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New Decade. New Focus.

A vibrant arts and culture environment is critical to enhancing our community's quality of life and driving economic development, while fostering a positive view of the community among our residents and visitors. Established in 2004, the Arts & Culture Alliance connects our community to arts and culture by supporting, promoting, and enriching existing opportunities, and by seeking new possibilities.

In 2020, the Alliance is launching several new initiatives with a focus on adding vibrancy to our community, celebrating our diversity, amplifying our local artists, increasing community pride and enhancing beautification. These initiatives include a Marshalltown Murals Program and an Artist Network. In addition to the new programs, we are thrilled about the continued growth and expansion of our current programs, the Marshalltown Public Art Committee and Art in Public Places. Additionally, with established partnerships, the Alliance will provide unique opportunities for the community to experience arts and culture throughout the year.

The Alliance is excited about the opportunity to transform, grow and evolve alongside our community. However, in order to better serve Marshalltown and carry out our mission, we will no longer be holding the annual art festival. This transition creates a significant opportunity to expand and embed the arts throughout our community to create a lasting impact. It also provides the possibility to redefine what the arts mean for our community beyond a one-day annual event.

This has been an evolving discussion over the past several years with extensive research on local, state and nationwide trends, along with input and feedback from our artists, planning committee members, community members, staff and board of directors. This was not an easy decision, nor was it taken lightly, but this is an exciting time to be in Marshalltown and we are thrilled to expand and connect our community to arts and culture in new ways as we look to the future.

We take our mission seriously – to connect our community to arts and culture by supporting, promoting and enriching existing opportunities, and by seeking new possibilities. In this new decade we have a new focus but our vision remains – to see a future in which arts and culture thrive and our community flourishes.

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For more information or questions, please contact Amber Danielson, Executive Director, Marshall County Arts & Culture Alliance at (641) 752-2787 or director@artsandculturealliance.org.
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