OKLAHOMA ARTS COUNCIL

FY2014 Impact Report

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Oklahoma Arts Council

Background

In 1965, Governor Henry Bellmon created the Oklahoma Arts Council in response to a national movement to make arts and culture available to communities across America. The Council's creation allowed the state to receive matching grants from the newly formed National Endowment for the Arts (NEA).

Prior to the NEA and Oklahoma Arts Council's creation, most Americans had to travel to large metropolitan or coastal areas for the arts. Today, Council grants benefit every county in Oklahoma.

In addition to grants, the Council works to build Oklahoma's arts and cultural infrastructure through development programs that benefit artists, organizations, schools, and communities.

During 2015, the Oklahoma Arts Council will celebrate 50 years of serving the people of our state, commemorating its central role in fostering what is today a robust and vibrant arts and cultural industry.

Why the Arts?

Oklahoma Arts Council funding ensures communities and schools statewide access to the benefits the arts provide:

- Impacts the economy
- Enriches quality-of-life
- Attracts a creative workforce
- Preserves our history
- Promotes community development
- Inspires academic excellence

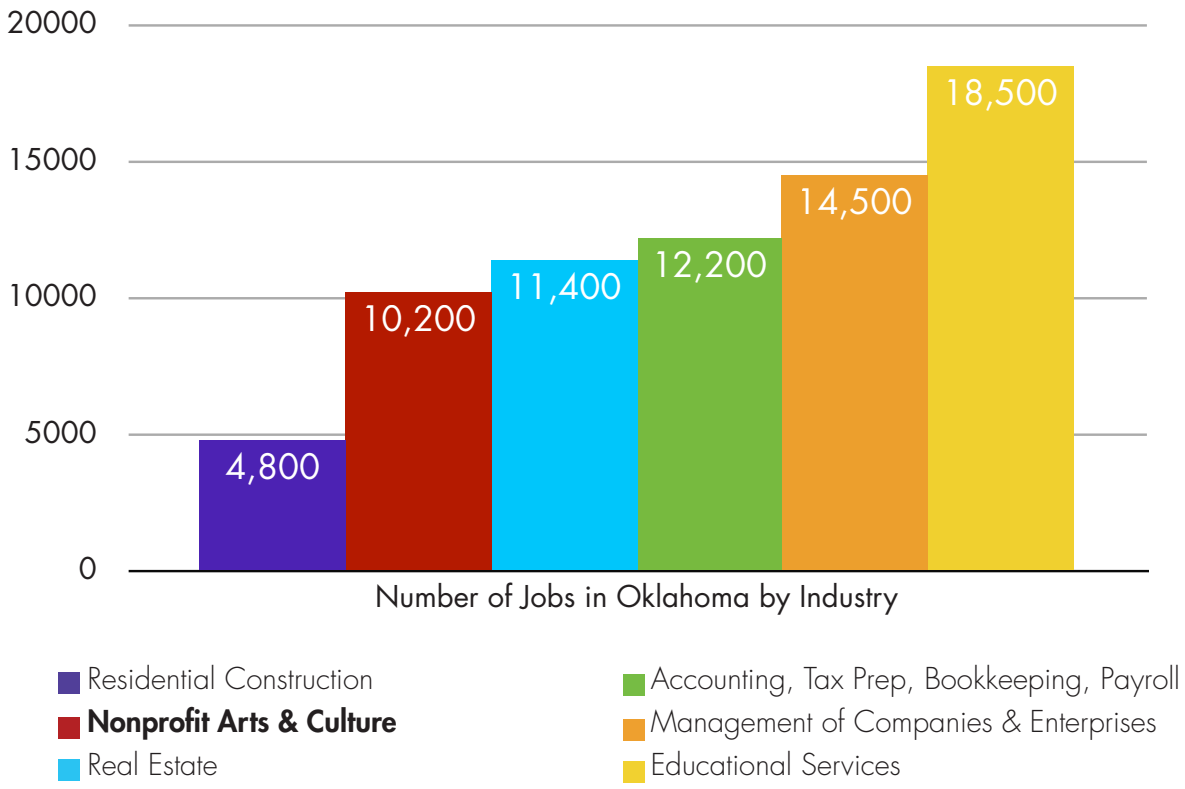
The Value of the Public Dollar

The Oklahoma Arts Council leads in the support and development of a state industry with an excellent return-on-investment.

- $1 in public funding seeds $13 in private matching funds
- $1 in public funding investment returns $8 in tax revenue*
- $314.8 million impact*
- $29 million in state and local tax revenues*
- More than10,000 full-time equivalent jobs*

** From The Economic Impact of Nonprofit Arts & Culture Organizations in Oklahoma*

According to *The Economic Impact of Nonprofit Arts and Culture Organizations in Oklahoma*, which was released in 2010, nonprofit arts and cultural organizations have a $314.8 million impact on the state's economy. This economic impact in our state is more than the economic footprint of the Tulsa Port of Catoosa which pumps $300 million dollars into our state. The study showed the industry supports more than 10,000 full-time equivalent jobs, and generates over $29 million in state and local government revenues.



