



FY2013

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.

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 \$14.55 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 than 10,000 full-time equivalent jobs*

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

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

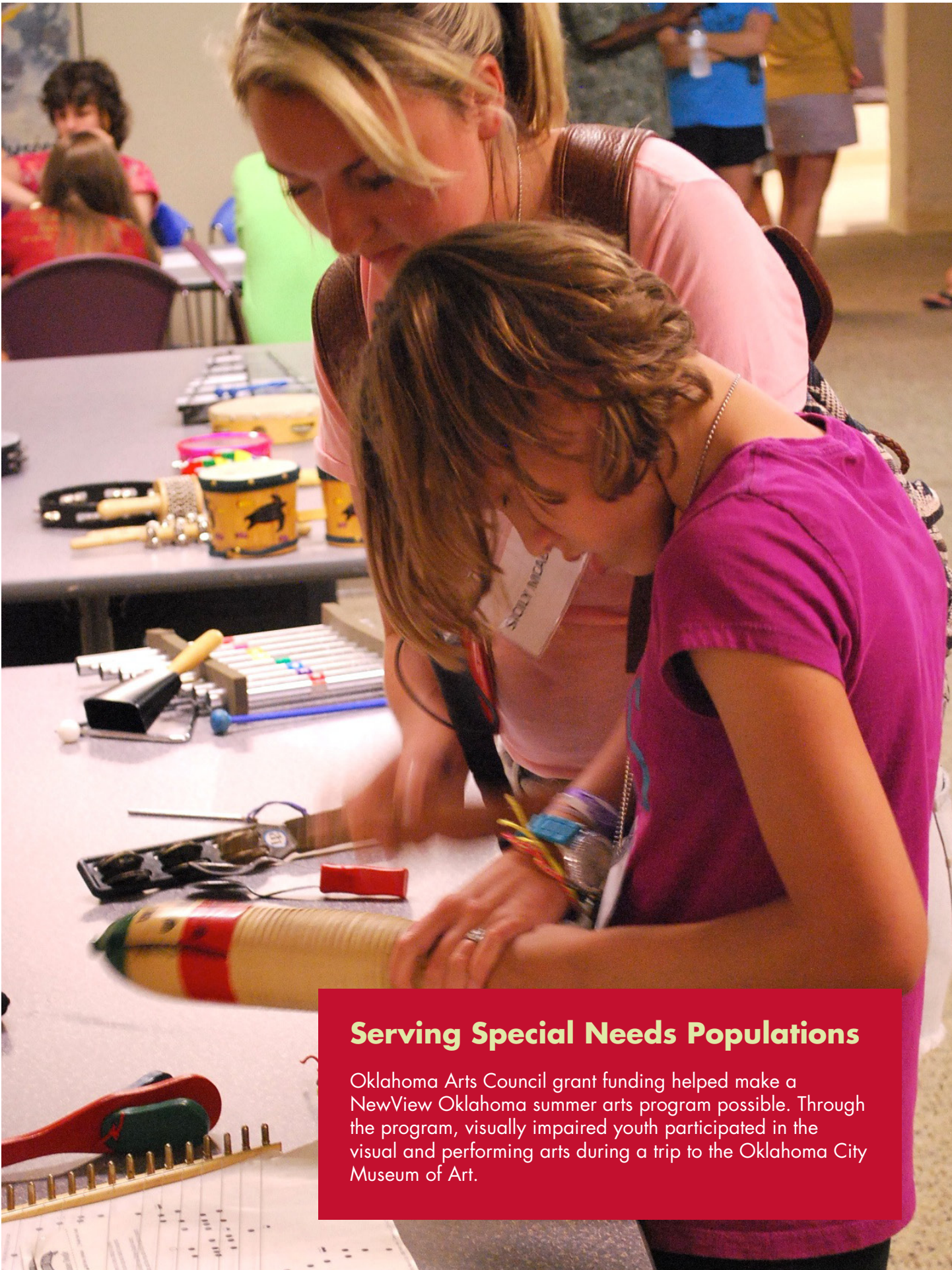
Oklahoma's arts and cultural industry is diverse. The Oklahoma Arts Council serves a broad range of constituents, including:

- Artists
- Arts & cultural organizations
- Business leaders
- Civic leaders
- Community developers
- Educators
- Public 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



Serving Special Needs Populations

Oklahoma Arts Council grant funding helped make a NewView Oklahoma summer arts program possible. Through the program, visually impaired youth participated in the visual and performing arts during a trip to the Oklahoma City Museum of Art.

