



## Cultivating a community of arts and culture

We are passionate about making Marshalltown the place to live, work, learn and play by being THE influencer and driver of a creative culture, supporting the economy in our community.

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Dear Friend of the Arts,

It was another exciting year for the Arts & Culture Alliance and we are looking forward to another strong year in 2020. The Alliance Board of Directors, composed of 11 community leaders, worked to continue our mission and increase our impact within Marshalltown. We believe a vibrant arts and culture environment is critical to enhancing the quality of life and driving economic development, while nurturing a positive view of the community among residents and visitors alike. As a supporter of the arts, we wanted to take this opportunity to share a few highlights from this year with you.

After having to cancel the 2018 Marshalltown Art Festival due to the devastating tornado, we were thrilled to officially host the first Art Festival in Downtown Marshalltown on Saturday, July 20th. It was one of the hottest years to date, but that didn't stop people from showing up and supporting the Festival. The weekend marked the one-year anniversary of the tornado which was honored and celebrated by commissioning a chalk artist who created a piece depicting the Court House. Additionally, the Festival offered two live music stages, graffiti artists, youth activities, food trucks and incorporated the beautiful Gallery Garden. The Festival would not have been possible without all of our sponsors, donors and over 150 volunteers. It was a delight to see the streets of our Downtown filled with people and vibrancy.

The **Marshalltown Public Art Committee (MPAC)**, had another successful year actively achieving their mission to enhance the community by providing art in accessible spaces and being a resource for the City of Marshalltown. MPAC led a selection committee through the process of commissioning a public art installation at the new Police and Fire Building. The selection committee spent the month of September engaging with the community to gather input on the 3 finalists who designed site specific proposals. We are excited to announce the selected finalist, Frank Swanson of Littleton, Colorado. Frank is a stone sculptor who is known for his unique method of stone cutting. The selected artwork is called *Symbiosis*, defined as a mutually beneficial relationship between different people or groups. The Marshalltown Police and Fire Departments work in a symbiotic partnership with the community to ensure the safety, security and well-being of the city. His sculpture is designed to reflect this relationship between the three groups as they work together to make Marshalltown a thriving and flourishing community. The artwork is anticipated to be installed by the Summer of 2020.

We were excited to roll out a new program, **Art in Public Places**, focused on showcasing our local artists while providing an additional channel for the selling of their work and to provide an opportunity to enhance the interior of our local businesses. In the Spring, we entered the pilot phase of the program in partnership with local artist Missy Sharer-Pieters at the Marshalltown Municipal Airport. We were encouraged by the support and are excited to officially launch the program to include additional businesses next year.

The Alliance continues to be an advocate for the arts at a local and state level. Our Executive Director, Amber Danielson, is the **Vice-Chair of the Board of Directors for the Iowa Arts Council**, which serves as Iowa's state arts agency. In addition, she is present at every City Council meeting to be a voice for the arts in Marshalltown, along with ensuring our organization is current on local projects, opportunities and needs. The City of Marshalltown named the Alliance as a partner organization in their strategic plan to accomplish the goal of increasing quality of life. A great example of our collaboration with the City is the successful 2019 application to the Iowa Department of Cultural Affairs which led to **Marshalltown's re-designation as an Iowa Great Place (IGP)**. The Alliance successfully managed the original IGP grant and designation from 2014-2018. The IGP program recognizes and partners with communities who cultivate the unique and authentic qualities of their local places, such as neighborhoods, districts or regions, to make them great places to live and work.

**Your gifts are critical to our continued success.** As noted, the Alliance continues to provide significant support to the arts and culture of our community, and in order for us to continue our growth, we are asking you to consider increasing this year's gift so we can accomplish more, and pursue a greater impact to our community. We have big things in store for Marshalltown in 2020 and are excited about the future of the arts in our community. **Together, with your help, we can enrich our community where the arts and culture thrive and our community flourishes.** Thank you for being a continued supporter of the arts!

Sincerely,

Amber Danielson, Executive Director

87% of Americans believe arts and culture are important to quality of life

82% believe arts and culture are important to business and the economy

THIS WEEKEND IN MARSHALLTOWN

Now available via email!

Sign up for our weekly email highlighting weekend events & activities in Marshalltown!

Sign up by visiting our website:  
[www.artsandculturealliance.org/events-programs.html](http://www.artsandculturealliance.org/events-programs.html)



**LEFT** - selected artist commissioned for public art at the new Police & Fire Building.  
**TOP CENTER** - accepting Marshalltown's Iowa Great Places Re-designation.  
**TOP RIGHT** - Iowa professional Chalk Artist, Kathleen Roling, at the Marshalltown Art Festival of the Court House.  
**BOTTOM CENTER** - local artist, Missy Pieters-Sharer, for the new program Art in Public Places at the Marshalltown Airport.  
**BOTTOM RIGHT** - Downtown Marshalltown for the Art Festival.

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