



Norman Arts
C O U N C I L

Annual Report
FY 21-22 (7.1.21-6.30.22)

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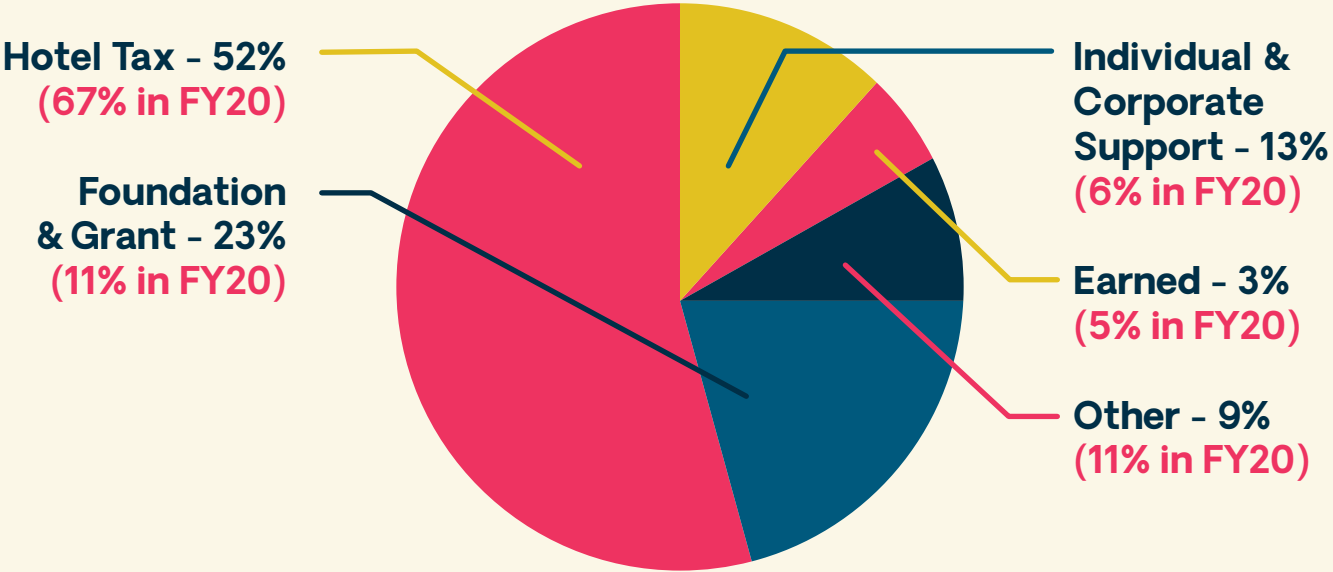
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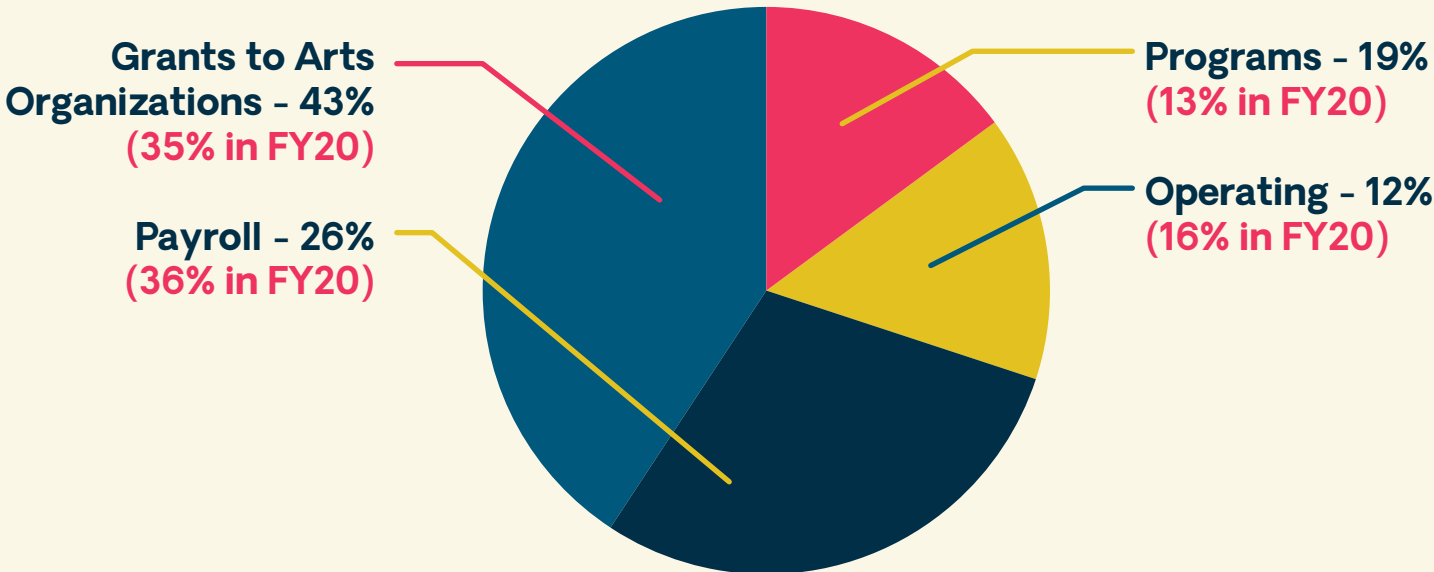
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Budget

