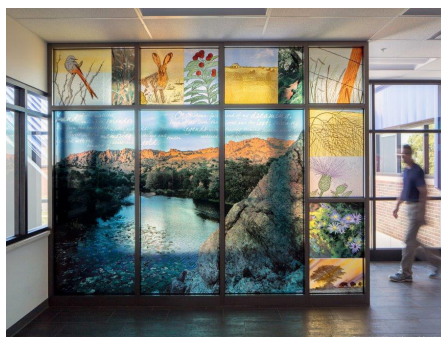




FY2018

Impact Report



Oklahoma Arts Council

Background

In 1965, Governor Henry Bellmon created the Oklahoma Arts Council (OAC) in response to a national movement to make the benefits of the arts available in communities across America. The creation of the Oklahoma Arts Council allowed the state to receive matching grants from the newly formed National Endowment for the Arts (NEA). Prior to the establishment of the NEA and the OAC, Oklahomans who wanted to experience the arts were often forced to travel to large metropolitan centers or coastal regions.

More than fifty years later, the system of public and private funding for the arts established through the NEA and its state arts agency partners has made the benefits of the arts and arts education programming available in communities statewide.

Why the Arts?

Oklahoma Arts Council funding ensures that communities and schools statewide have access to the benefits provided by the arts. The arts uniquely benefit core areas of interest to the state. The arts:

- Impact the economy
- Enrich our quality of life
- Attract a creative workforce
- Preserve our history
- Promote community development
- Inspire academic excellence

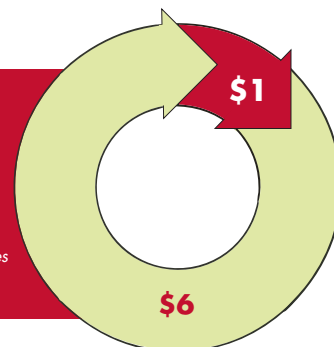
The Value of the Public Dollar

The Oklahoma Arts Council leads in the support and development of a state industry that produces an excellent return-on-investment. According to a report released in 2017, Oklahoma Arts Council grantees and their audiences:

- Had a \$241 million impact*
- Generated \$22.9 million in state and local tax revenues*
- Supported more than 8,100 full-time equivalent jobs*

\$1 in Oklahoma Arts Council funding helps generate \$6 in state and local tax revenue.

*From *The Economic Impact of the Oklahoma Arts Council's Grantees and Their Audiences*



Enabling Legislation

The mission of the Oklahoma Arts Council is to lead in the advancement of Oklahoma's thriving arts industry. 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 the selection of 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

The Oklahoma Arts Council directly serves a wide range of constituents, including:

- Artists
- Arts & cultural nonprofit organizations
- Business leaders
- City, county, and tribal governments
- Civic leaders
- Community developers
- Educators
- Public libraries
- Rural Oklahomans
- Students
- Veterans

How We Make a Difference

The Oklahoma Arts Council impacts communities and schools statewide by:

- **Supporting** Oklahoma's arts and cultural industry
- **Developing** a robust cultural infrastructure
- **Preserving** our history and cultural heritage
- **Educating** Oklahomans of all ages and abilities
- **Partnering** for efficiency and impact

Key Competencies

Capitol Restoration Project

The expertise of Oklahoma Arts Council visual arts staff has played an essential role in the Oklahoma State Capitol restoration project. Intricate planning and specialized care have been required in order to protect priceless works of art in the rotunda and corridors from the harsh construction environment.



Supporting

Oklahoma's Thriving Arts and Cultural Industry through Grants

Oklahoma Arts Council grant funding supports hundreds of community- and school-based programs statewide. A rigorous panel review process utilizing national industry standards ensures that funded programs meet agency guidelines and are accountable to taxpayers.

For Communities

From festivals that attract thousands of visitors to rural Oklahoma and productions that enliven historic main street theaters, to nationally recognized ballets and symphonies that add cultural vibrancy to our metro areas, Oklahoma Arts Council grant funding impacts communities of all sizes statewide.

