



FY2016

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 fiscal year 2016, the Oklahoma Arts Council celebrated 50 years of service to the citizens of Oklahoma, commemorating the agency's fundamental role in shaping what is today a robust 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 and economic 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 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 advancement of a 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 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

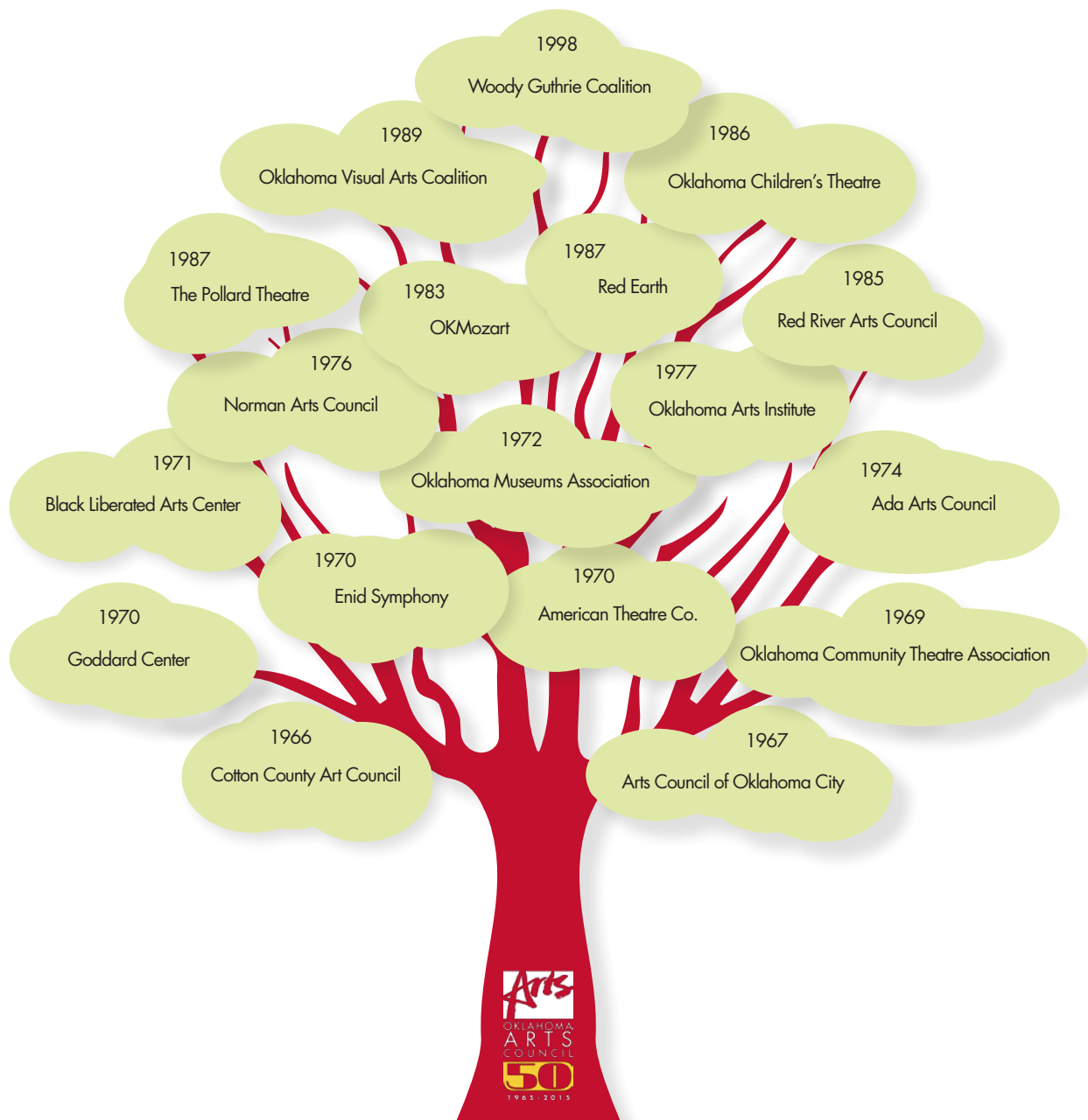
Oklahoma's arts and cultural industry is diverse. The Oklahoma Arts Council serves a broad range of constituents, including:

- 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
- **Educating** Oklahoma's future creative workforce
- **Preserving** our history and cultural heritage
- **Partnering** for greater impact



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, special needs populations, and more.