Income



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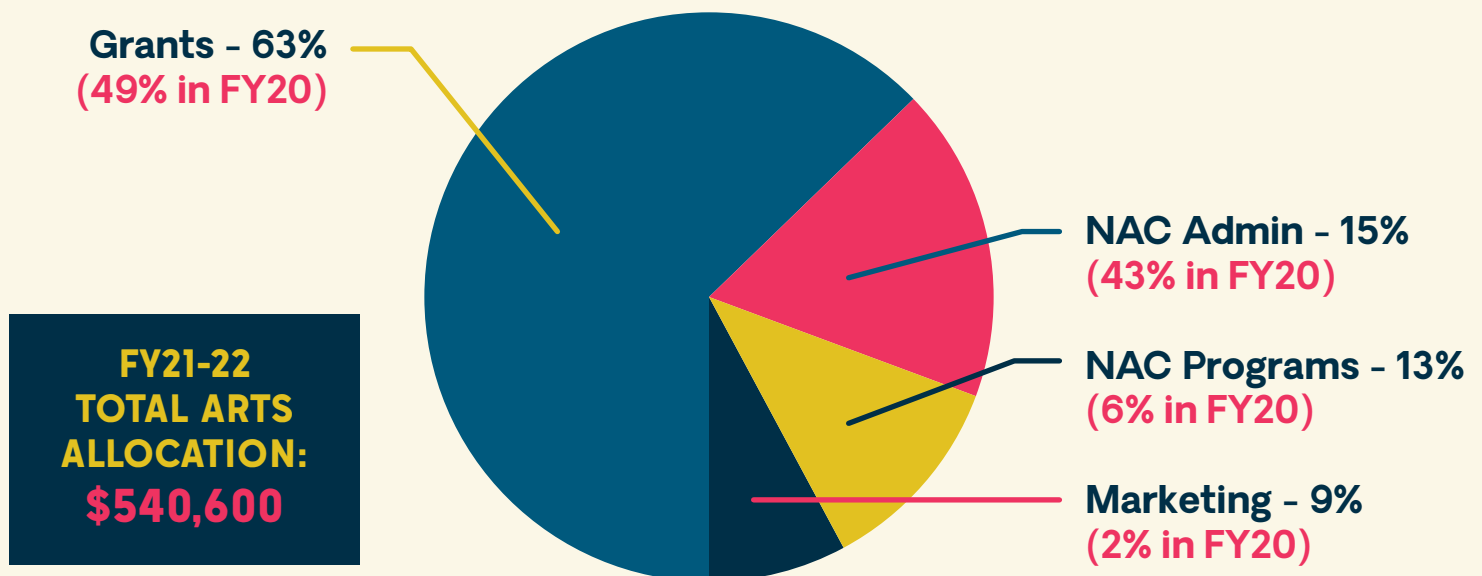