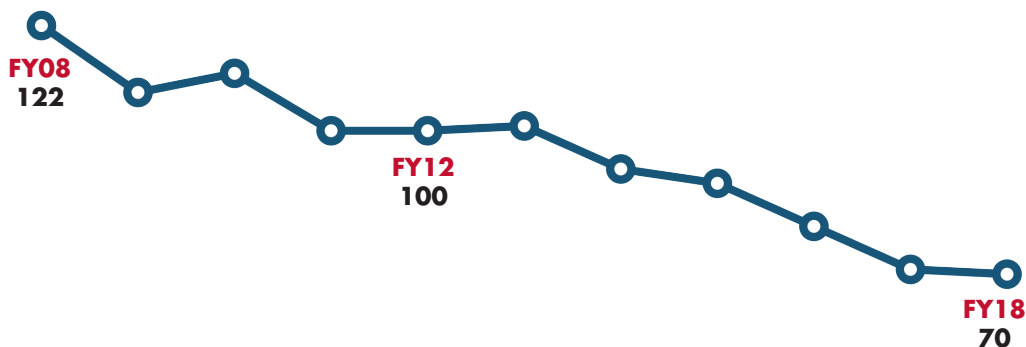
For Schools

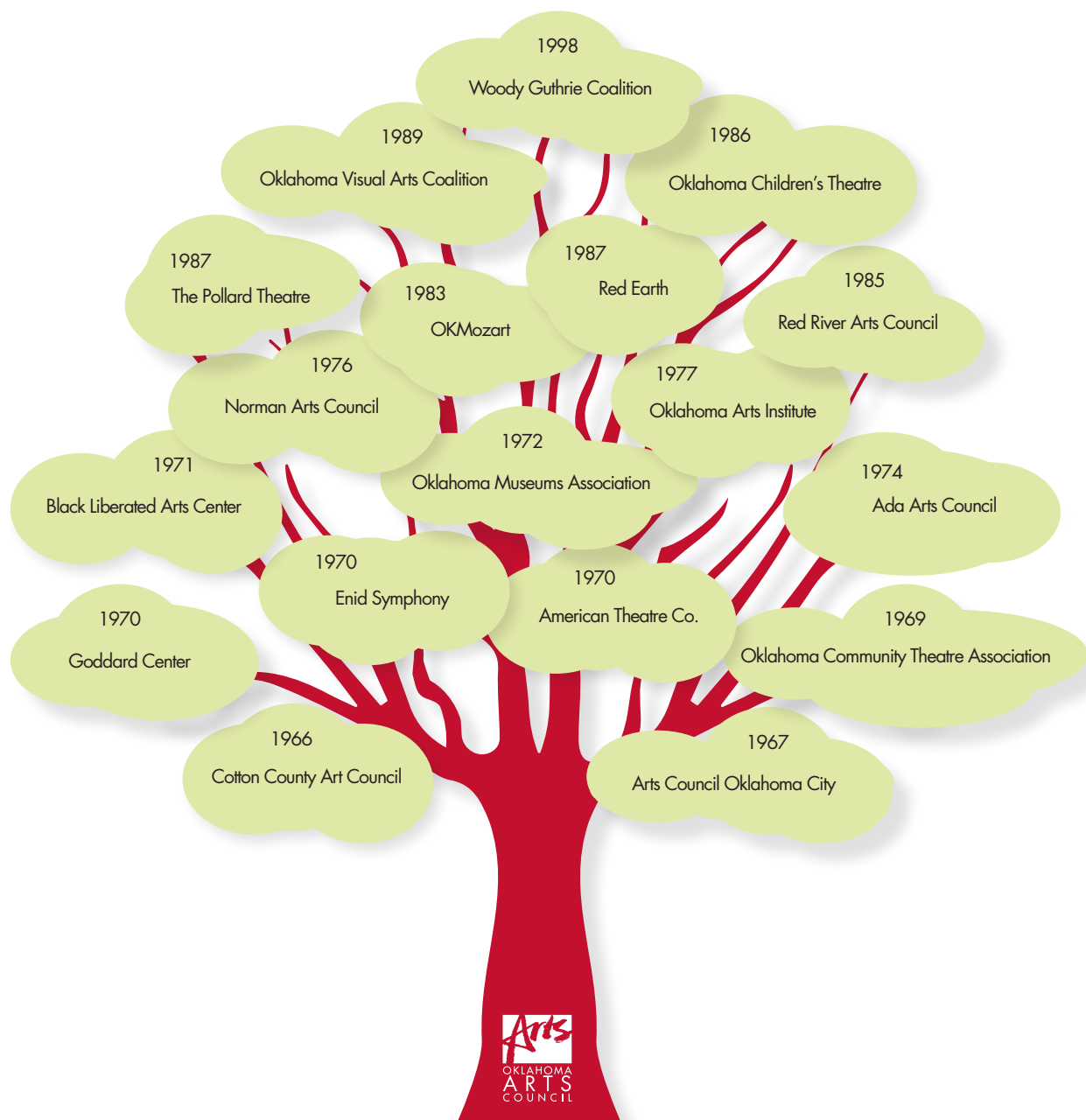
Oklahoma Arts Council grant funding for schools helps provide the professional instruction in arts education that can unlock the creative potential of Oklahoma students. The arts are robust tools for strengthening education and cultivating a 21st century workforce.