Supporting --- Oklahoma's Thriving Arts and Cultural Industry with Grants

Council grants support community and school-based programs statewide. We use panel reviews to ensure funded programs are accountable to taxpayers and meet agency guidelines.

For Communities

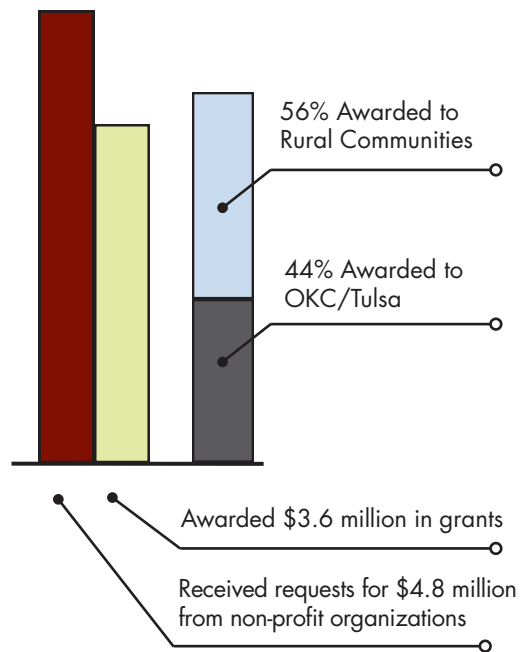
From festivals in rural Oklahoma that bring thousands of tourists to town and community theaters that enliven historic main streets along Route 66, to nationally recognized ballets and philharmonics that add cultural vibrancy to our metro areas, Council grants have an impact on communities of all sizes 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 **FY13**, the Oklahoma Arts Council

- Served 101 communities and 54 counties
- Provided 553 grants to 301 organizations and schools
- Granted \$3.6 million to help generate \$56 million in arts programming



Economic Impact

Jazz in June Norman

More than 50,000 people descend on Norman for the annual Jazz in June festival. A 2012 report shows the festival infuses **\$2.45 million** in the Norman economy and generates **\$208,361 in sales taxes**. Jazz in June officials cite Oklahoma Arts Council support as critical to the festival's development.

Photo by Shevaun Williams and Associates



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 176 leaders from 69 communities. Graduates are actively using their Leadership Arts training to impact Alva, Enid, Cordell, Tahlequah, and other communities statewide.