Grants to Arts Organizations

In 2020, the Norman Arts Council Board made a commitment to transition to a “United Arts Fund” model, meaning that the NAC would work to raise money beyond the Hotel Tax to re-grant to the arts organizations that we support. In FY22, we took a big step towards our goal of matching the Hotel Tax Funds by receiving a grant from the National Endowment for the Arts for \$250,000 over two years!

In FY22 and in FY23 we are able to significantly increase funding to Norman arts organizations!



Impact Numbers

Due to our participation in the Americans for the Arts: Arts and Economic Impact Survey* we know that the arts in Norman:

- Annually generate \$56,000,000 in spending in Norman
 - \$44,500,000 by our audiences
 - \$11,500,000 by arts organizations
- Annually support 1,500 Full Time Equivalent Jobs
- Annually generate \$4,800,000 in State and Local sales tax revenue
- For \$1 of public funding that goes into the arts in Norman, we produce \$9 in tax revenue
- Annual arts audience at Norman arts events and programs:
 - 1,000,900 people
 - 63% Local
 - 37% Non-Local
- On average, an audience member attending an arts event in Norman spends \$44.21 per person in Norman Businesses!

Calculated by Americans for the Arts in 2017. We are gathering new data for updated impact numbers through May 2023.



Organizations who receive funding from the Norman Arts Council:

**Central Oklahoma
Dance Company**
(since 2019)

Cimarron Opera
(since 1984)

**City of Norman
Juneteenth Celebration**
(since 2022)

**Cleveland County
Historical Society**
(since 1982)

Firehouse Art Center
(since 1982)

Fred Jones Jr. Museum of Art
(since 2000)

Jacobson House Foundation
(since 1990)

Jazz in June
(since 1991)

Medieval Fair
(since 1990)

Native Crossroads Film Festival
(since 2018)

Norman Ballet Company
(since 1987)

Norman Cultural Connection
(since 2015)

Norman Film Festival
(since 2018)

Norman Music Festival
(since 2008)

Norman Philharmonic
(since 2013)

NAMRON Players
(since 2016)

Oklahoma Youth Sing!
(since 2000)

OU Summer String Academy
(since 2017)

OU World Literature Today
(since 2007)

Pioneer Library System
(since 1998)

**Prairie House
Preservation Society**
(since 2022)

Resonator Institute
(since 2018)

Scissortail Productions
(since 2019)

Sooner Theatre
(since 1982)

The Depot
(Since 2000)





Norman Arts & COVID

Since March 2020, keeping Norman arts organizations operating and producing has been THE primary focus of the Norman Arts Council.

Through advocacy and grant writing, the NAC has been able to raise **\$961,573 to provide Covid Relief and Covid Recovery** to the arts sector in our community.

This support has come from:

- The City of Norman in the form of CARES and ARPA funds
- The National Endowment for the Arts
- Mid-America Arts Alliance
- Oklahoma Arts Council
- Oklahoma Department of Commerce
- Allied Arts



Diversity, Equity & Inclusion

In 2020, during the pandemic and in response to the Black Lives Matter movement, the Norman Arts & Humanities Roundtable formed an Equity & Justice sub-committee to look at the arts in Norman and our ability to make meaningful change in diversity, equity, and inclusion in our community.

Equity & Justice became a full committee of the Norman Arts Council in 2021 with many of the original committee members participating alongside many more community members who have guided the NAC in looking both internally and externally at what we can do to bring DEI issues to the forefront of arts programming and outreach.

Since then, the Norman Arts Council has completely revamped our granting program to set the bar high for the organizations we support to make DEI a focus of their work in the community.

The Equity & Justice Committee has also contracted with Thick Descriptions of Oklahoma City to facilitate a two-day workshop for Norman arts organizations with a focus on DEI and the work we all do.