Since FY08, budget cuts have resulted in a significant decline in the reach of Oklahoma Arts Council grants:

- Number of grants reduced from **581** to **399**
- Counties reached reduced from **64** to **47**
- Organizations granted reduced from **390** to **222**
- Communities served reduced from **122** to **70**
- Rural investment fell from **51%** to **40%**

Communities Served Through Oklahoma Arts Council Grants





Seeding Growth, Harvesting Solutions

50+ Years of Service

Following the establishment of the **Oklahoma Arts Council in 1965**, arts organizations and programs emerged across the state, providing Oklahomans with access to the benefits of the arts and arts education. Fifty years later, the exclusive power of the arts is a budding resource for meeting vital state needs in academic preparedness, economic development, healthcare, veterans services, and programs serving older adults, at-risk youth, individuals with disabilities, and more.

Above are examples of organizations that were created following the establishment of the Oklahoma Arts Council.

Developing

A Robust Cultural Infrastructure through Programs

Uniquely positioned as the backbone organization for Oklahoma's cultural infrastructure, the Oklahoma Arts Council equips and generates industry leadership, provides expertise and technical assistance, and serves as a broker of valuable resources and relationships.

Leadership Arts

Our Leadership Arts program provides training for 30 individuals from across 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 310 leaders from nearly 90 communities. Graduates are using the training to impact communities such as Ardmore, Alva, Broken Bow, El Reno, Guthrie, Muskogee, Ponca City, and more. *(Currently inactive due to budget cuts)*

Oklahoma Cultural District Initiative

The Oklahoma Cultural District Initiative assists communities in identifying and leveraging local arts and cultural resources for economic development. By offering grant funding, providing staff guidance, and brokering professional consultation, the Oklahoma Arts Council assists district stakeholders with developing and executing formalized plans. In 2015, the Oklahoma Arts Council designated the state's first seven Certified Cultural Districts. *(Certification currently inactive due to budget cuts)*

Oklahoma Arts Conference

Our annual conference convenes hundreds of individuals involved in Oklahoma's arts and cultural industry for two-plus days of sessions, panels, networking, and events. Nationally-recognized industry experts and local panelists present on topics such as fundraising, board management, marketing, community development, entrepreneurship, and education.

Oklahoma's New and Emerging Arts Leaders Network (ONEAL)

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. *(Currently inactive due to budget cuts)*

Performing & Teaching Artist Rosters

We maintain two rosters of highly-qualified Oklahoma artists available for programs statewide. Artists are approved through an application, interview, and audition process. The rosters currently include 80 performing and 62 teaching artists. *(New artist applications inactive due to budget cuts)*



Creative Convening

Oklahoma Arts Conference

Our statewide conference provides professional development for nonprofit administrators, artists, community developers, city officials, educators, students and others working in Oklahoma's creative industries. More than 400 people from across the state participated in the 2017 conference in Enid where they were welcomed by Mayor Bill Shewey.



Educating

Oklahomans of All Ages and Abilities

Research confirms the strong connection between arts education and improved academic outcomes in schools. Studies also show the benefits of community arts learning programs in the health and well-being of adults. Through programs of the Oklahoma Arts Council, resources are made available to meet the educational needs of individuals of all ages and abilities.