Oklahoma Arts Conference

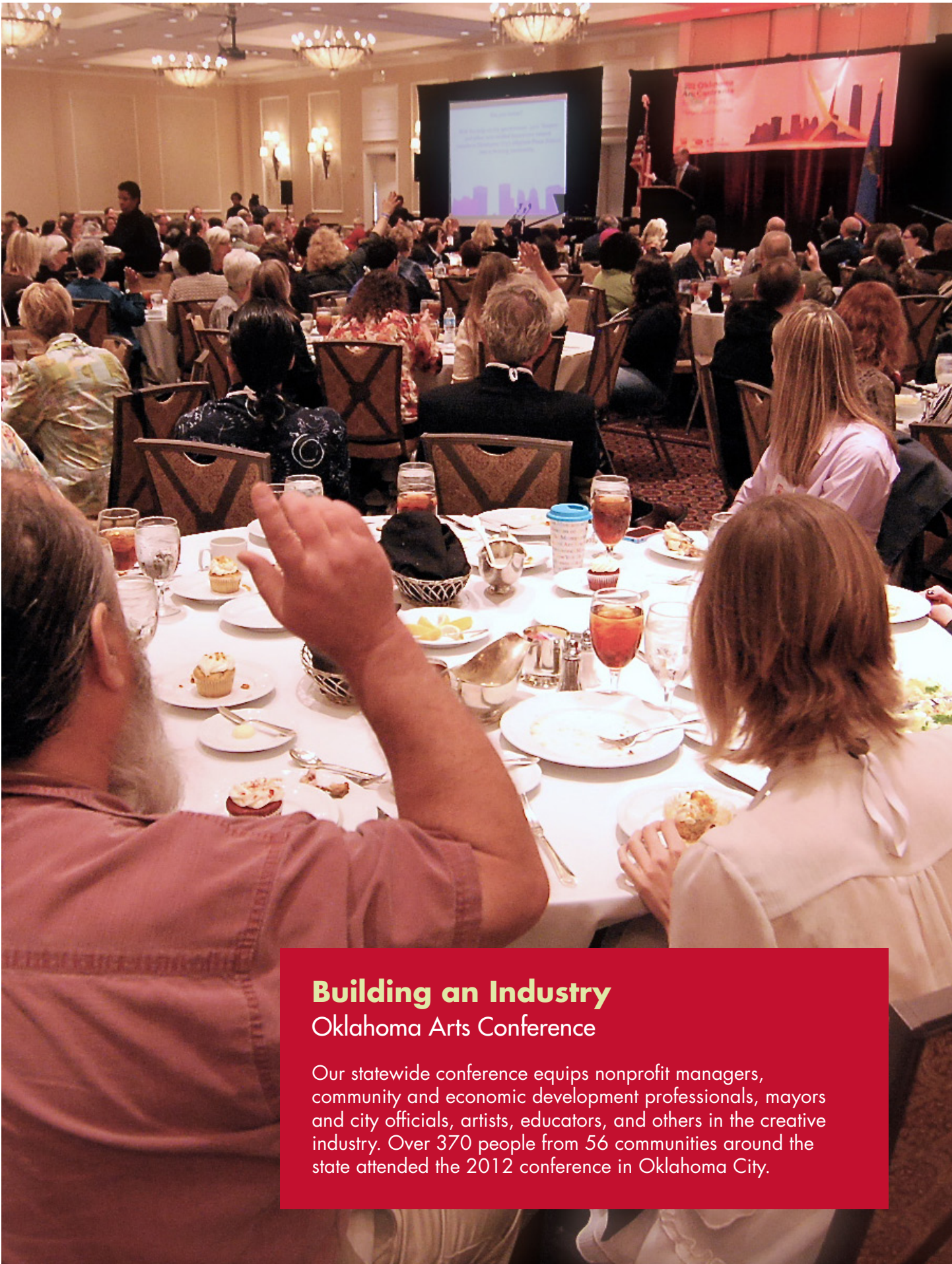
Our statewide professional development conference brings together hundreds of professionals working in the arts and cultural industry for two days of sessions, panels, networking, and events. National and local experts present on topics including fundraising, board management, marketing, community development, 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 72 performing artists and 72 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 370 people from 56 communities around the state attended the 2012 conference in Oklahoma City.

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 exhibits every 60 days for a total of 18 exhibits 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.



Picture Perfect Backdrop

Governor's Arts Awards

Surrounded by murals and paintings from the Capitol Art Collection, Governor Mary Fallin presents the Governor's Arts Awards. Each year, hundreds of people from throughout the state attend the event to honor those receiving awards.

