In FY19, the Loft served:

- 2787 Unique Students
- via 310 Classes

The Loft helped 100 emerging writers advance their careers through various intensive programs.

*Whoa!*

**Wordplay**

10,000 people celebrated with us in May of 2019 for the Loft’s first-ever Wordplay Book Festival.

The Loft invested heavily in the Twin Cities literary ecosystem! More than $700,000 fed our literary ecosystem through Loft scholarships, discounts, grants, artist pay, work-study, internships, and teaching opportunities for writers!
BEYOND THE NUMBERS
While the number of people we reach are valuable, the Loft places emphasis on the quality of our programs. It’s not much good to reach people, if you aren’t achieving the goals of the program. By using the three tenets of our mission, we measure the impact Loft programming has on writers and readers. (% based on survey respondents)

CLASSES
% of evaluations that agreed or strongly agreed:

- 93%—the teaching artist was knowledgeable about the subject
- 92%—the teaching artist was effective at teaching the material
- 90%—their class increased my knowledge of the class’ topic
- 97%—their class helped me identify my next steps as a writer
- 95%—they would recommend the class to others
- 89%—their class helped them towards their writing goals
- 89%—their class helped them improve their writing
- 91%—their class helped them build/sustain their network of other writers
- 97%—their class enhanced their appreciation of literature
- 91%—their class helped them build/sustain their network of other writers

EVENTS
% of attendees who agreed or strongly agreed:

- 99%—that the event expanded their thinking about the topic covered
- 98%—that the event will make them a more engaged reader
- 99%—that the event enhanced their appreciation of literature
- 94%—that the event introduced them to new books or authors
- 99%—the event has inspired them to have conversations on the topic with others
- 98%—that the event helped them feel part of a community of engaged readers.