

The Ohio Arts Council (OAC) funds and supports quality arts experiences to strengthen Ohio communities culturally, educationally, and economically and provides leadership and voice for the arts to transform people and communities.

The OAC works through four strategic focal points – investment, engagement, innovation, and leadership – to benefit all Ohioans.

The Arts: A Sound, Innovative Investment

- **Ohio's arts infrastructure generates economic benefits.** The arts are a proven economic driver and one of our state's greatest selling points. They attract new business and a talented workforce, support tourism, create and retain jobs, and produce tax revenue.
 - Recent research shows that **Ohio's creative industries support nearly 290,000 jobs, contribute almost \$41 billion to the state's economy, and generate approximately \$4.6 billion in annual tax revenues** (federal, state, and local combined).
- **The arts sector plays a central role in economic development and job creation in Ohio.** In addition to giving communities unique cultural identities, the arts and cultural industries:
 - are **fast-growing, dynamic** clusters of economic activity that aid the growth of other businesses
 - assist in the **retention and development of an innovative and skilled workforce** and the transformation of local economies into **innovation centers**
 - spur **strong public-private partnerships that catalyze community revitalization** in urban and rural areas alike
 - produce **resilient, entrepreneurial jobs** suited to making mature industries more competitive
 - comprise an **export sector** closely connected to tourism
- **The arts strengthen education.** The arts aid success inside and outside the classroom, preparing students to succeed in an economy driven by innovation and creativity. Ongoing research confirms a **positive relationship between arts education and improved academics**—from better math and reading skills, to higher standardized test scores and graduation rates. An education that includes the arts helps to **train our workforce and produce creative, critical thinkers and problem-solvers that are attractive to employers.**
- **Ohio Arts Council grants are an investment in creative capital that flows throughout Ohio's communities.** Artistic professionals come in all stripes—architects, graphic designers, craftsmen and craftswomen, and marketing and branding teams. **Artists themselves are entrepreneurs and run businesses and galleries.** They buy from local businesses and make communities better places to live, work, play, and raise families.
- **Ohioans know their tax dollars are invested in the arts—and strongly support their continued investment.** According to a recent OAC statewide public survey:
 - **91% of Ohioans believe public funds should be invested in the arts and 83% know that public funds support the arts in Ohio.**
- **The arts are crucial to a community's vitality, bridging divides and bringing people together.** Engagement in the arts creates an authentic and lasting shared identity, fostering a sense of place and state and local pride. Incorporating the arts into sustainability initiatives—like housing, transportation, health, parks and open spaces, and schools—improves the impact of other state policies and services. Sharing creative experiences **connects people across socioeconomic, cultural, and geographic lines.**

State Appropriations

- **Thanks to increased appropriations, the OAC granted funds in all 88 counties** over the course of the last two biennia. The agency appreciates support for arts funding from Governor Mike DeWine and the Ohio General Assembly, enabling the OAC to keep its promise to fund every county.
- The Governor has recommended a very slight 0.5% increase in GRF appropriations to \$29.5 million for FY 2020-2021, and the OAC is grateful for the Governor’s support. At this level, the OAC's budget constitutes only 0.04% of the state's total GRF appropriations.
- Through public investment, **the OAC leverages a high match ratio** from its grantees. **\$42 in local and private funding matches every one OAC dollar**—a tremendous return on investment.
- Grant requests traditionally exceed the OAC’s available resources. In the last grant cycle, the OAC met between 53.5-73% of the “need” demonstrated by the state’s creative industries.
 - The OAC met 73% of need when including awards that are formula-driven. (i.e., No actual “need” is stated; such awards are capped within a pre-determined range of possible support based on organizational budget size.) Where grant award requests were actually made, the OAC met only 53.5% of the stated need among its applicants.
- In addition to the OAC’s primary role of investing in Ohio’s arts and cultural sector, and in line with the Governor’s focus on children’s education and well-being, **the OAC will continue its focus on arts education through its teaching artist residency program, TeachArtsOhio**. TeachArtsOhio is active in school districts across Ohio, where K-12 students directly learn from artists working in conjunction with teachers, administrators, and Ohio’s academic content standards.