These are just early steps in the work that we must all do to promote diversity, equity, and inclusion in our community. While we know there is more work to be done, we firmly believe that the arts are positioned to bring these issues to the forefront of community conversations through the creativity of our work and outreach.

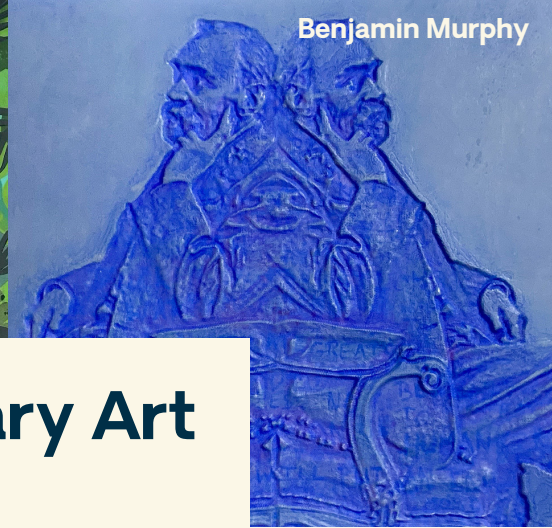




Uriel Marin



Denise Duong



Benjamin Murphy

MAINSITE Contemporary Art

Exhibits Since July 2020:

July 2020: *ONEderland*

August – October 2020: *OKecoSCAPES:* Douglas Shaw Elder and
Neuticles: Richard McKown

November – December 2020: *Between Art and Quarantine:* Joshua
Boydston, Cody Giles, Brad Stevens, and Shevaun Williams

January – February 2021: *VisPo and Water and Land:*

Katherin Liontas Warren

March 2021: Oklahoma Visual Arts Coalition's *Momentum*

April 2021: *ONE: Avant Garde*

May – July 2021: *The Left Hand of Liminality:* Denise Duong
and Gabriel Friedman

August – September 2021: *Three Women, Three Directions:* Carolyn
Faseler, Katie Kimberling, and Jana Faseler and *Choreographies:*
Leticia Galizzi

October – November 2021: *Mapping the Mental Continuum:*
Herb Greene

November 2021: *Reconstructing Incarceration:*

OU School of Architecture

December 2021 – February 2022: *Greenwood Imagine and
Water Fables:* Uriel Marin

March 2022: *ONE: RAVE*

April 2022: *MFA Thesis Exhibit:* Marissa Childers, Wesley Kramer,
and Benjamin Murphy

May – July 2022: *Understanding Place:* Liz Roth

Upcoming in FY 22-23

August – September 2022: *Between the Spaces:* Cody Giles and
Jaiye Farrell

October – November 2022: *Plight Studio:* Karson Brooks

December 2022 – February 2023: Ghazal Ghazi

Continuum

use of 'collage thinking'
gn theory. The
manifests itself in the
ngle image. The process
sent diverse themes,
d experiences. Relational
and architectural designs,
ents from different

gs document The Dust
ng other significant
ween historical memory
antly evolving and unified



MAINSITE Exhibition Milestones

Since July 2020, MAINSITE has exhibited 254 artists - Of those, 166 have been women

We have mounted 10 full-length exhibits - Of those, 8 exhibits featured under-represented artists as a primary artist

The NAC produced its first documentary film: *Herb Greene: Continuum*.

The NAC produced its first scholarly exhibition catalogue: *Herb Greene: Mapping the Mental Continuum*

The Herb Greene exhibit directly led to the creation of a new 501C3, The Prairie House Preservation Society, with the mission to restore and preserve Greene's Prairie House in Norman, OK



2nd Friday Norman Art Walk

The 2nd Friday Art Walk continues to be one of the most popular arts events in Norman. After a forced hiatus in spring 2020, the art walk returned as a digital broadcast later that summer before resuming as the full, in-person event we all know and love with a huge crowd in May 2021, continuing through the rest of the year. Aside from a one month break to begin 2022, 2nd Fridays have sustained strong attendance and excitement for this monthly tradition.

