



FY 2020

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 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. Prior to 1965, 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 National Endowment for the Arts 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 by:

- Impacting the economy
- Enriching quality of life
- Attracting a creative workforce
- Preserving our culture and history
- Promoting community development
- Inspiring academic excellence

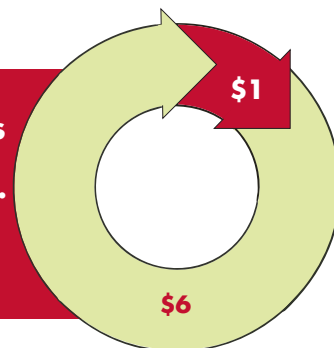
The Value of the Public Dollar

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
- Rural Oklahomans
- City, county, and tribal governments
- Civic leaders
- Community developers
- Educators
- Public libraries
- Business leaders
- 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



Future Foundation

Before COVID-19, Oklahoma Arts Council staff hosted Cornerstone Conversations across the state. Constituent input from the listening sessions is shaping the agency's 2021-2025 strategic plan.

Supporting

Oklahoma's Thriving Arts and Cultural Industry through Grants

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

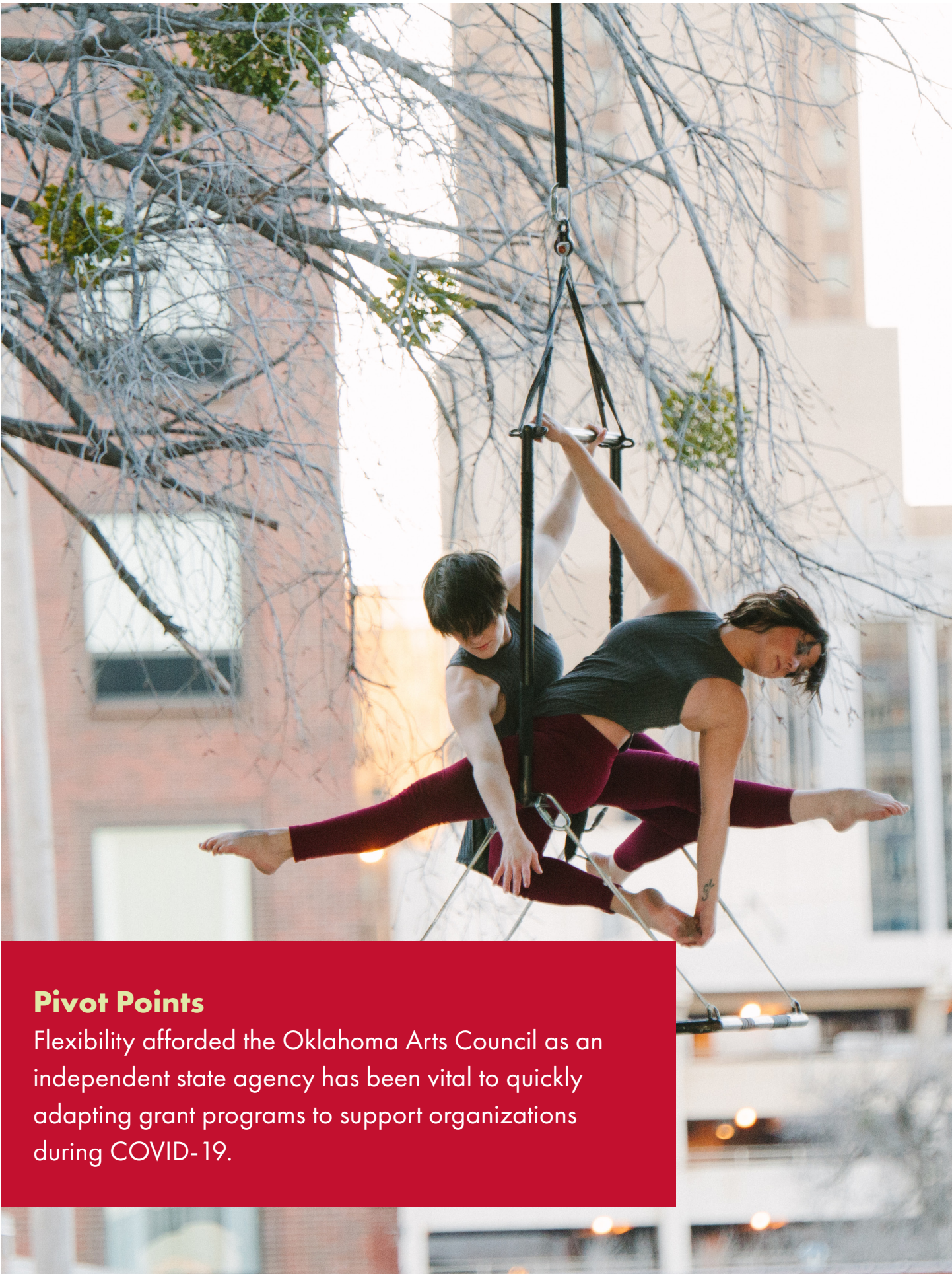
Supporting Communities

Oklahoma Arts Council grant funding impacts communities of all sizes in every corner of the state. Unique cultural festivals attract thousands of visitors and energize local economies of rural Oklahoma. Historic main streets come alive through community theatre and musical performances. Ballets and symphonies featuring world-class talent add cultural vibrancy to our metropolitan areas. Hundreds of programs are made possible with Oklahoma Arts Council support.

Supporting Schools

Oklahoma Arts Council grant funding for schools makes possible the professional hands-on instruction in arts education that can unlock the creative potential of Oklahoma students. Our support for arts education in PK-12 schools and alternative education sites is a difference-maker in the lives of many Oklahoma students. The arts are robust tools for strengthening education and cultivating a 21st century workforce.

429 grants to
268 schools & organizations
in **88** Oklahoma communities



Pivot Points

Flexibility afforded the Oklahoma Arts Council as an independent state agency has been vital to quickly adapting grant programs to support organizations during COVID-19.