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

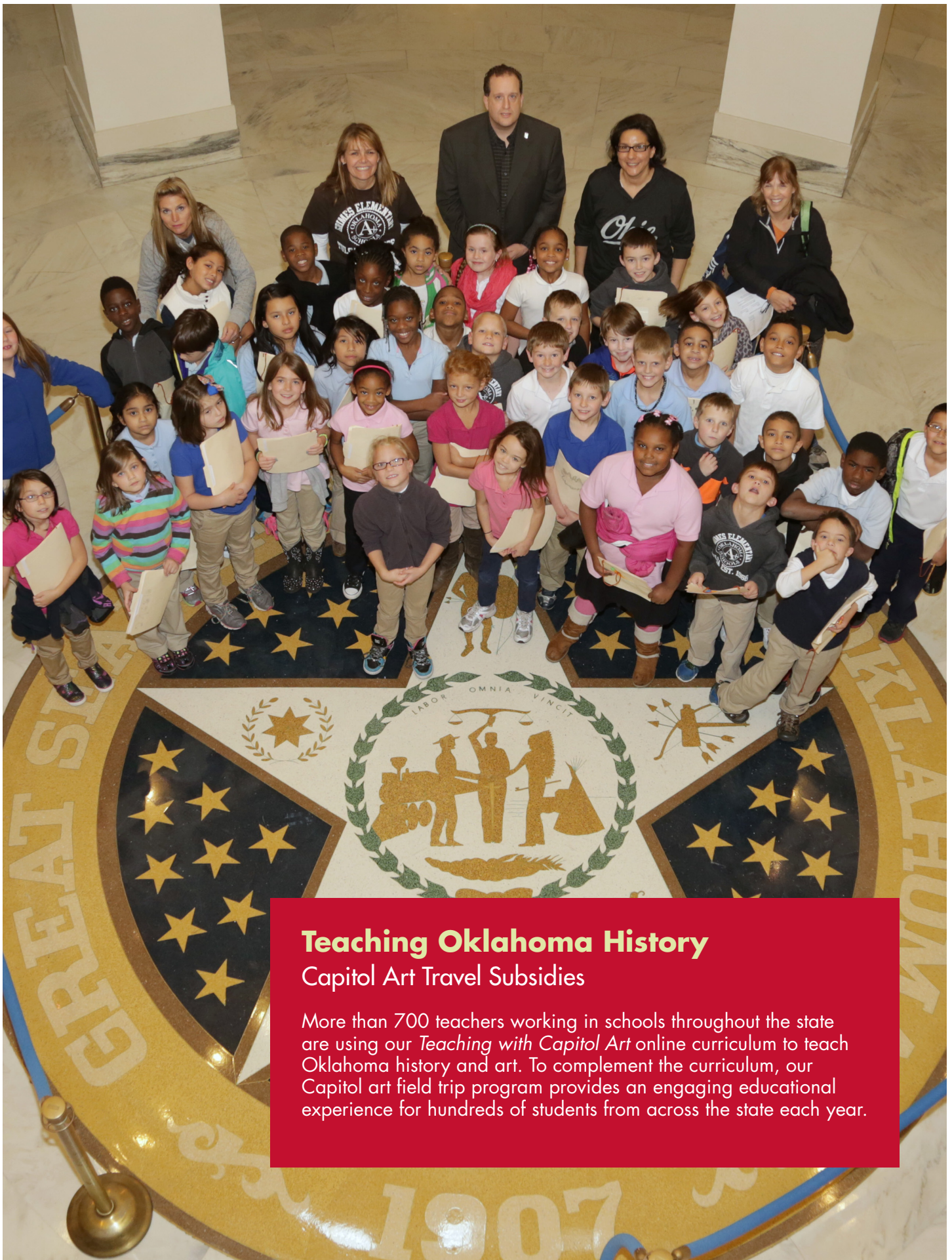
Elementary schools statewide can bring in one of our five Performing Arts Corps artists for a day of workshops, a performance, and arts integration curriculum. Schools provide a minimal cash match for the program.

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 FY13, the total value of direct grants, subsidies, program administration and venue-reported expenses from the M-AAA in Oklahoma was \$868,157.

National Endowment for the Arts

Our State Partnership grant from the National Endowment for the Arts represents approximately 15 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. Lawton High School student Denise L. Burns was a national finalist in the 2013 competition.

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 art activities among other family-friendly options, thousands of Oklahomans attend the free community event celebrating Oklahoma's heritage.