FY 21-22 Participants

Arts & Non-Profits

- Central Oklahoma Dance Academy
- City of Norman
- The Depot
- Fred Jones Jr. Museum of Art
- Jazz In June
- MAINSITE Contemporary Art
- Norman Film Festival
- Norman Music Festival
- Norman Philharmonic
- Norman Pride
- OU Fine Arts Library
- Pioneer Library System
- Public Arts Board
- Resonator
- Sooner Theatre
- The Virtue Center

Shops, Studios & Businesses

- Adam & Eve
- Artifactory
- BIG Brewing Co.
- Bison Witches
- The Bluebonnet
- Coredination Pilates
- DM Wealth Management
- First Fidelity Bank
- Fowler Volkswagen
- Gallery 123
- Gray Owl Coffee
- Guestroom Records
- Human Interaction
- J. Byrd's Boutique
- Lazy Circles
- Magic Sad Agency
- Mango Cannabis
- The Meating Place
- Michelangelo's Coffee & Wine
- Oil & Clay Studio
- Opolis
- Pinot's Palette
- Red Brick Bar
- Robinson's Repurposed
- Rusty's Frozen Custard
- Sandalwood & Sage
- Sea Shanty Scuba & Swim
- Sergio's Italian Bistro
- Shevaun Williams
- Sewciety Quilt Co. & Associates
- STASH
- Studio Ink
- Vintage Rose

Norman Forward 1% for Public Art

Since the beginning of Norman Forward, we have completed 5 Public Art Installations:

Completed:

Splash

@ Westwood Family
Aquatic Center
\$100,000 project
Florida Artist
Mark Aeling



Prairie Wind

@ East Branch Library
\$32,000 project
Illinois Artist
James Johnson



Unbound
@ Central Branch Library
\$230,000 project
London Artist Paul
Cocksedge Studios