Arts in Alternative Education

High-quality arts education is made available to students at alternative education sites statewide through our Arts in Alternative Education grant program. Grants of up to \$2,500 help meet the unique needs and challenges of at-risk youth.

Capitol Art Travel Subsidies

This program reimburses schools statewide for travel costs to bring students to the state Capitol where they are immersed in Oklahoma history as depicted in the Capitol artwork. A once-in-a-lifetime experience for students, this is an inspiring introduction to art and the story of our state. *(Currently inactive due to budget cuts)*

Organizational Support

Oklahoma Arts Council funding enables the state's largest arts organizations to provide arts education programs to schools across Oklahoma. Chisholm Trail Arts Council, Lyric Theatre of Oklahoma, Mabree-Gerrer Museum of Art, and Tulsa Ballet and 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 five Performing Arts Corps artists for a day of workshops, a performance, and arts integration curriculum. Schools provide a minimal cash match for the program. *(Currently inactive due to budget cuts)*

Small Grant Support for Schools

Schools statewide apply for matching grants of up to \$2,500 twice per year to support arts education programming with instruction provided by a professional teaching artist. Programs must assess student learning.

Teaching with Capitol Art

Developed by the Oklahoma Arts Council, our online Teaching with Capitol Art resources provide teachers 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. *(Currently inactive due to budget cuts)*

Lifelong Lessons

A summary of a collection of studies related to arts education, "Critical Links" identified six types of benefits:

- Reading and language skills
- Mathematics skills
- Thinking skills
- Social skills
- Motivation to learn
- Positive school environment



A 2017 report on a University of Michigan study showed that older adults who created art and attended art events reported higher cognitive functioning and lower rates of limitations due to physical functioning.



Among those praising the potential for the arts to impact the lives of our military veterans is Second Lady Karen Pence. "I hear (veterans) talk about the tremendous relief and success they experience...It shows that art therapy saves lives." —Second Lady of the United States Karen Pence

Preserving

Our History and Cultural Heritage

Managing the collections of artwork at the Oklahoma State Capitol, commemorating Oklahomans whose efforts in the arts have shaped our state, and administering the state's Art in Public Places program, the Oklahoma Arts Council is a steward of our history and culture.

Capitol Art Collection

More than 200 paintings, murals, and sculptures have a permanent home in the Oklahoma State Capitol. Enriching a historic civic space, the collection provides visitors and students an engaging way to learn about state history through depictions of our events, people, and land.

State Art Collection

This collection of 215 works by notable Oklahoma artists is housed in the Betty Price Gallery at the Oklahoma State Capitol. Works reflect the history and diversity comprising Oklahoma's cultural fabric. The Oklahoma Arts 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 18 exhibitions each year. *(Currently inactive due to budget cuts)*

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 and schools through the arts. The Governor presents the awards during a special ceremony in the fourth-floor rotunda of the Oklahoma State Capitol.

Oklahoma State Poet Laureate

On behalf of the Office of the Governor, the Oklahoma Arts Council facilitates the nominating process for the honorary position of Oklahoma State Poet Laureate. Selected by the Governor, the poet laureate conducts readings and workshops in communities and schools statewide.

Oklahoma Art in Public Places

The Oklahoma Art in Public Places program ensures that the values and history of Oklahoma are reflected in state buildings and capital projects. Administered by the Oklahoma Arts Council, the program fosters community pride, strengthens the state's image, enhances property values, and more.



Fit for a Queen

Oklahoma Cultural Treasure

Famed "Queen of Rockabilly" Wanda Jackson was designated as the thirteenth Oklahoma Cultural Treasure by Governor Mary Fallin and the Oklahoma Arts Council during the 2018 Governor's Arts Awards. During the ceremony, the Rock and Roll Hall Fame inductee and pioneering female artist said, "I've been involved in a lot of awards, but believe me when I tell you, this event tops them all."