Oklahoma Arts Council

Enabling Legislation

The mission of the Oklahoma Arts Council is to lead in the development, support, and enrichment of a thriving arts environment. Oklahoma Arts Council's enabling legislation establishes the following:

- Recognizes the role of the arts in the development of our citizens and prosperity of our state
- Identifies the need to develop a robust arts and cultural industry
- Provides for 15 Governor-appointed Council members who understand the value of the arts to Oklahoma
- Instructs the agency to foster conferences on the arts
- Directs the Oklahoma Arts Council to manage the State Art Collection
- Empowers the Oklahoma Arts Council to advise the Governor and Legislature on strategies for strengthening the state's arts industry

Who We Serve

Oklahoma's arts and cultural industry is diverse. The Oklahoma Arts Council serves a broad range of constituents, including:

- Artists
- Arts & cultural organizations
- Business leaders
- Civic leaders
- Community developers
- Educators
- Libraries
- Students
- Tribal governments

How We Make a Difference

The Oklahoma Arts Council impacts communities and schools statewide by:

- **Supporting** Oklahoma's thriving arts and cultural industry
- **Developing** a robust cultural infrastructure
- **Preserving** our history and cultural heritage
- **Educating** Oklahoma's future creative workforce
- **Partnering** for greater impact

Supporting

Oklahoma's Thriving Arts and Cultural Industry with Grants

Council grants support community and school-based programs statewide. We use a panel review process that is the industry standard nationwide to ensure funded programs are accountable to taxpayers and are aligned with agency guidelines.

For Communities

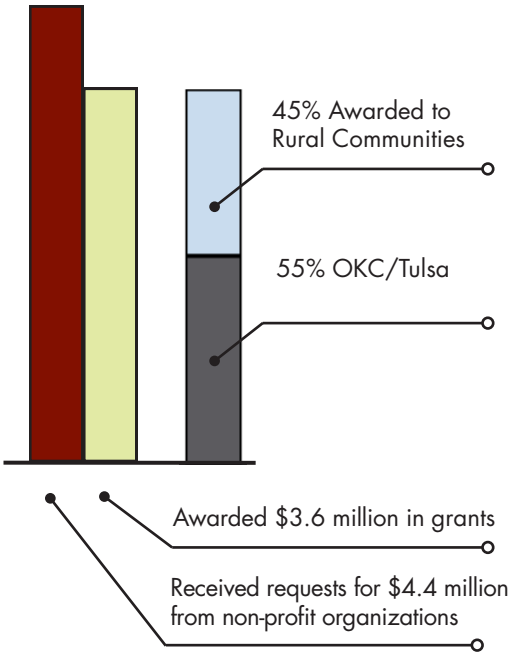
From festivals in rural Oklahoma that bring thousands of tourists to town and community theaters that enliven historic main streets along Route 66, to nationally recognized ballets and philharmonics that add cultural vibrancy to our metro areas, Council grants have an impact on communities of all sizes statewide.