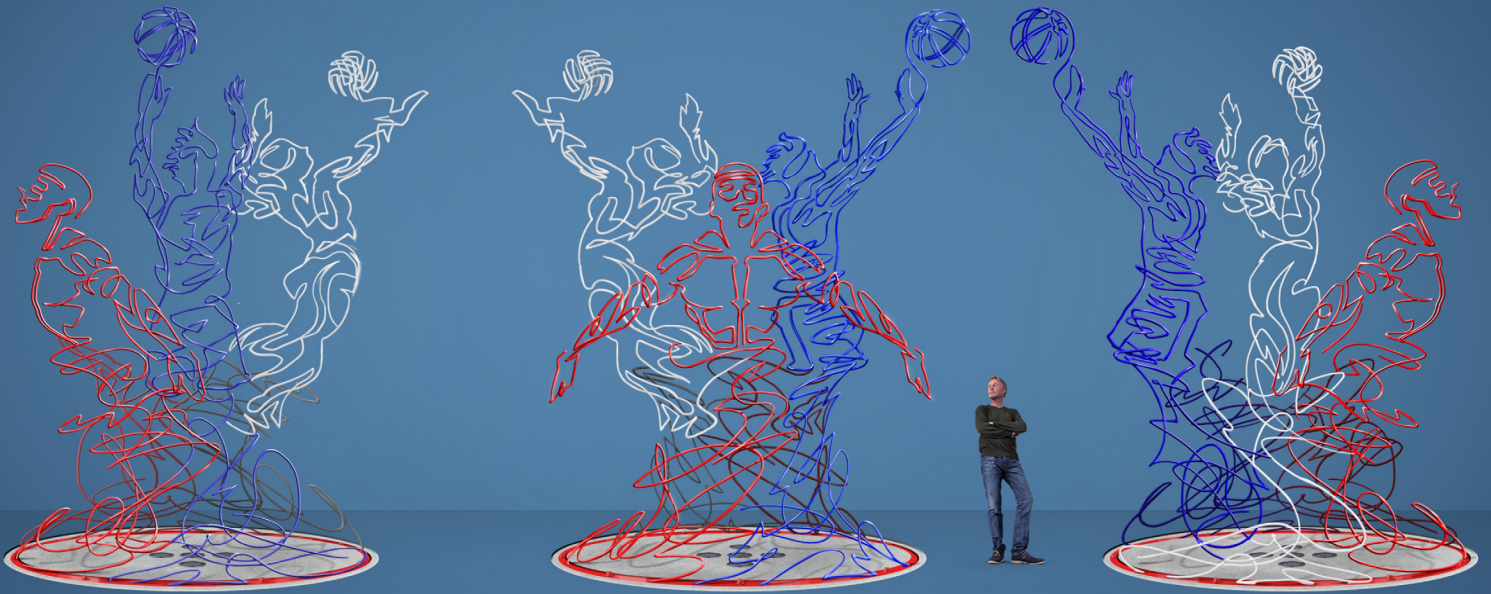


Triptych
@ Ruby Grant Park
\$50,000 project
Washington DC Artist
Valerie Theberge



In Their Words
@ Andrews Park
\$15,000 project
Oklahoma artist,
MJ Alexander





Coming Soon:

Elevate the Game @ Young Family Athletic Center

\$192,000 project

Miami, Florida and Milan, Italy Artist Vito DiBari

In Progress:

Senior Wellness Center

\$125,000 project

Currently in Finalist Phase

Reeves Park

\$100,000 Project

Currently in RFQ Development

Griffin Park

\$110,000 Project

Currently in RFQ Development

Flood Street Roundabout

\$200,000 Project

Currently in RFQ Development

Saxon Park

\$20,000 project

Begins late 2022



Artist Travel Grants

In 2021, due to ongoing Covid travel restrictions, we shifted the awards to projects by artists that would serve Oklahoma's underserved or marginalized communities. We made four awards:

Ebony Iman Dallas used the funds for *Greenwood Imagine* – An immersive exhibition experience that combined live performance, poetry, video, and visual art which dissolved the line between past and present, allowing visitors to contemplate a world that might have existed if the 1921 Tulsa Race Massacre had not occurred. The exhibition premiered in Tulsa and was then installed at MAINSITE in December 2021 (pictured above).

Ghazal Ghazi used the funds to build on a solo exhibition of works which intervene in the tradition of Persian miniatures in an enlarged format by maximizing traditional Islamic miniature aesthetics. The project addresses (un)belonging and intergenerational embodied memories in the context of transnational migration. It features large tapestry paintings on canvas and linen, marrying representational portraiture, Persian miniature, calligraphy, and tapestries. Ghazal's work will be included in an exhibit at Oklahoma Contemporary in Summer 2022 and in her solo exhibit at MAINSITE in December 2022.



Warren Austin Realrider used the funds for his ongoing sound/video/site specific work which interact with the land and people of Oklahoma, specifically the indigenous people of state – specifically his home nation/tribe, the Pawnee.

Jordan Vargas, a musician and sound artist, created *Well*. An album that allowed for multiple interpretations: a physical well that one could draw water from or a state of being, as in “I was sick, and now I’m well.” The funds allowed him to complete the album.

In 2022 we returned to Travel Awards and made two awards:

Alejandro Vaca, a fashion designer, will use the funds to travel to his native land of Ecuador to learn traditional weaving techniques from the Salasacas community. He plans to bring his newly learned skills back to his studio in Norman and present demos and interactions with this unique technique.

Wesley Kramer is a printmaker featured in the OU MFA Thesis exhibit at MAINSITE in April 2022. Wesley will use the travel funds to attend Frogman’s Printmaking workshop in Omaha, Nebraska. He will display his thesis work and lead a printmaking class. This experience will help him prepare for his new role as an adjunct professor of art.