Partnering

For Efficiency and Impact

Valuable partnerships allow the Oklahoma Arts Council to expand its reach efficiently to serve a greater number of Oklahomans. Opportunities for strategic relationships and collaborative efforts are continually explored. Examples of partnerships include the following:

National Endowment for the Arts

Our State Partnership grant from the National Endowment for the Arts represents approximately 20 percent of the Oklahoma Arts Council budget each year. Made available only to state arts agencies, the funding has a significant impact on the Council's ability to serve constituents statewide.

National Poetry Out Loud Program

Available to Oklahoma schools through our partnership with the National Endowment for the Arts and the Poetry Foundation, this program promotes student understanding of our literary heritage while enhancing memorization, recitation, and public speaking skills.

Mid-America Arts Alliance

Through a partnership with the Oklahoma Arts Council, the Mid-America Arts Alliance provides funding, programs, and services to individuals and organizations throughout the state. A recent report showed the total value impact of its programming in Oklahoma for FY18 was \$385,297.

Office of the Governor

The Oklahoma Arts Council is a consort for the Office of the Governor, serving and advising on the State Poet Laureate program, Blue Room exhibitions, Septemberfest event, Christmas Tree Lighting celebration, the Governor's Arts Awards, and more.

Oklahoma Department of Veterans Affairs (ODVA)

Collaborating with ODVA, we are identifying needs, establishing models, and assessing best practices for programs serving veterans and members of Oklahoma's military community through the arts.

Oklahoma State Department of Education (OSDE)

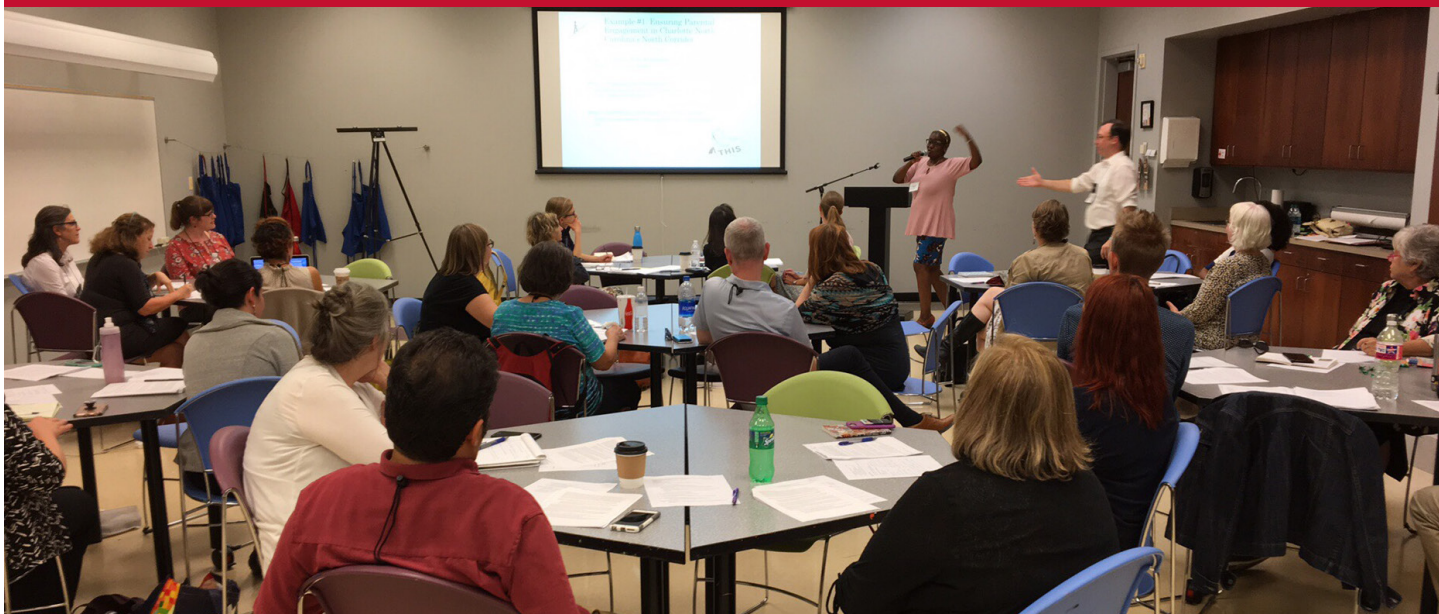
The Oklahoma Arts Council works closely with the Oklahoma State Department of Education to make arts education available as a tool for improving academic outcomes. Examples of collaborative efforts with OSDE include the State Policy Pilot Program (SP3), the national Professional Development Institute for arts education directors, and the development of state education guidelines in artistic disciplines.



