



CITY OF LA CROSSE COMMUNITY ENHANCEMENT GRANT APPLICATION

Please note that previous funding amounts are not a guarantee for continued support and any funding amount may be based on a number of factors including, but not limited to, performance, available City funds, and collaborating efforts by your organization with similar organizations.

Contact Information

Organization

Pump House Regional Arts Center

Address

119 King Street

Phone

608-785-1434

E-mail

allison@thepumphouse.org

Name of contact person

Allison Krzych

Proposal Summary

Project Name

Artspire La Crosse 2025 & Accessibility of Arts

Total amount of City funds your agency is requesting

\$30,000.00

Will any new jobs be created as a result of the project?

☐ Yes ☒ No

If so, how many?

What benefit has your organization provided to the La Crosse community, and specifically to the City, in 2024?

For nearly fifty years, Pump House Regional Arts Center has enhanced the quality of life in the City of La Crosse through accessible and inclusive arts experiences. A non-profit, 501(c)3 organization, the Pump House offers a wide range of visual and performing arts opportunities that promote education, participation and appreciation of the arts.

Three art galleries, a theater, pottery and art studio fill the re-purposed municipal structure, originally constructed in 1880. Listed on the National and State of Wisconsin Registers of Historic Places the Pump House is a city landmark for locals and visitors alike.

Pump House Regional Arts Center 2024 season programming included:

- 27 professional art exhibitions including La Crosse Area All Schools student art exhibit that fills all three galleries annually. Pump House partners with 25 schools and 9 area school districts to offer monthly rotating youth art exhibits.
- Mexican Folk Art Collective Exhibit with Día de Muertos community Ofrenda build including Ometochtli Folk Dance performance free to the community
- 19 exhibiting artist virtual artist talks
- Mississippi River Group Exhibition: Artwork inspired by the Mississippi River in celebration of the 100th Anniversary of the Upper Mississippi national Wildlife and Fish Refuge. Corresponding Theater performances of A Visit from Will Dilg by Steven Marking, Riverlorian who plays Will Dilg, founder of the Izaak Walton League and formation of our Upper Mississippi National Wildlife and Fish Refuge, protecting a 200 mile stretch of the Mississippi River.
- 10 concerts featuring regional, national and international musicians
- 9 International film screenings
- Two-day Storytelling Festival, Night with an Adventurer storytelling series, and Storytelling for Adults with La Crosse Public Library
- Artspire La Crosse— free annual community art festival at Riverside Park
- Inspired by La Crosse Public Art Competition installed and displayed annually at City Hall
- Two theater productions with Grey Area Productions—with free, donation-based preview nights to increase accessibility
- Heart of La Crosse Comedy Shows and Improv Workshops

- Cabaret performances produced by Viterbo University Alum Nancy Allen
- Three Magic Shows accessibly priced for families
- Art en Española painting classes
- Pakistani-Hindustani Raga Workshops
- Paint and Pour classes inspired by master painters, monthly clay classes, individual painting and drawing classes
- Summer youth art fellowship program
- Accessibly priced clay and art studio
- Free printmaking workshops with Shoua Yang of Ceev Tseg Press
- Monthly First Friday Gallery Art Walk

Community partners include Boys and Girls Club of La Crosse, Big Brothers Big Sisters, SPARK! On the Go! with EndAlz Fest, La Crosse Public Library, Bluff County Tale Spinners, La Crosse Adventure Festival, Mid West Music Fest, Eastbank Artists, La Crosse Community Theatre, Driftless Curiosity, and Coulee Region Alliance of Visual Artists (CRAVA).

Pump House art galleries are open free to the public six days a week, a total of 300 days a year, staffed by trained personnel offering information on current exhibitions, upcoming programs, and the building's history. Up to 45,000 people annually come through the Pump House doors. Using economic impact numbers from the Department of Tourism for the State of Wisconsin and Explore La Crosse Zartico:

- 30% of visitors going to Pump House are from outside the 50-mile radius: 13,500 out of town people spend \$219.00 = \$2,956,500 in economic impact
- 70% of visitors going to Pump House are from the La Crosse region: 31,500 local residents spend \$38.00=\$1,197,000 in economic impact.

Total economic impact: \$4,153,500/year

In 2024 the Pump House non-profit organization invested \$350,000 into its historic, city owned building at 119 King Street. This first-floor men's and women's bathroom remodel and addition, increased capacity, safety, accessibility and building value.

What does your organization have planned for the remainder of 2024 (that is of benefit to La Crosse, and specifically the City)?

