



## THE ARTS PARTNERSHIP



# 2025 ORDWAY INSIDE OUT

## Recap and Impact Report

### BACKGROUND

In July 2022 the Arts Partnership announced an idea that would leverage technology to increase access to the arts and bring people together. That idea, Ordway Inside Out, was tested four months later with a free simulcast in Rice Park featuring a performance by The Saint Paul Chamber Orchestra streamed on a giant LED wall with a stellar audio system. In summer 2023, we launched a four-concert pilot season of Ordway Inside Out, showcasing a performance by each of the four Arts Partners. Over the next two summers, Ordway Inside Out has continued to grow in popularity with over 1,100 people attending in 2025.

Ordway Inside Out utilizes digital technology to dramatically increase access to artistic programming in Saint Paul, providing audiences with the opportunity to experience free performances from all four organizations, streamed in Rice Park.

### GENEROSITY AND KEY PARTNERSHIPS

The Arts Partnership is grateful for the generosity, vote of confidence, and investments that help us realize the vision of Ordway Inside Out.

The 2025 season was made possible by:

Frauenshuh Infor Commons

Pak Properties

HBG

Bill and Susan Sands

Ruth and John Huss

U.S. Bank Foundation

Ford and Catherine Nicholson

We are also grateful for strategic partnerships with Saint Paul Downtown Alliance and the Saint Paul Parks Conservancy who supported our efforts to contribute to the vitality and vibrancy of downtown Saint Paul with Ordway Inside Out.





## SEASON RECAP

In 2025 the Arts Partnership presented a third Ordway Inside Out season for the community. All presentations were scheduled for 7pm on Saturdays. The four events were free and open to the community. All performances proceeded without weather impact.

### 2025 PRESENTATIONS

#### **ORDWAY** (Saturday, July 12 at 7pm)

Christmas in July! **The String Queens: *Our Favorite Things***, featured holiday classics and original arrangements of top R&B and Pop songs — with their signature soulful, orchestral sound— we will cool you down in the heat of the summer.

**Attendance: 230**

#### **SCHUBERT CLUB** (Saturday, August 2 at 7pm)

**Schubert Mixology** In the spirit of the 19th century Schubertiade, theater artist Bradley Greenwald and local music friends, including Clara Osowski, Thomasina Petrus, and Kiss the Tiger, served up Schubert songs with a twist.

**Attendance: 200**

#### **MN OPERA** (Saturday, August 9 at 7pm)

**Cruzar la Cara de la Luna** is a mariachi opera by composer Jose “Pepe” Martf nez and librettist Leonard Foglia that tells the story of a multigenerational Mexican American family separated by countries, cultures, and consequences in search of new possibilities.

**Attendance: 338**

#### **SAINT PAUL CHAMBER ORCHESTRA** (Saturday, August 23 at 7pm)

##### **Bach’s *Brandenburg Concertos* with Richard Egarr**

The SPCO presented Johann Sebastian Bach’s most cherished set of orchestral works, the Brandenburg Concertos. The profound inventiveness and instrumental virtuosity are magnified as led by ebullient Artistic Partner Richard Egarr.

**Attendance: 350**

**TOTAL: 1,118** – largest attendance to date in OIO history; we believe this is due to growing awareness of event as this was our third year.

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**largest** attendance  
to date in Ordway  
Inside Out history...



## DATA HIGHLIGHTS

The Arts Partnership collaborated with the Science Museum of Minnesota to deploy intercept surveys to better understand audience demographics and opportunities as we continue to improve and scale Ordway Inside Out. Key survey results revealed:

- **How visitors heard about the event:** Nearly half of attendees heard about Ordway Inside Out showing through social media (44%), with about a quarter of attendees hearing about event through word of mouth (26%) or email (24%).
- **Of respondents who provided their race/ethnicity demographic information:** 52% identified as white, 40% as BIPOC, with 8% preferring not to say.
- **Of respondents who provided their age demographic information:** largest age group attendees were those 65 and older (23%) and 25-34 years old (21%), both of which were increased percentages from the 2024 data. There was also an increase in the youngest recorded demographic, those 18-24 years old (10%), with only 2% of attendees preferring not to answer.
- **Last visit to the Ordway:** 40% of attendees said they attended an Ordway event in the past 6 months, with about a quarter attending their first Ordway event during the surveyed Ordway Inside Out event (26%).

Attendees by zip code: • Ramsey 49% • Hennepin 29% • Dakota 14%

A total of 36 distinct Minnesota zip codes were represented in the data, with a lone out-of-state visitor having a home zip code in Oregon.

## THANK YOU!



Ruth and John Huss

Ford and Catherine  
Nicholson



Bill and Susan Sands



**100%** of survey respondents said they would attend another Ordway event in the future.



Photo: G. Halverson