History

Formed in 2004 from 9 founding partners, Bravo has grown to 17 local partner governments.

Partner governments contribute a portion of the hotel-motel tax revenue for the community.

Bravo reinvests those resources to elevate arts, culture and heritage in the region.
Since 2006, more than 95% of 28E revenue has been directly granted back through 896 grants to arts, culture and heritage organizations and programs totaling more than $35 million.
## ECONOMIC IMPACT

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Economic Impact</strong></td>
<td>$185 million</td>
</tr>
<tr>
<td>NP Spending</td>
<td>$71.9 million</td>
</tr>
<tr>
<td>Audience Spending</td>
<td>$113.1 million</td>
</tr>
<tr>
<td><strong>Arts &amp; Culture Sector Jobs</strong></td>
<td>5,677</td>
</tr>
<tr>
<td><strong>Government Revenue Generated</strong></td>
<td></td>
</tr>
<tr>
<td>Local</td>
<td>$16.8 million</td>
</tr>
<tr>
<td>State</td>
<td>$7.46 million</td>
</tr>
<tr>
<td>State</td>
<td>$9.3 million</td>
</tr>
</tbody>
</table>
COMMUNITY EVOLUTION

Capital Crossroads Catalyst Priorities

• Downtown and neighborhood vitality.
• Strong business and entrepreneurial ecosystem.
• Creative and engaged workforce.
• Model of leadership, diversity and inclusion, social equity, and civility.
• Strong regional transportation system.
• Diversity in neighborhood and housing options.
• Local and regional government collaboration.
• Global leader in water quality and soil health.

Regional Cultural Priorities

• Every Day, Everywhere Art
• Strengthen the Creative Economy
• Cultural Tapestry
• Youth Connections
PROGRAM EVOLUTION

Strong Foundation
Unrestricted Operating Grants
Capital Campaign and Project Grants

Changing Regional Priorities
Local Arts Program Grants
Public Art Grants
LEAD ADVANCEMENT OF REGIONAL CULTURAL PRIORITIES BEYOND GRANTMAKING.

Desired Outcomes:

• Arts, culture, and heritage are recognized as essential drivers of economic development and quality of life in Greater Des Moines.

• Bravo’s mission, vision, values and relevance to the region are well-understood by key stakeholders who are ambassadors and advocates for the organization.

• Opportunities for the cultural community to thrive are enhanced.
WHAT’S NEXT

- Diversity in Arts Leadership
  - One of two national pilot sites selected by Americans for the Arts for program expansion
  - Seven interns for summer 2019
  - 5 year commitment

- Creative Economy
  - Feasibility Study and Action Plan

- GC20 Community Investment and Community Impact
  - New grant programs and leadership opportunities
QUESTIONS?