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

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

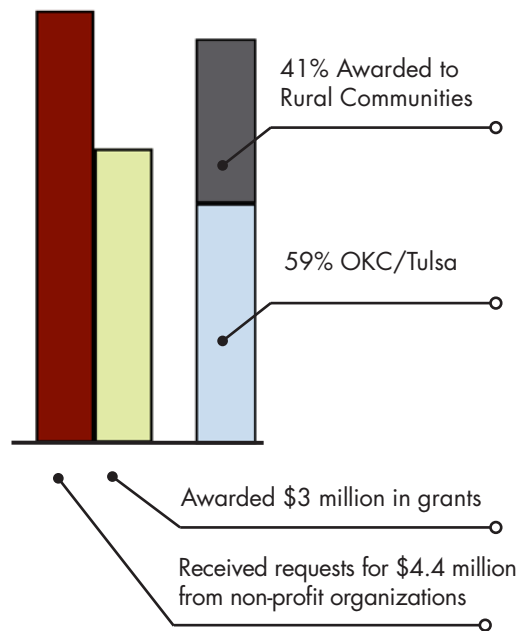
From festivals in rural Oklahoma that bring thousands of tourists to town and community theaters that enliven historic main streets along Route 66, to nationally recognized ballets and philharmonics that add cultural vibrancy to our metro areas, Council grants have an impact on communities of all sizes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

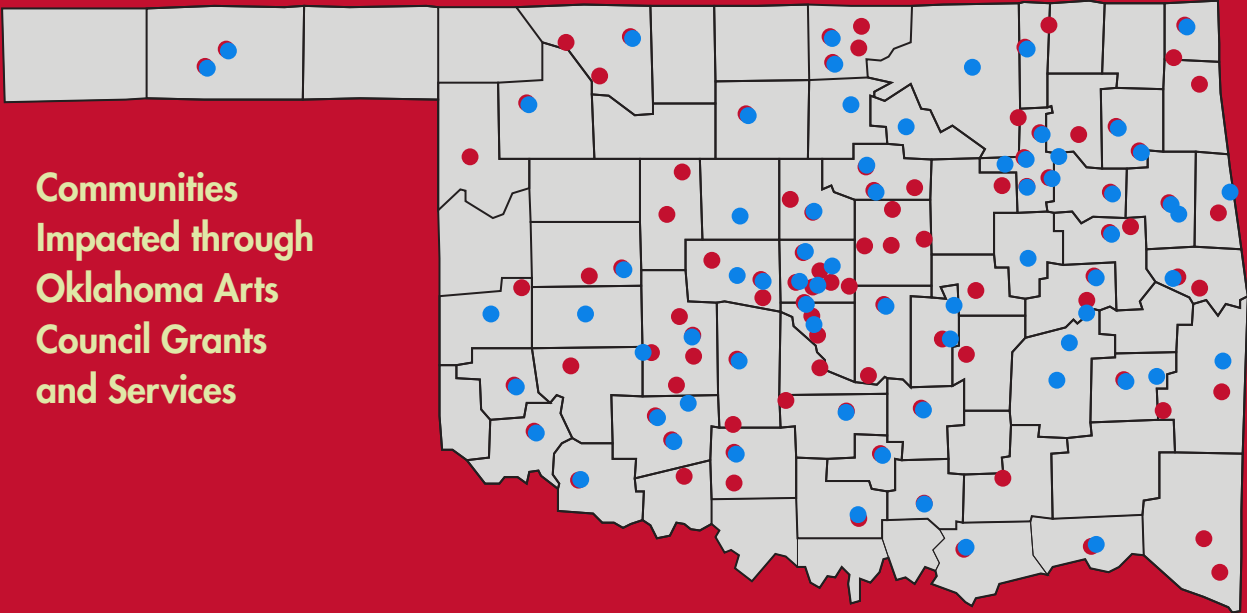
For Schools

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 **FY16**, the Oklahoma Arts Council

- Served 80 communities in 51 counties
- Provided 457 grants to 245 organizations and schools
- Granted \$3 million to help generate \$46.8 million in arts programming





Communities
Impacted through
Oklahoma Arts
Council Grants
and Services



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.

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 280 leaders from 80 communities.

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, we assist district stakeholders with developing and executing formal plans. In 2015, the Oklahoma Arts Council designated the state's first seven Certified Cultural Districts.

Oklahoma Arts Conference

Our statewide development conference brings together hundreds of professionals working in the arts and cultural industry for two days of sessions, panels, networking and events. National experts present on topics like 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 1,084 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 79 performing artists and 61 teaching artists.



2015 OKLAHOMA
A R T S
CONFERENCE
VISION FULFILLED

Building Creative Industry Oklahoma Arts Conference

Our statewide conference equips nonprofit administrators, artists, community developers, city officials, educators, and others working in the creative industry. More than 475 people from across the state heard from the directors of the National Endowment for the Arts and the National Endowment for the Humanities during the 2015 conference in Tulsa.