Federal Appropriations

- **For nine years running, the OAC has earned the second-largest federal grant** from the NEA for state arts agencies in the nation, exceeded only by California due to its larger population. NEA grants typically total around \$2 million biennially, and **100% of the agency's federal funding is invested in individuals and organizations via grants. No federal dollars are used for administration of the agency.**

OAC Administration and Cost Savings

- The OAC has aggressively implemented **cost-saving measures** that will continue through the next biennium. For example, the agency has:
 - nearly halved its staff since FY 2004, now employing an efficient team of 18 professionals, even as grant application numbers increase
 - lengthened its grant cycles, upgraded its online grant platform and website, and streamlined procedures, reducing administrative burdens on both grantees and the agency
 - developed strategic partnerships in the public, private, and nonprofit sectors to save state dollars on program, administrative, and technology costs
 - operated efficiently on a modest administrative budget and, over the last three biennia, **reduced by 3% the portion of its budget allocated to payroll** while remaining within state contract obligations

| FY | GRF GRANTS | GRF ADMINISTRATION | GRF TOTAL | BIENNIAL TOTAL |
|-------------|---------------------|--------------------|---------------------|---------------------|
| <i>2021</i> | <i>\$12,730,750</i> | <i>\$2,042,828</i> | <i>\$14,773,578</i> | <i>\$29,451,359</i> |
| <i>2020</i> | <i>\$12,730,750</i> | <i>\$1,947,031</i> | <i>\$14,677,781</i> | |
| 2019 | \$12,730,750 | \$1,947,031 | \$14,677,781 | \$29,307,904 |
| 2018 | \$12,730,750 | \$1,899,373 | \$14,630,123 | |

Sources: FY 2018 Actual Expenditures, FY 2019 Estimated Expenditures, FY 2020-2021 Appropriations as Recommended by the Governor

ABOUT THE OAC

The Ohio Arts Council was created in 1965 to foster and encourage the development of the arts and assist the preservation of Ohio's cultural heritage.

With funds from the Ohio Legislature and the National Endowment for the Arts, the OAC provides financial assistance to artists and arts organizations.

MISSION

The Ohio Arts Council is a state agency that funds and supports quality arts experiences to strengthen Ohio communities culturally, educationally, and economically.

VISION

Providing leadership and voice for the arts to transform people and communities.

For more information, visit:
oac.ohio.gov/AboutTheCouncil



Find the OAC on social media and share your arts impact story using #ArtsOhio

COVER IMAGE CREDITS (clockwise from top left): Ohio Arts Council Riffe Gallery; Dayton Contemporary Dance Company; Center for Arts-Inspired Learning; and Akron Art Museum's Free Thursday program.



Ohio Arts
COUNCIL
A STATE AGENCY SUPPORTING
ARTS AND CULTURE



for artists



for organizations



for educators



for the public

30 EAST BROAD STREET, 33RD FLOOR
COLUMBUS, OHIO 43215-3414

614-466-2613

oac.ohio.gov

The Value of the Arts

State Arts Plan 2020 was created in response to the needs of everyday Ohioans. Informed by focus groups, one-on-one interviews, site visits to organizations and communities, and a statewide survey of all 88 counties, State Arts Plan 2020 serves as the foundation for the agency's future.

Four goals: INVEST, ENGAGE, INNOVATE and **LEAD** underpin the plan, guiding program prioritization and resource deployment.

View the full plan at
oac.ohio.gov.

Ohio Arts
COUNCIL



INVEST

ENGAGE

INNOVATE

LEAD

ALL **88** OHIO
COUNTIES
receive grant funding from the OAC

2nd
HIGHEST



9 years in a row Ohio has competitively earned the 2nd highest state award from the National Endowment for the Arts

289,321

Jobs supported by Ohio's creative sector



Creative industries contribute more than \$41.4 billion to Ohio's economy annually
\$41.4B

44:1

\$44 dollars raised from local and private sources to match each Ohio Arts Council dollar