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 in-depth training for 30 individuals from across the state to become community arts leaders. During four two-day sessions hosted in different Oklahoma locations, participants learn the arts' role in strengthening the economy, improving education, and enhancing quality of life. More than 300 Oklahomans from nearly 90 communities have been equipped through Leadership Arts. An extensive review of the program by the Oklahoma Arts Council set the stage for this nationally recognized program to have even greater impact in FY20.

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 71 performing and 53 teaching artists.

Oklahoma Arts Conference

Our biennial 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 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.



Creative Cures

After meeting at Quartz Mountain State Park in Lone Wolf for the first session (above), 2020 Leadership Arts transitioned to virtual meetings and focused on equipping class members with strategies for using the arts to help Oklahoma communities bounce back from COVID-19.

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 three times per year help meet the unique needs and challenges of at-risk youth.

Organizational Support

Oklahoma Arts Council funding enables the state's largest arts organizations to provide arts education programs to schools across Oklahoma. Duncan's Chisholm Trail Arts Council, Oklahoma City's Lyric Theatre, Shawnee's Mabee-Gerrer Museum of Art, and the Tulsa Ballet are examples of organizations that rely on our support to reach thousands of students each year.

Small Grant Support for Schools

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

Classroom Supply Grants

Funding for art supplies is essential for Oklahoma schools to sustain valuable art programs that help students succeed in their education and beyond. To meet this critical need of schools in our state, the Oklahoma Arts Council offers Classroom Supply Grants of up to \$500 per site per school year to purchase supplies and materials for visual and performing arts instruction that takes place during the school day.

589,369
students were served
at **591** schools



Continuing Education

Organizations supported by the Oklahoma Arts Council were quick to innovate during COVID-19. Virtual programs such as SWOSU Flute Day met educational needs for students living in areas across the state.

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 Oklahoma 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 217 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.

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. The program fosters community pride, strengthens the state's image, enhances property values, and more.

