



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,

The Arts & Culture Alliance worked diligently this year to continue our mission and increase our impact within Marshalltown, even amidst a global pandemic. During the pandemic, the arts have been there to support us. We've listened to music, read books, made chalk drawings with our kids, danced in our living rooms and watched movies. The arts are working overtime in every community, household, and family, doing what they do best: connecting us, giving us needed moments of joy, and most of all, creating hope. We believe the arts and creativity are critical to our recovery as we look to the future. As a supporter of the arts, we wanted to take this opportunity to share a few highlights from this year with you.



We are also thrilled for the recent addition of an **interactive mural at La Salud Grocery Store and Restaurant**. Des Moines artist, Jenna Brownlee, created an interactive mural design incorporating flowers, monarch butterflies and the word "Soñar", which means to dream. The flowers chosen are native to Latin America and the butterflies signify the migration monarchs make from Canada to Mexico each Fall. The mural celebrates and symbolizes the migration and journey many Latinos make to America, specifically to our community. Our hope is that this mural creates another must-see attraction in our community, while increasing community pride, celebrating Latin American culture and ultimately drawing foot traffic to our downtown. In 2021, we have several exciting murals planned, including the Max Building, Orpheum and 13th Street District.



In partnership with four local businesses, we installed the artwork of five local Marshall County artists through our **rotating art program, Art in Public Places**. The program was created to partner with local businesses to support, amplify and showcase our talented local artists while enhancing the interior of our local spaces with original artwork. You can see and purchase artwork of Seema Suthar and Shelli Finch at Sub City, Wade Judge at West End Perk, Will Hildebrandt at the Marshalltown Airport and Kim Hanken at Wayward Social.

The **Marshalltown Public Art Committee (MPAC)** completed the installation of artwork at the new Police and Fire building by artist Frank Swanson of Littleton, Colorado. 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. The sculpture is designed to reflect this relationship between the three groups as they work together to make Marshalltown a thriving and flourishing community.



We launched an **Artist Network of Marshall County** in an effort to support, engage & amplify our local artist community, while providing opportunities to collaborate, network, learn and grow. Currently, due to the pandemic, it is a digital platform, but we are eager for the opportunity to meet and network in person soon. As a result of this effort, we created a **digital holiday magazine** highlighting our local creators. The magazine features 24 individuals and businesses with the goal of increasing local shopping this holiday season. We are enthusiastic about creating a sense of community to help our artists succeed.

Lastly, 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. Additionally, the City of Marshalltown continues to name the Alliance as a partner organization in their strategic plan to accomplish the goal of increasing quality of life. Furthermore, we strongly believe in our continued critical partnerships with local organizations such as the Marshalltown Central Business District, Vision Marshalltown and the Marshalltown Area Chamber of Commerce Tourism to continue our success in making Marshalltown the place to live, work, learn and play by cultivating a community of arts and culture.

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. In order for us to continue our growth, we ask you to consider increasing this year's gift so we can accomplish more and pursue a greater impact in our community. 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. We have big things in store for Marshalltown in 2021 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



Franklin Elementary School's Safety Mural
 Paying special tribute to Christian including a lightning bolt, for Flash his favorite super hero, and his favorite color, blue.



Wade Judge with his artwork on display at West End Perk in the 13th Street District.



MHS students performing in downtown Marshalltown as part of the FALLing into the Holidays series.