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23,834,785



arts experiences reported by 2017 Ohio Arts Council grant recipients

GRANTS

| | GRANT DEADLINE | AWARD AMOUNT |
|--|--|---|
| OPERATING SUPPORT | | |
| Arts Access General operating support for small organizations | March 1 of odd-numbered years (e.g. 2019, 2021) | \$1,000 – 5,000 |
| Sustainability General operating support for large and mid-sized organizations | Feb. 1 every fourth year (next deadlines: 2019, 2023) | Varies, based on formula |
| PROJECT SUPPORT | | |
| ArtSTART General project support for organizations | April 1 annually | \$1,000 – 5,000 |
| ArtsNEXT Funding for bold, groundbreaking projects | March 1 annually | \$5,000 – 20,000 |
| Capacity Building Funding that strengthens organizational ability | June 1 and December 1 | \$1,000 – 5,000 |
| Building Cultural Diversity (BCD) Project funding for culturally diverse organizations | June 1 and December 1 | \$1,000 – 3,000 |
| Artists with Disabilities Access Program (ADAP) Professional development support for artists with disabilities | June 1 and December 1 | \$1,000 – 3,000 |
| Ohio Artists on Tour Artist fee support for presenters | May 15 for fully executed contracts | One-third of fee (up to \$10,000 per artist). Total max request: \$15,000. |
| ARTS LEARNING | | |
| Arts Partnership Support for arts education projects | March 1 of odd-numbered years (e.g. 2019, 2021) | \$4,000 – 25,000 |
| TeachArtsOhio Customizable artist residencies for PK-12 students in Ohio’s schools | February 1 annually | \$300/residency day |
| Big Yellow School Bus Supporting school visits to arts and cultural activities | Available year-round, at least 8 weeks prior to travel | \$500 |
| INDIVIDUAL ARTISTS | | |
| Individual Excellence Awards Recognizing artistic achievement | September 1 annually (check website for category years) | \$5,000 |
| Traditional Arts Apprenticeship Preserving cultural heritage through collaboration | March 15 annually | \$4,000 |
| Artists with Disabilities Access Program (ADAP) Professional development support for artists with disabilities | June 1 and December 1 | \$500 - Emerging Artists \$1,000 - Professional Artists |

► Guidelines, including eligibility, are available at oac.ohio.gov/grants.

► All grant applications must be made through the ARTIE system at ohioartscouncil.smartsimple.com.

PROGRAMS

Percent for Art

Bringing public art to all corners of the state through Ohio’s Percent for Art Legislation:
oac.ohio.gov/Percent-for-Art

Ohio Heritage Fellowships

Awarded to an individual in Performing Arts, Material Culture, or Community Leadership:
oac.ohio.gov/HeritageFellowships

Ohio Poet Laureate

Honorary position appointing a cultural leader to promote poetry across the state. Meet the Poet Laureate: oac.ohio.gov/PoetLaureate

Poetry Out Loud

National recitation contest for high school students. Register your school and learn more:
oac.ohio.gov/PoetryOutLoud

RESOURCES & EVENTS

Professional Development

Webinars, events, blog posts, and more to keep you updated in the field and continue your growth as an arts leader. Sign up for the ArtsOhio newsletter:
oac.ohio.gov/newsletter

Governor’s Awards for the Arts in Ohio

Celebrating artistic excellence in seven categories, including Ohio artists, arts organizations, arts patrons, and business support of the arts. Submit a nomination:
oac.ohio.gov/GovernorsAwards

Riffe Gallery

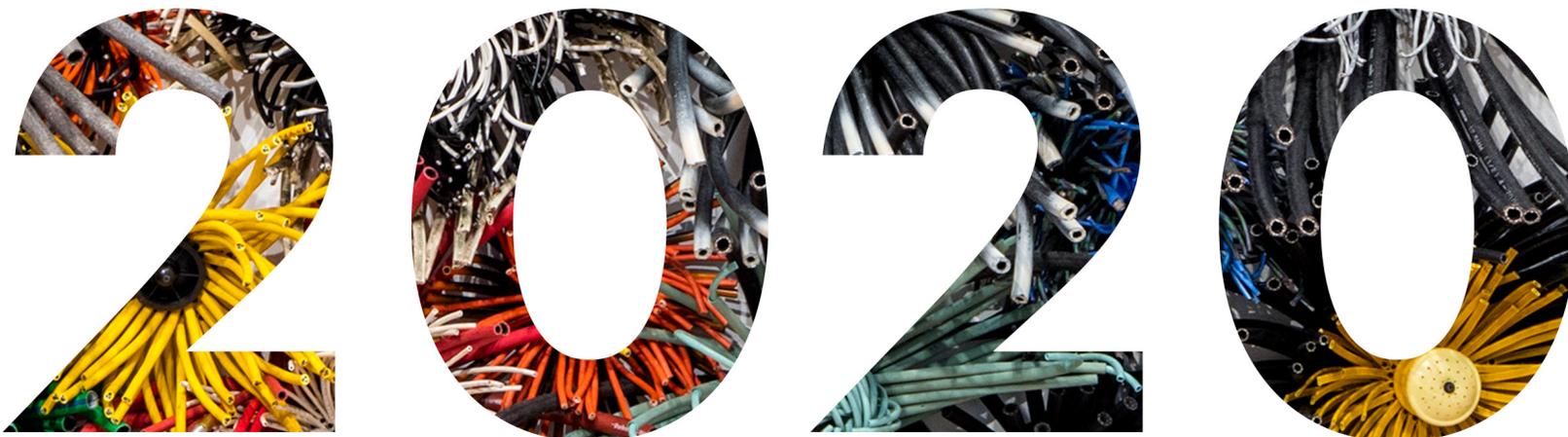
Inspiring art, engaging people, creating connections. Where art and people mix. Visit the gallery in downtown Columbus: riffegallery.org