For Schools

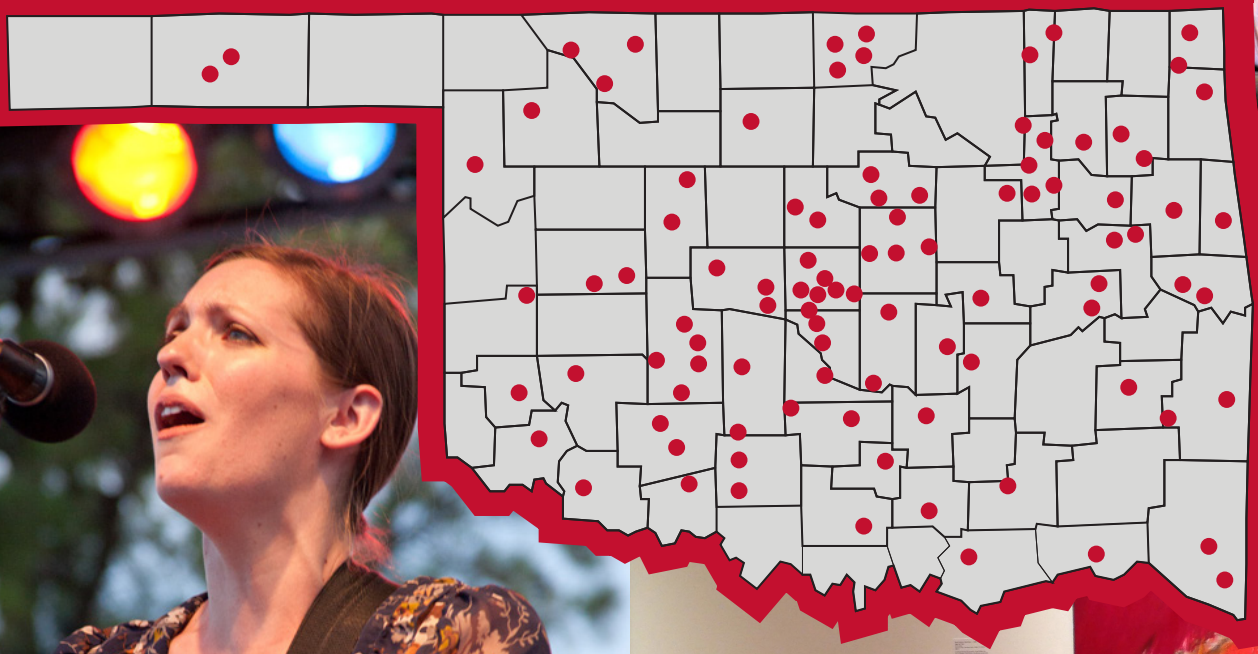
Our grants for schools unlock students' creative potential, animate Oklahoma history through Capitol art field trips, and engage students through performances and workshops. The arts are a robust tool through which the Council strengthens education and cultivates Oklahoma's creative workforce.

In **FY14**, the Oklahoma Arts Council

- Served 92 communities in 54 counties
- Provided 515 grants to 268 organizations and schools
- Granted $3.6 million to help generate $46.7 million in arts programming



Communities Served Through Oklahoma Arts Council Grants



Developing

a Robust Cultural Infrastructure through Programs

As the state arts agency, the Council is in a unique position to serve a vital statewide industry by building Oklahoma's cultural infrastructure. Our programs are generating industry leadership, equipping individuals and organizations, and growing cultural districts in communities across the state.

Cultural District Initiative
The Oklahoma Cultural District Initiative assists communities in identifying and leveraging local arts and cultural resources for economic development. Through matching grants, project oversight, and professional consultations, plans are developed and executed through a collaboration of community stakeholders.

Leadership Arts
The Leadership Arts program provides leadership training for 30 individuals from throughout the state each year. During four two-day sessions, participants learn the arts' role in strengthening the economy, improving education, and enhancing quality-of-life. Since 2008, the program has equipped 210 leaders from 69 communities. Graduates are actively using their Leadership Arts training to impact Ada, Alva, Guthrie, Miami, Oklahoma City, Tahlequah, Woodward, and other communities statewide.

Oklahoma Arts Conference
Our statewide professional development conference brings together hundreds of professionals working in the arts and cultural industry for two days of sessions, panels, networking, and events. National and local experts present on topics including fundraising, board management, marketing, community development, and education.

Oklahoma's New and Emerging Arts Leaders Network (ONEAL)
ONEAL is a free statewide network for individuals age 35 and younger or those with less than five years of experience in the arts. ONEAL provides peer support, mentorship, and resources for the next wave of arts leadership in Oklahoma. The network has over 500 members statewide.

Performing & Teaching Artist Rosters
The Council offers two lists of talented Oklahoma artists available for programs statewide. Roster artists are approved through an application, interview, and audition process. The rosters currently include 74 performing artists and 70 teaching artists.

Building an Industry

Oklahoma Arts Conference

Our statewide conference equips nonprofit managers, community and economic development professionals, mayors and city officials, artists, educators, and others in the creative industry. Over 360 people from 61 communities around the state attended the 2013 conference in Ardmore.

Preserving

Our History and Cultural Heritage

In addition to supporting the museums and institutions that are stewards of our history and culture, Council staff manages the art in the public spaces of the state Capitol. Oklahoma's Capitol is unique among U.S. state capitols for the amount of artwork adorning its hallways and rotunda and beautifying its grounds. Each year, thousands of people visit the Capitol to view the vast collection of artwork.

Capitol Art Collection
More than 100 sculptures, murals, and paintings have a permanent home in the state Capitol. In addition to enriching a historic civic space, the collection provides visitors and students an engaging way to learn about **Oklahoma history** through the events, people, and land depicted in the works.

State Art Collection
This collection of 206 works by **notable Oklahoma artists** is housed in the Betty Price Gallery. The collection is a visual anthology of the history of artistic expression in Oklahoma. Works within the collection reflect the history and diversity comprising Oklahoma's cultural fabric. The Council cultivates the collection by continuing to acquire donated works.