(Above) Oklahoma Arts Council Amber Sharples (second from left) and Oklahoma Humanities Executive Director Ann Thompson (far left) host a keynote conversation with the chairmen of the National Endowment for the Arts and the National Endowment for the Humanities during the 2015 Oklahoma Arts Conference.



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.

Arts in Alternative Education

High-quality arts education is made available to students at alternative education sites statewide through the Arts in Alternative Education grant program. Made possible by funding from the Oklahoma State Department of Education, the program provides grants of up to \$2,500 for hands-on arts education that assesses student learning.

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. Black Liberated Arts Center, Chisholm Trail Arts Council, Lyric Theatre, Tulsa Ballet 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

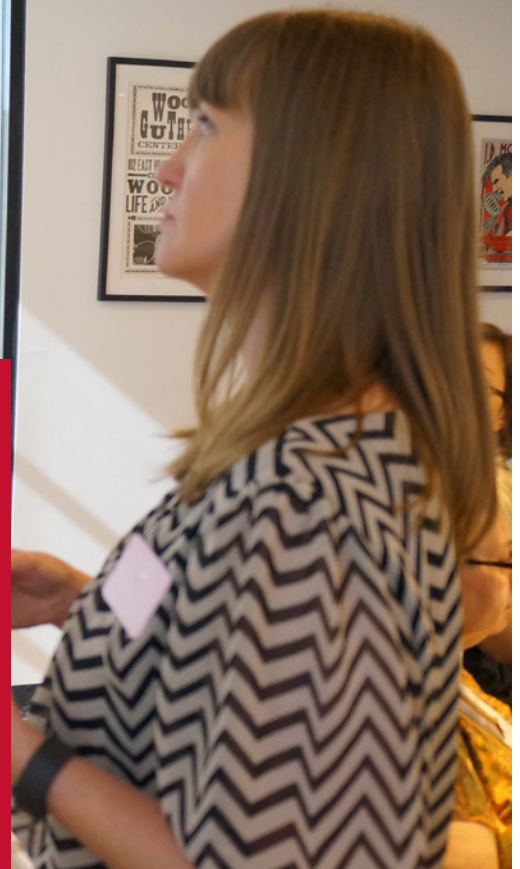
Developed by Council staff, our online *Teaching with Capitol Art* resources provide teachers and homeschoolers a free, dynamic way to teach Oklahoma history and art through the artwork of the Oklahoma State Capitol. Lessons, activities, suggested readings, a free DVD, and more are available online at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



Taking the Lead

State Policy Pilot Program

With Oklahoma selected as one of 10 states for Americans for the Arts' State Policy Pilot Program (SP3), the Oklahoma Arts Council is leading a team of stakeholders in developing a plan for strengthening arts education. In creating objectives, identifying resources, and establishing metrics, the team will give state policymakers tools for improving overall academic outcomes through the robust benefits of arts education.



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.

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.

Oklahoma State Poet Laureate

On behalf of the Office of the Governor, the Oklahoma Arts Council facilitates the nominations process for the honorary position of Oklahoma State Poet Laureate. The poet, selected by the Governor, serves two years, conducting readings and workshops in communities and schools statewide.

State Art Collection

This collection of 215 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.



Lasting Legacies

Oklahoma Cultural Treasure

A world-renowned artist and pioneer in the Pop art movement, Ed Ruscha was designated as the 12th Oklahoma Cultural Treasure during the 40th Annual Governor's Arts Awards in December 2015. The distinction is given to individuals bearing intangible cultural value and outstanding artistic or historical worth. A contemporary of Andy Warhol, Ruscha is a graduate of Oklahoma City's Northwest Classen High School.

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. Partnership examples include the following.

National Endowment for the Arts

Our State Partnership grant from the National Endowment for the Arts represents approximately 18 percent of the Oklahoma Arts Council budget each year. The funding, made available only to state arts agencies, 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 Oklahoma Shakespeare in the Park, 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

Because of a partnership with the Oklahoma Arts Council, Mid-America Arts Alliance offers 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 FY16 was \$369,257.

Office of the Governor

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

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.



Serving Those Who Served Us Norman Veterans Center Pilot Arts Program

Part of the Oklahoma Arts and the Military Initiative, our 2016 pilot program at the Norman Veterans Center offered residents a series of ten-week hands-on arts learning courses taught by professional teaching artists. Veterans participated in photography, creative writing, and/or visual art. A formal assessment of the program's impact on residents will provide best practices for organizations across the state wishing to replicate the program.

Oklahoma Arts and the Military Initiative



Oklahoma Arts Council **Members**

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