Directories & Databases

Includes Artists on Tour, teaching artists, Ohio Online Visual Artist Registry, and call-for-entries:
oac.ohio.gov/SearchDatabases



Ohio Arts COUNCIL



About the Council

OHIO ARTS COUNCIL BOARD

The OAC Board is composed of 15 voting members appointed by the governor, and four non-voting members—two each from the Ohio Senate and House of Representatives.

GERALDINE B. WARNER, Chair | Cincinnati

JAMES F. DICKE II, Vice-Chair | New Bremen

ROBERT HANKINS, Secretary | Canton

DAVID BARBER | Columbus

SUSAN ALLAN BLOCK | Toledo

JUAN P. CESPEDES | Columbus

GARY HANSON | Cleveland Heights

JON D. HOLT | Dayton

MAYOR THOMAS JOHNSON | Somerset

MONICA KRIDLER | Columbus

DARRYL MEHAFFIE | Greenville

DR. FARID NAFFAH | Cortland

WILLIAM B. WHITE | Marietta

NEAL ZIMMERS | Granville

REPRESENTATIVE SARA CARRUTHERS | Hamilton

REPRESENTATIVE TAVIA GALONSKI | Akron

SENATOR MATT DOLAN | Chagrin Falls

SENATOR TERESA FEDOR | Toledo

MISSION

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VISION

Providing leadership and voice for the arts to transform people and communities.



Several Ohio Arts Council board members, 2017

From the Chair & Executive Director

Ohioans, Colleagues, and Friends,

Thanks to strong, bipartisan support from the Ohio General Assembly and Governor John R. Kasich, public funding for the arts in Ohio today remains near all-time highs. Over the last three years, we have celebrated and preserved historic budget increases. With your thoughtful input, advocacy, and involvement, investments in arts and culture have led to many important advances in how the Ohio Arts Council (OAC) is able to invest in you. **Here's what the Ohio Arts Council did:**

- We launched a new, state-of-the-art online grants system, and retooled our grant offerings with streamlined guidelines and criteria, making it easier than ever to seek OAC funding.
- We unveiled a new agency logo, brand identity, and website, modernizing our look and making our resources more dynamic and easier to access.
- We made you a centerpiece of our outreach. OAC board and staff members visited communities to share funding opportunities; talked with artists, educators, and grantees; viewed events and facilities; and learned about your needs.
- We completed initiatives that deepened and lengthened in-school artist residencies, brought top-notch performing arts experiences to underserved regions, supported incredible art-making for seniors and older adults, and—for the first time in agency history—funded arts activities in each of Ohio's 88 counties during a single biennium.



The results? In five key grant programs this spring, application numbers were up 40 percent. The TeachArtsOhio initiative showed the positive results of deeper student contact, giving us the confidence to make it a permanent program encompassing all other agency residency work. Our commitment to funding all 88 Ohio counties continues, as does work to offer quality professional development, reward innovation that makes arts activities accessible and affordable, and leverage partnerships that place the arts at the center of Ohio tourism and development efforts. In short, these successes have paved the way for the agency's new *State Arts Plan 2020*.

Looking ahead, *State Arts Plan 2020* also outlines plans to guide new arts education research, work with communities to craft evidence-based messaging around arts participation, emphasize the renewed importance of considering diversity and inclusion in policy-making, and challenge the agency to continue to make internal improvements in a wide variety of areas.

Most importantly, *State Arts Plan 2020* recommitments the agency to our shared goals—to invest, engage, innovate, and lead. Our staff continues to prioritize providing strong customer service and expertise to you. We remain devoted to incorporating your ideas in our work and visiting you in your communities. Because of you, the OAC retains its place among the leading State Arts Agencies in the country.