MEDIA

Social Media & Web

Norman Arts



4,154 Followers (+7%)
+277 followers
FB.COM/NORMANARTSCOUNCIL



5,400 Followers
@NORMANARTS



4,014 Followers (+27%)
+854 followers | @NORMANARTS



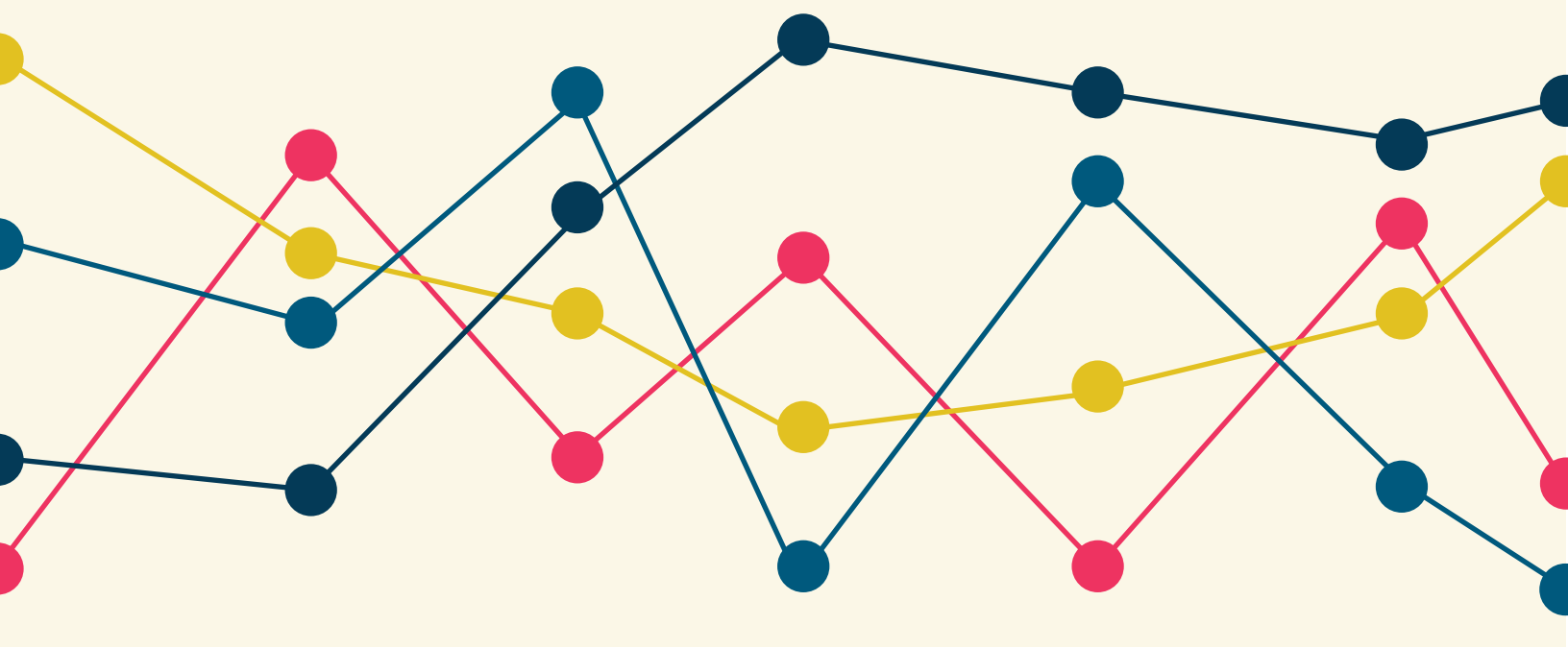
1,662 Visitors per month (+29%)
2,349 Pageviews per month (+25%)
WWW.NORMANARTS.ORG

2nd Friday Art Walk

6,645 Followers (+7%)
+428 followers
FB.COM/2NDFRIDAYNORMAN

3,499 Followers
@2NDFRIDAYNORMAN

1,348 Visitors per month (+125%)
1,955 Pageviews per month (+127%)
WWW.2NDFRIDAYNORMAN.COM



Norman Arts Staff & Board



Erinn Gavaghan | Executive Director

Erinn Gavaghan has served as the Executive Director of the Norman Arts Council since August 2010. In her role she has served on numerous boards including the Mayor's Community Roundtable, the Downtowners Board, the Historic District Commission, Cultural Development Commission of Oklahoma Board, the Downtown Norman Fall Festival Planning Committee, and she was recently appointed to the inaugural Cohort of the City of Norman's Diversity Roundtable. She served two years as the Oklahoma Arts Advocacy Captain for Americans for the Arts where she led arts delegations to Washington DC to advocate for funding. She also directs MAINSITE Contemporary Art working with local, regional, national, and international artists

and curators to bring cutting edge contemporary art to the Norman Community.