Artspire La Crosse 2025 will be at Riverside Park, Downtown La Crosse on Saturday, June 14, 2025. An all-inclusive, free community art event that attracts, engages and connects our diverse community through meaningful arts experiences—visual, interactive, performing, literary arts and dance. Arts and culture participation help build community trust and cohesion and also make it more likely that residents will participate in the community in other ways. People feel safe in communities with art and have more community pride (Arts & Public Welfare, Americans for the Arts).

Grey Area Theater Productions presented at Pump House, Small Mouth Sounds by Bess Wohl, a play about six people embarking on a silent retreat—11/14/2024-11/24/2024. Two performances were free 'arts for all' performances, increasing arts access for all in our community.

The whole community is positively impacted when arts participation rises. Personal benefits are ageless and the development of fuller and more empathetic perspectives on other cultures, viewpoints, and civic identity moves communities toward health, vibrancy, and equity (Arts + Lifelong Learning, Americans for the Arts).

November 6, 2024-January 4, 2025 is People of the Woodland Tribes gallery exhibition. A visual arts exhibition featuring the work of indigenous artists, curated by tribal member of the Ho-Chunk Nation, Robert Blackdeer. Artists include George Greendeer, Verna and Levi Blackdeer and Josiah Thunder. Their work ranges across multiple mediums, such as deer hide tanning, wood carving, drum making and jewelry, as well as across both traditional and contemporary themes and practices. Artist reception and performances were made available free to the public thanks to grants and sponsorships. Cultural art programming with no income barriers increases community participation leading to increased understanding and tolerance, a key to civic engagement which directly benefits the City of La Crosse through decreased racial harassment (Arts and Civic Dialog, Americans for the Arts).

Current professional artist opportunities at Pump House include:

- 2025-26 Gallery Exhibition Call to Artists
- Group exhibit Call to Artist, 2025-26 Season
- Artspire La Crosse 2025 Call to Artists, Fine Art Fair
- Call to Instructors, art studio

This grant will help us keep our galleries free to the public.

What does your organization plan to accomplish with the help of City funding in 2025?

- Maximize organizational capacity through staff structure, board committees, and long-term vision planning which includes a strong fundraising/development plan.
- Continue and expand arts programming in theater, gallery, and art education that appeals to diverse demographics reflective of the community in which we live.
- Continue to collaborate with community and other non-profit organizations
- Produce Artspire La Crosse, a free community celebration of the arts

Organization Details

Legal status of organization Private, Non-Profit	Federal Tax Identification Number 39-1239618
What was your organization's total operating budget for the past year? \$384,883.00	
Has your organization received City funds in the past? <input checked="" type="radio"/> Yes <input type="radio"/> No	If yes, how much has your organization received and how many years has your organization participated in the program? This is our first time applying for funding through the Community Enhancement Grant Program, although we have received funding from the City of La Crosse Arts Board in the past.

Organization Structure

Attach the following documents (check off as you upload each file below)

- ☒ Concise organization chart showing your agency's major administrative structure
- ☒ Articles of Incorporation and Bylaws
- ☒ List of Board of Directors
- ☒ Current agency budget
- ☒ Current project activity budget if currently funded
- ☒ Other financial forms: Form 990, Income Statement, Balance Sheet, et al.

File Upload

What is your agency's primary funding source(s)?

Memberships, donations, grants, sponsorships, fundraisers and program income that includes: tickets sales, artwork sales, Film Society, art classes and concession sales.

What percent of your anticipated total project budget does this City request represent?

This request represents 7.6% of our annual operating budget.

What other source(s) of funds could your organization pursue? Does your organization receive similar funding from other municipalities?

Pump House funding sources include:

National Endowment for the Arts, Arts Midwest, WI Arts Board, La Crosse Area Community Foundation, Green Bay Packer Foundation, Xcel Energy Foundation, Emplify Health by Gundersen, La Crosse County, Altra Federal Credit Union, Kwik Trip, HyVee, Coulee Regional Alliance for the Visual Arts. Pump House is a member beneficiary of United Fund for the Arts and Humanities.

We do not receive funding from any other municipalities.

Proposal Details

Provide an overview of the program (this pertains only to the activity for which you are seeking funds).

Artspire La Crosse is our single largest annual event. Now in its 12th year, Artspire La Crosse brings over 5,000 attendees to Riverside Park in Downtown La Crosse for an all-inclusive, publicly accessible and free celebration of the arts in our city. This grant will help pay for costs related to producing Artspire, including paying professional performers/musicians, park rental, La Crosse Center rental, logistics and administrative expenses.

Pump House provides essential arts programming to our community through youth art exhibitions that highlight the importance of formal K-12 arts education that includes 25 area schools and 9 school districts. Youth artwork is displayed alongside professional artists with artist reception that draws generations of family and friends. Arts participation correlates with lower rates of juvenile delinquency and truancy (Arts & Public Welfare, Americans for the Arts).