Capitol Galleries
Four art galleries in the Capitol **showcase** works by Oklahoma artists: The East Gallery, North Gallery, and Governor's Gallery rotate exhibitions every 60 days for a total of 18 exhibitions each year. The Betty Price Gallery is a museum-quality gallery housing the State Art Collection.

Governor's Arts Awards
Since 1975, the Oklahoma Arts Council has hosted the Governor's Arts Awards to recognize individuals and organizations whose efforts have impacted Oklahoma communities through the arts. The Governor presents the awards during a special ceremony at the state Capitol.

Allan Houser at the Capitol: A Legacy in Bronze

Allan Houser at the Capitol: A Legacy in Bronze was part of a statewide celebration of the 100th anniversary of the birth of renowned Oklahoma artist Allan Houser. The special exhibit of Houser's work included five bronze sculptures on the grounds of the state Capitol.

Ralph Ellison

A portrait of *Ralph Ellison* by artist Tracey Harris was dedicated to commemorate the 100th anniversary of the birth of the distinguished author of *Invisible Man*, Presidential Medal of Freedom Recipient, National Book Award recipient, National Medal of Arts recipient, and Oklahoma City native.

Conservation

Through the support of the Cimarron Chapter of Questers International which is dedicated to the study, conservation, and preservation of historical objects, the popular bronze sculpture *Kate Barnard* by Sandra Van Zandt was able to receive needed conservation treatment.

Educating

Oklahoma's Future Creative Workforce

Research consistently shows arts education's ability to improve a student's overall academic performance. Education programs offered by the Council provide critical resources for meeting the needs of students and teachers in today's classroom and in community learning settings.

Capitol Art Travel Subsidies
Our field trip program reimburses schools statewide for travel costs to bring students to the state Capitol where they are immersed in Oklahoma history depicted in the Capitol artwork. This is a once-in-a-lifetime experience for many students.

Organizational Support
Council funding allows Oklahoma's largest arts organizations to provide arts education programs to schools statewide. Lyric Theatre, Tulsa Ballet, and the Oklahoma City Philharmonic are examples of organizations that rely on our support to reach thousands of students each year.

Performing Arts Corps
Elementary schools statewide can bring in one of our six Performing Arts Corps artists for a day of workshops, a performance, and arts integration curriculum. Schools provide a minimal cash match for the program.

Small Grant Support for Schools
Schools can apply for matching grants of up to $2500, twice per year, to support arts education programming such as artist-in-residencies. Programs must assess learning.

Teaching with Capitol Art
Developed by Council staff, our online *Teaching with Capitol Art* resources provide teachers and homeschoolers a free, dynamic way to teach Oklahoma history and art through the artwork of the Oklahoma State Capitol. Lessons, activities, suggested readings, a free DVD, and more are available online at no cost.

Teaching Oklahoma History

Capitol Art Travel Subsidies

More than 700 teachers working in schools throughout the state are using our *Teaching with Capitol Art* online curriculum to teach Oklahoma history and art. To complement the curriculum, our Capitol art field trip program provides an engaging educational experience for hundreds of students from across the state each year.

Partnering

for Greater Impact

Valuable partnerships allow the Oklahoma Arts Council to expand its reach efficiently to serve a greater number of people. The Council continually explores strategic partnership opportunities to fulfill its mission.

Governor's Christmas Tree Lighting
The Oklahoma Arts Council presents performing arts groups for hundreds of students, parents, and educators who attend the annual Governor's Christmas Tree Lighting ceremony at the state Capitol.

Mid-America Arts Alliance (M-AAA)
Because of its partnership with the Oklahoma Arts Council, the Mid-America Arts Alliance offers funding, programs, and services to individuals and organizations throughout Oklahoma. In FY14, the total value of M-AAA programs, services, grants and exhibition subsidies to Oklahoma was $442,644.

National Endowment for the Arts
Our State Partnership grant from the National Endowment for the Arts represents approximately 14 percent of the Oklahoma Arts Council budget each year. This funding is made available only to state arts agencies and has a significant impact on the Council's ability to serve constituents statewide.

Poetry Out Loud
Available to Oklahoma schools through our partnership with the Arts & Humanities Council of Tulsa, the National Endowment for the Arts, and the Poetry Foundation, Poetry Out Loud furthers student understanding of our literary heritage while enhancing memorization, recitation, and public speaking skills.

Septemberfest
The Oklahoma Arts Council partners with the Office of the Governor and other organizations to present the annual Septemberfest event at the Governor's Mansion. Featuring performing artists and visual arts activities among other family-friendly options, thousands of Oklahomans attend the free community event celebrating Oklahoma's heritage.

Through the Council, the State of Oklahoma serves the public interest, enhances the depth and reach of other government services, and ensures all areas of the state receive the benefits of the arts. Below is a sampling of the various local and state commissions, agencies, and partners that the Council works with on initiatives statewide:

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