to DSM for the event, activity or performance

67%

48%

Non-local attendees that said they would go to a different community to attend a similar event

LOCAL attendees that said they would have traveled to a different community to attend a similar event

42%

All Attendees

(N=980)

“This venue or facility is an important pillar for me within my community”

82.9%

“I would feel a great sense of loss if this activity or venue were no longer available”

86.6%

“This activity or venue is inspiring a sense of pride in this neighborhood or community”

89.3%

“My attendance is my way of ensuring that this activity or venue is preserved for future generations”

87.3%

PASSPORT TO CULTURE

A YOUTH PROGRAM BY **BRAVO**

“The more often we can place students into experiences that expand their world, the better. These experiences bring new things to life for students, as well as bring things closer to home.”

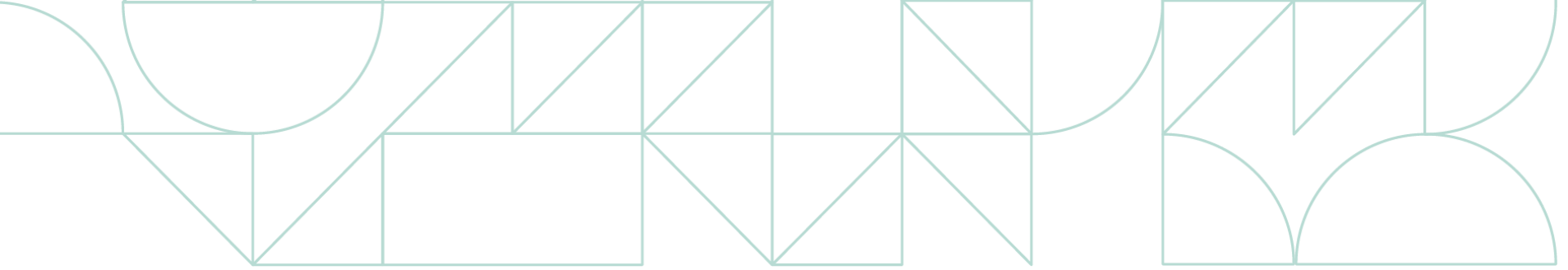
- Kelly Schnackenberg, Des Moines Public Schools



2x AS LIKELY
TO GRADUATE
COLLEGE

5x LESS
LIKELY TO
DROP OUT

100 POINTS
HIGHER ON
THEIR SAT



Sector Growth

Space

Metrics

INVESTING IN THE ARTS IS INVESTING IN EVERYTHING

Economic development
Jobs
Technology and innovation
Diversity, equity, inclusion
and accessibility
Creativity
Community Development

Civic dialogue
Livability
Education
Mental health
Public welfare
Tourism