This plan—and our work—are for you. *State Arts Plan 2020* illuminates the way forward for both our agency and Ohio's larger creative economy. We look forward to our collective success in the future.

Warmly,

Geraldine B. Warner
Chair

Donna S. Collins
Executive Director



TeachArtsOhio artist
Richard Duarte Brown
at Whitehall City Schools



INVEST

Make bold, smart investments
in the arts and culture.

Secure adequate state, federal, and other resources to support Ohio's arts and culture sector.

1. Agency investments in the arts and culture are recognized by the Ohio Governor and General Assembly as vital and important for Ohio.
2. Agency work and outcomes are recognized by the National Endowment for the Arts as among the best in the nation.
3. Mission-driven partnerships including funding and resource opportunities are leveraged for the benefit of the agency and its constituents.

Commit public resources to invest in and support the work of Ohio organizations and artists in an equitable, transparent, and accessible manner.

1. Consistent, flexible funding is provided to support the ongoing activities of nonprofit creative sector organizations, including statewide arts service organizations.
2. Accessible, practical funding is provided to support project-based activities for new and emerging opportunities, including those focused on arts education and lifelong learning.
3. Individual art-making and artists' career development are supported through funding and resources.
4. Agency grant-making is reflective of Ohio's overall diversity, ensuring ongoing support of underserved communities and populations in every part of the state.

Improve aspects of agency grantmaking processes through regular assessment to consistently reflect constituent needs, goals, and outcomes.

1. Grantmaking policies are evaluated annually for effectiveness and relevance with board, constituent, and staff feedback.
2. Grant review processes maximize available technology and use flexible procedures to be scalable, be accessible, and make prudent use of public dollars.
3. Staff professional development improve knowledgeability on a broad range of subjects impacting the economic vitality of the nonprofit sector.

Discover, develop, and share clear, compelling, and timely messages about the agency's constituents and stakeholders.

1. The impact of the arts and creativity is publicized through agency communications featuring constituent success stories and best practices.
2. Dynamic, evidence-based messaging strategies developed with constituent input are deployed statewide.
3. A network of communications professionals, journalists, and other arts marketers is developed and maintained.

Coordinate, provide, and promote capacity building and professional development opportunities for individuals and organizations.

1. Professional learning opportunities are designed and provided that align with constituent needs at various points of career development and in many organizational roles.
2. Constituent capacity building support focuses on providing needed resources and connections.
3. A wide variety of constituents and peer groups of colleagues are convened on a regular basis to identify and discuss arts-related trends, share best practices and research, and exchange ideas.
4. Staff and board members regularly visit Ohio communities to meet artists, educators, and administrators to share information, gather feedback, and highlight local successes.

Provide the highest level of accessible customer service to constituents and all members of the public.

1. Strategic and comprehensive planning guides agency communications, including all digital, social, and print media content.
2. Staff cross-training is implemented to improve communication, responsiveness to constituents, and product fluency.
3. Customer service metrics are updated to accurately measure satisfaction with agency programs, services, processes, and resources.



Encourage experimentation and risk-taking designed to improve the accessibility, affordability, and diversity of arts experiences.

1. All grant programs reward applicants' creative problem-solving in improving program design, assessability, delivery, and affordability.
2. Arts-based economic development projects are supported via a flexible review process tailored to attract projects of varying sizes, genres, and anticipated outcomes.
3. Locally driven, authentic creative place-making activities are supported in Ohio communities.

Support the design of new models and exploratory approaches to advancing the arts.

1. Agency communications describe the most successful and noteworthy efforts to innovate in the arts and culture.
2. Research is supported that adapts strategies used in other sectors for use in the arts and cultural sector.
3. Arts learning residency programs are restructured to emphasize depth in learning experiences, flexibility in design, quality of instruction, and geographic reach.
4. A collaboration with state and national partners is launched to design web-based tools that measure the quantity and quality of arts education in Ohio's schools.

Modernize the agency's development and use of technology

1. Accessible online interactive mapping is used to document grant-funded individuals and organizations, supported activities, staff field work, and other data.
2. New location-based tools (e.g., mobile apps) showcase constituent activities and provide data on arts attractions and events.
3. Relevant agency legacy databases, directories, and artist rosters are updated to maximize accessibility.
4. Strategic IT planning guides staff skill-building, equipment purchasing, and data management, positioning the agency for sustainable technological proficiency.