Additionally, Pump House enhances art education efforts in our community through our partnerships with Boys and Girls Club of Greater La Crosse and Big Brothers Big Sisters. Pump House Summer Arts Fellowship program offers interested middle and high school students' additional experiences to study art and design in depth with a professional artist, helping them prepare for entry into an art career and/or college.

Pump House provides professional artists the opportunity to exhibit in two juried art galleries. Rotating bi-monthly art gallery exhibitions, performances and workshops include people and cultures representative of our community; most recently Mexican Folk Art Collective, Ho-Chunk/Hacak Nation, Hmong/Hmoob, Hindustani-Pakistani, LGBTQIA+, Neuro-divergent/Autism, and people with disabilities.

Art galleries are open free to the public six days a week and artwork is for sale. Virtual artist talks, free artist receptions and performances are also available for the public.

Specifically state how the requested funds will be used.

These grant funds will be used to support program and operating expenses associated with accessible arts programming including Artspire La Crosse 2025, art galleries, art classes, workshops and theater productions.

State the specific local needs and problems that your proposal intends to address.

The benefits of arts and culture extend beyond individuals, helping to build stronger communities. A vast majority of Americans (72%) believe arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities (Americans Speak Out About the Arts in 2023, Americans for the Arts).

Supporting Pump House accessible art galleries, workshops, and Artspire festival build opportunities for community engagement and allow people from diverse backgrounds to come together with a shared purpose. Through art we hold space for community across differences, decreasing misunderstanding and biases, and increasing the connections between us in a healthy and equitable way (Arts + Community Cohesion, Americans for the Arts).

The arts are of vital importance to tourism. According to the Arts + Social Impact study by Americans for the Arts, "68% of tourism in the US is driven by art". Through our largest event—Artspire La Crosse—we attract, engage, and connect people through the celebration of diverse arts and culture, while promoting the City of La Crosse as an arts destination.

Now more than ever, the arts are essential to the human experience and a necessary part of core educational studies. Over the last few decades, the proportion of students receiving arts education has shrunk drastically and disproportionately affecting students from historically underserved communities. Schools have had to seek creative ways to offer arts education including working with outside organizations in school-community partnerships (GAO-09-286 Access to Arts Education, Feb. 2009).

Investing in arts education can positively influence academic and social development. Increases in arts educational experiences reduces the number of students receiving disciplinary infractions. Arts educational experiences also significantly improves school engagement, college aspirations, and arts-facilitated empathy (Daniel H. Bowen, PhD. and Brian Kisida, PhD, Investigating Causal Effects of Arts Education Experiences, 2019).

Identify the project target population your proposed program or activity will serve. Include unique characteristics such as: ethnicity/race,

age, disability, income level.

Artspire La Crosse, being an all-inclusive, free community art event, connects everyone in our community through meaningful arts experiences, including visual, interactive, performing, literary arts and dance. This connection through art helps alleviate cultural misunderstanding and isolation.

The Pump House aims to supplement support for the arts in schools with programming and exhibit opportunities for students K-12. Low-income students who are highly engaged in the arts are more than twice as likely to graduate college than their peers with no arts education (Arts Education Navigator: Fact & Figures 2018).

Nearly 38% of La Crosse School District students are economically disadvantaged and receive federal free and reduced-price meal program (<https://www.usnews.com/education/k12/wisconsin/districts/la-crosse-school-district-110875>).

Describe methods used to measure success in achieving objectives and specifically meeting needs of the target population.

We achieve our objectives with Artspire, growing participation year after year. Because our target population is all inclusive, all ages, and our event is free, we can meet the needs of all who attend Artspire. We conduct annual post event surveys for feedback and opportunities.

A people-counter at Pump House entrances tracks building attendance that have returned to pre-pandemic numbers; upwards of 45,000 people per year. Our guest book shows local, national, and international visitors.

If more than one agency within the La Crosse area deals with similar problems or clients that you have identified, describe how your agency coordinates tasks and responsibility with these other agencies and how duplication of services will be avoided.

For nearly 50 years, Pump House Regional Arts Center has served our community and is a landmark in Downtown La Crosse for locals, visitors and people new to our community.

The Pump House organizes, hosts, and produces Artspire La Crosse. While dozens of other nonprofit organizations participate in Artspire and host interactive booths at the event, they do not provide coordination, planning, or administrative support for the event. In fact, we invite non-profit organizations to attend without booth fees of any kind. This promotes community inclusion and increases social capital and public opportunities within La Crosse.

Pump House offers art education and public art in the community in partnership with, and fiscal sponsor to, organizations and projects that align with the Pump House mission. This decreases program duplication.