Oklahoma Folk and Traditional Arts

The Oklahoma Arts Council continues to lay groundwork for ensuring that the traditional art forms that define our people are not only preserved, but fully elevated. Efforts are under way to guarantee that disciplines such as woodcarving, basketmaking, bluegrass music, quilting, and more, endure.



Highlighting Heroes

In a year marked by COVID-19, a new addition to the State Art Collection was a welcomed highlight. *The Pawnee* is a painting of acclaimed Oklahoma actor Wes Studi gifted to the state by noted Oklahoma artist Harvey Pratt. Studi is the first Native American to receive an Oscar Award for acting. Pratt's achievements include the recently dedicated National Native American Veterans Memorial in Washington, D.C.

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 (M-AAA)

Our regional partnership with Mid-America Arts Alliance brings additional resources to Oklahoma. In FY20, an investment of \$197,220 in direct grants and subsidies from M-AAA in Oklahoma served 13 communities, 294 artists, and more than 15,991 children and adults.

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. The partnership influenced our new Oklahoma Arts and the Military Grants, launched in FY20.

Oklahoma State Department of Education (OSDE)

The Oklahoma Arts Council works closely with the OSDE to make arts education available as a tool for improving academic outcomes. Collaborative efforts with OSDE have included the State Policy Pilot Program (SP3), the national Professional Development Institute for arts education directors, and the development of the new Oklahoma Academic Standards for Fine Arts in dance, drama/theatre, music, and visual arts.



United Front

Throughout the pandemic, the Oklahoma Arts Council convened arts and cultural leaders and partners from across the state to address the emergent needs of the sector.

Oklahoma Arts Council Members

Darlene Parman
Chair
Oklahoma City

Charles Moore
Vice-Chair
Muskogee

Becky Frank
Secretary
Tulsa

Melinda Adwon
Tulsa

Kristie Buegler
Oklahoma City

Deanna Cardenas
Edmond

Tracie Chapman
Mannsville

Sangita Patel Chatterjee
Broken Arrow

Graham Colton
Oklahoma City

Stephania Grober
Tulsa

Fred Hall
Oklahoma City

Ann Neal
Miami

Shelley Phillips
Tulsa

Kim Rainbolt
Oklahoma City

Regina Turrentine
Ardmore

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Capitol Collections
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Heidi Costello

Web/Publications Director
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Director of Marketing and Communications
Joel Gavin

Cultural Development Director
Eyakem Gulilat

Director of Finance
Ben Hanneman

Art in Public Places Program Assistant
Sterling Hayes

Community Arts Director
Cayla Lewis

Grants Director
Thomas Tran

Director of Art in Public Places
Jarica Walsh

Yes, here in America government existed from the very first moment to preserve and protect and defend the inalienable rights of man. The Constitution was not just a statement of policy or procedure. It showed the depth of the Founders on learning and grasp of culture, without which they couldn't have produced the Constitution.

It should come as no surprise, then, that the Founders viewed the arts as essential elements of the new American nation. George Washington declared in 1781 that both 'arts and sciences are essential to the prosperity of the state and to the ornament and happiness of human life.' And Thomas Jefferson was himself an artist as well as a politician. And John Adams spoke of his duty to study 'politics and war, that my sons may have liberty to study mathematics and philosophy, geography, natural history and naval architecture, navigation, commerce and agriculture, in order to give their children a right to study painting, poetry, music and architecture.'

Well, today it is John Adams' grandchildren's great great grandchildren who have that right. And let us resolve that our schools will teach our children the same respect and appreciation for the arts and humanities that the Founders had.

Why do we, as a free people, honor the arts? Well, the answer is both simple and profound. The arts and the humanities teach us who we are and what we can be. They lie at the very core of the culture of which we're a part, and they provide the Fnd from which we may reach out to other cultures so that the great heritage that is ours may be enriched by, as well as itself enrich, other enduring traditions.

We honor the arts not because we want monuments to our own civilization but because we are a free people. The arts are among our nation's finest creations and the reflections of freedom's light.

– President Ronald Reagan
Remarks for Recipients of the
National Medal of Arts
June 18, 1987



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OKLAHOMA