The Business of Art

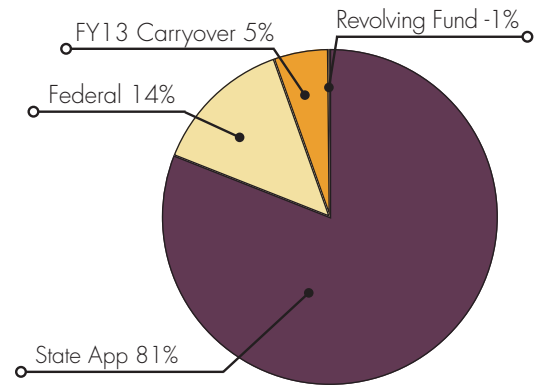
Artist INC

Through its partnership with the Council, the Mid-America Arts Alliance was able to provide professional development for 25 artists in Oklahoma City through Artist INC, a series of workshops presented throughout the fall that provided training in planning, marketing, finance, law and technology specific to an individual's small business art practice. The program is one of the many ways the Mid-America Arts Alliance makes an impact in our state.

Oklahoma Arts Council FY14 Financials

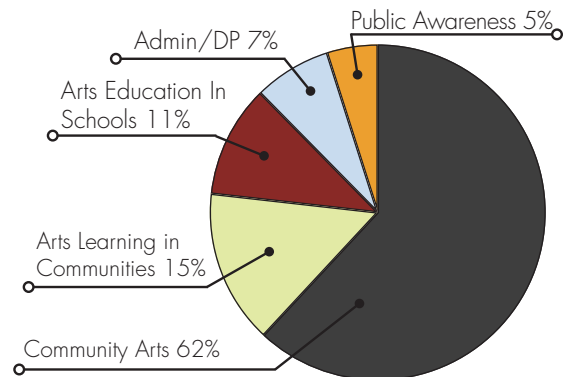
FY14 Funding Sources

State Appropriations	4,010,087
Federal-NEA Grant	673,200
Revolving Fund	8,000
FY2013 Carryover ¹	260,405
Total	\$ 4,951,692



FY14 Expenditures by Program

Community Arts Programs	3,065,844
Arts Education in Schools	536,888
Arts Learning in Communities	736,192
Administration	370,186
Public Awareness	242,582
Total	\$ 4,951,692



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, senior centers, special needs programs).

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, 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 Grants are awarded on a reimbursement basis. FY2013 grant funds not spent by grantees are allocated toward FY2014 grants.

Lifecycle of OAC Grants

1. Login Request

New applicants must complete an online login request form in order to receive login permissions for the Oklahoma Arts Council e-Grant system. The online form is available on the grants page at arts.ok.gov.

After we receive your online login request form, we will email you two forms: an authorizing official approval form and a vendor payee form. Complete and return the forms as directed. If approved, you will receive a login and password for your organization's grant contact AND authorizing official. Once you receive the set of logins and passwords, your grant contact can login and apply for a grant.

2. Application

Applications must be submitted at least 60 days prior to the start of your project. The application will be completed online and additional support material will be mailed to the Oklahoma Arts Council office. Application sections include project budget, identification of project artist(s), project learning goals, assessment strategies, and community need. The required support materials are outlined on the right hand side of the application page.

3. Review

All grant applications are reviewed by a committee, which determines the grant award amount. Applicants are notified by email regarding the status of their application after the grant review is complete. If awarded a grant, your authorizing official must login and accept the grant contract electronically (our digital version of signing a contract).

4. Final Report

After your program, your grant contact must login and complete an online final report and mail required support materials to the Oklahoma Arts Council. The final report and support material are due 30 days after the conclusion of your program. The final report is a summary describing the arts components of the completed project.

Upon receipt of the final report, the Oklahoma Arts Council will reimburse funds for expenditures up to, but not exceeding, the amount granted. Unused grant funds may not be carried over to future projects.

5. Payment

Payment of your grant award typically takes two to six weeks after approval of the final report. All funds must be expended and final reports completed by June 30 of the fiscal year in which the application is made.

Oklahoma Arts Council Members

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Oklahoma City

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Vice-Chair
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