Greater La Crosse Artist Relief Fund:

This fundraiser is organized by Mid West Music Fest in collaboration with local artists and partners. 100% of funds donated here go directly to artists/creatives in the Greater La Crosse Area (La Crosse, Vernon, Monroe, and Winona Counties) who have been financially impacted by event/gig cancellations, the inability to sell their work/book shows, and/or lost revenue from their day jobs being eliminated due to COVID-19.

Creative practice, innovation and art have been woven into the culture of the La Crosse community for generations. Arts presenters and arts venues have attracted diverse talent to our city for decades, all while infusing our city with economic viability.

Musicians, DJ's, dancers, visual artists, designers, digital artists, makers, arts presenters, actors, filmmakers, photographers, spoken word artists, comedians, creative writers, teaching artists and other creative individuals—all of these people's jobs rely on people showing up and being able to access their work. In the La Crosse and surrounding areas, we are now seeing canceled events through May/June and potentially beyond. This trend and its impact is likely to be felt well beyond the spring season. To add insult to injury, a large percentage of artists supplement their incomes with part time jobs, often in the service industry, another industry that will be hit hard by this pandemic.

Funds will be withdrawn to Mid West Music Fest's account, and then distributed/managed by the team at Mid West Music Fest, with consultation and support from a team of greater La Crosse creatives and friends.

We're hoping to start the fundraiser off with a bang. This is where the Arts Board can help. We are requesting a $2,000 donation to the Greater La Crosse Artist Relief Fund to help light the spark. This could be done in a number of ways, however the Board sees fit (matching donations for a day, etc).

Thank you for your time and we hope to collaborate soon!

Jacqueline Marcou
Mid West Music Fest Board Member