Erinn is also a PhD candidate at the University of Oklahoma in art history. She is currently writing her dissertation which looks at the works of public art in the interior and exterior spaces in late nineteenth-century Montmartre in Paris. She teaches art history for OU and is an independent curator of contemporary art. Most notable was her exhibition, *We Belong to the Land* which was mounted in Clermont-Ferrand, France in 2019 and featured the work of Oklahoma artists exhibited in Norman's sister city.



Joshua Boydston | Associate Director

Joshua Boydston has acted as Norman Arts Council's Associate Director since August 2012. He's a lifelong Oklahoman who graduated from the University of Oklahoma. Joshua previously worked as an arts & culture writer for the *Oklahoma Gazette*, and he has since gone on to illustrate for publications like *Curbside Chronicle* and *405 Magazine*. He's also worked on design and illustration projects with Oklahoma businesses like Guestroom Records, Hideaway Pizza, Wheeler District and Opolis.

Joshua was also a longtime board member of the Norman Music Alliance, producers of the Norman Music Festival, serving since 2016 and acting as chair from 2020 through 2022. He booked artists like Japanese Breakfast, Omar Apollo, The Drums, DIIV, Soccer Mommy, Snail Mail, Oh Sees and more.



Cher Duncan | Programs Manager

Cher Duncan has been with the Norman Arts Council since 2015. She grew up in Ardmore, OK and attended college at East Central University in Ada, OK. She grew up with a passion for music, playing the flute & saxophone throughout college. Cher moved to Norman in 1995 and started her family here after marrying Derrek Duncan. She has 3 children, Hailey who lives in Overland Park, KS and is a dance instructor, Cadyn who just graduated from Norman North and is moving to Stillwater to attend OSU, majoring in Interior Design, and Trace who is going in to 6th Grade at Whittier Middle School.



Debby Williams | Public Art Manager

Debby Williams has managed public art for Norman Arts since 2016. Williams graduated from the University of Oklahoma and has worked with the Oklahoma Arts Council, the Mabee-Gerrer Museum of Art, [ArtSpace] at Untitled, Oklahoma State University and St. Gregory's University. She won two Governor's Arts Awards due to her work throughout Oklahoma and was the director of the Oklahoma Art in Public Places Division for almost a decade.

Dace Demir | NEA/AFTA Project Manager

Dace Demir joined the Norman Arts Council to manage our National Endowment for the Arts Regranting Program and to work with all of the Norman Arts organizations on gathering economic impact data for the Americans for the Arts: Arts and Economic Prosperity study. Dace is an interdisciplinary scholar, curator, and writer. She received her Ph.D. in Cultural Policy Studies from the University of Warwick (UK), M.A. in Arts Administration and Policy from the School of the Art Institute of Chicago (USA), and her B.A. in International Cultural



Relations from Latvian Academy of Culture (Latvia). Dace's commitment to interdisciplinary scholarship is reflected in her current work as she teaches across three colleges at the University of Oklahoma – College of International Studies, College of Fine Arts, and College of Professional and Continuing Studies. Main areas of her research interests include comparative cultural policy and institutional development of contemporary visual arts as a distinct field of cultural production and distribution. Dace is particularly interested in the influence that changing cultural policy trends exert on current developments in cultural infrastructure, particularly in the field of contemporary visual arts, exhibition processes, and curatorial practices.



FY22-23 Board of Directors

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Norman Arts
C O U N C I L