Empowering Education

National Arts Education Managers Professional Development Institute

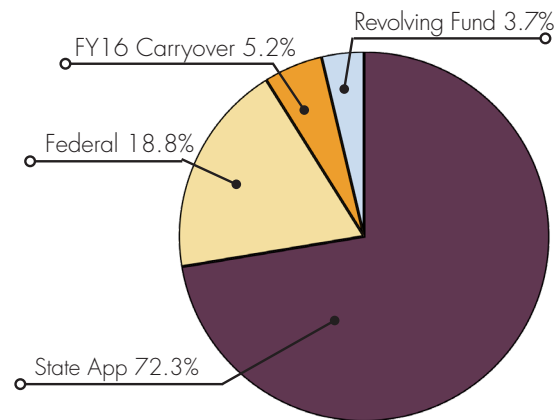
Hosted by the Oklahoma Arts Council in collaboration with the Oklahoma State Department of Education, a three-day professional development institute brought arts education managers from state arts and education agencies nationwide to Oklahoma City in 2017. The training was supported by the National Endowment for the Arts and the National Assembly of State Arts Agencies.



Oklahoma Arts Council FY18 Financials

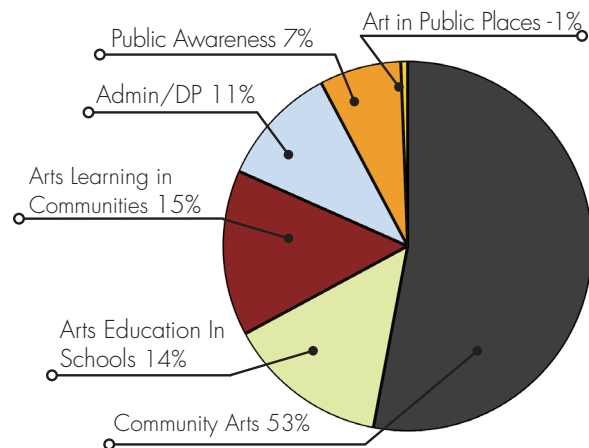
FY18 Funding Sources

State Appropriations	2,795,181
Federal-NEA Grant	724,500
Revolving Fund ¹	143,100
FY2017 Carryover ²	200,000
Total	\$3,862,781



FY18 Expenditures by Program

Community Arts Programs	2,046,527
Arts Education in Schools	546,428
Arts Learning in Communities	560,796
Administration	409,130
Public Awareness	276,800
Art in Public Places Program	23,100
Total	\$3,862,781



Community Arts (CAP)

Provides for cultural, organizational, and individual development programs. Provides matching grants for performances, exhibitions, and festivals.

Arts Learning in Communities (ALC)

Provides grants for arts instruction in community settings (summer arts camps, after school programs, arts instruction for older adults and individuals with disabilities).

Arts Education in Schools (AES)

Provides grants and staff oversight for arts education programs that take place in schools during normal school hours.

Administration

Provides for agency administration, telecommunication, mail services, information technology, fiscal management, equipment, office supplies, training, and records management.

Public Awareness

Provides for electronic and print publications, marketing, media relations, and special events; allows the Council to manage over 300 works of art in the public spaces of the Capitol.

¹ Revolving Fund includes remaining funds from two competitive grants (an Oklahoma State Department of Education grant for the Arts in Alternative Education program; and, an Americans for the Arts grant for the State Policy Pilot Program on Arts Education), as well as projected revenue for the Art in Public Places program, the Oklahoma Arts in the Military Initiative, and for HB2699.

² The Office of Management and Enterprise Services refunded to Oklahoma Arts Council \$20,568.05 of our FY18 budget reduction.

Oklahoma Arts Council **Members**

Ann Neal
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Darlene Parman
Vice-Chair
Oklahoma City

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Secretary
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Adrienne Barnett
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Broken Arrow

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