Cultivate valuable relationships among leaders at all levels in public, private, and nonprofit arts and cultural sectors.

1. Both emerging and established arts and cultural leaders build their capacity through professional development and other activities.
2. State and national agency directors engage with OAC board and staff leadership to explore opportunities for partnership and collaboration.
3. Arts and arts education policy development is informed by ongoing open communication among state arts and arts education leaders.

Develop and leverage mission-driven strategic partnerships and collaborations.

1. Partnerships are formed with local, state, regional, and national organizations to improve the efficiency, reach, and impact of the arts and arts education.
2. Cross-promotional efforts position the arts at the center of Ohio tourism and development efforts.
3. Special opportunities to provide services, counsel, resources, or expertise to state leaders, elected officials, partner agencies, and other collaborators are pursued as available.

Enhance and invigorate agency visibility, vitality, and assets.

1. Flagship agency events are evaluated regularly to maximize vitality and impact.
2. Internship and administrative fellowship opportunities are promoted to emerging leaders pursuing arts-related or other relevant careers.
3. Strategic planning integrates ongoing, deliberate reflection to remain vital and flexible in accommodating new opportunities and challenges.



*NrityArpana School of
Performing Arts at the
Cincinnati Art Museum*

About the Plan

The Ohio Arts Council's (OAC) *State Arts Plan 2020* charts the course for our state's creative economy, and the role the agency plays as the primary public sector entity charged with both assessing and contributing to its health and vitality.

OAC board and staff developed *State Arts Plan 2020* first by assessing the prior plan's achievements and remaining work, and then by drafting necessary improvements. All along the way, the agency sought input from past applicants, grantees, and the general public to ensure the plan captured Ohioans' dreams, diversity, and creativity. In this way, the agency has built a modern vision of the arts sector as its leaders prepare to enter a new decade.

Objectives within each action area provide detail on how the Ohio Arts Council will invest in our state's arts and cultural sector, engage with citizens to serve the public, encourage innovation inside and outside the agency, and demonstrate leadership through policy and program priorities.

Methodology

A key component of the agency's outgoing strategic plan was a shift in planning tactics. Rather than execute a strategic plan, conclude it, and only then begin to formally listen, plan, and construct the next one, the agency made the deliberate decision to attempt to incorporate planning into its ongoing operations. Our aim was to position the succeeding strategic plan to take shape as the prior plan ended, immediately informed by the engagement with constituents, policymakers, and other stakeholders that had been part and parcel of its execution all along, and seamlessly dovetail the two plans together with no break.

The groundwork for both the immediate past and current plans stems from a major public survey concluded in 2015 involving nearly 6,000 individuals covering all 88 Ohio counties. Information gleaned from data gathered during the prior plan's focus groups and one-on-one interviews was also incorporated.

Over the last two years, extensive quantitative and qualitative data guided the agency as it completed the *State Arts Plan 2020*. OAC staff conducted nearly 300 visits to Ohio communities over the 2016-2017 biennium, collecting insights and gaining knowledge on how best to serve Ohioans—a substantial increase from the volume of travel undertaken in the recent past. We also solicited candid anonymous feedback from hundreds of constituents during application processes and conducted dozens of in-depth policy discussions following public panel meetings. Finally, the agency gathered input during its renewed biennial statewide conference, Arts Impact Ohio, as well as during Creative Ohio, a newly launched annual convening of statewide arts and cultural constituents.

By renewing staff focus on conducting site visits and leading engaging, planning-oriented dialogue throughout the year as a regular part of doing business—rather than just during prescribed, finite planning periods—*State Arts Plan 2020* organically melds the most current thinking and vision of Ohio's arts leaders.



CONNECT

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Downtown Ashtabula mural project through the Ashtabula Arts Center and artist Greta McLain



OHIO ARTS COUNCIL | 30 EAST BROAD STREET, 33RD FLOOR, COLUMBUS, OH 43215-3414
614-466-2613 | OAC.OHIO.GOV



Cover artwork Michelle Stitzlein, Pincushion Cordifolium- Fynbos Series, 8'0" H x 15'0" W x 18" D, Garden hose, electrical wires, computer cable, enamel pots, bicycle tires, slide carousel, misc. plastic, etc., © 2013, Photo credit: Mark Steele

