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Budget

**Incomes**
- Hotel Tax: 50% (52% in FY21)
- Foundation & Grant: 20% (23% in FY21)
- Individual & Corporate Support: 16% (13% in FY21)
- Earned: 3% (3% in FY21)
- Other: 11% (9% in FY21)

**Expenses**
- Grants to Arts Organizations: 43% (43% in FY21)
- Operating: 14% (12% in FY21)
- Payroll: 25% (26% in FY21)
- Programs: 18% (19% in FY21)
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 the past two years, Norman Arts has been able to significantly increase funding to Norman arts organizations!
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!

*FIGURES CALCULATED IN 2017
UPDATED IMPACT NUMBERS COMING FALL 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)
World Literature Today (since 2007)
April 2023, 3% increase to Hotel Tax overwhelming passed by a vote of the people (nearly 70% in favor). The NAC, in partnership with Visit Norman, advocated to increase the tax that visitors pay when they stay in a hotel in Norman. With its passing, the NAC’s portion of funding (25% of the taxes collected) increased by over $300,000 for FY24! That means more funding for grants to artists, arts organizations, and public art!

Speaking of public art, after years of planning, the Norman Public Arts Board became the Public Arts Committee of the Norman Arts Council. This shift allowed the NAC to increase access to public art planning for Norman and to increase availability of funds allocated.

Murals, murals, murals!! One of the first accomplishments of the Public Arts Committee was to form a mural program for Norman. With the advocacy of Council Member Matthew Peacock (Ward 8), the City has allocated $150,000 to murals over the next two years.

ONE: Mashup was our most successful fundraiser to date!
DIVERSITY, EQUITY & INCLUSION

The DEI Committee of the Norman Arts Council has been hard at work establishing a committee charter and attracting regular committee members.

As we look forward to 2023-24, here’s what the committee has planned:
- Supporting the NAC Board and Staff with vetting DEI consultants
- Supporting a sudden opportunity DEI Grant Program

NATIONAL ENDOWMENT FOR THE ARTS AMERICAN RESCUE PLAN GRANT PROGRAM

In 2021, the NAC was awarded a $250,000 grant from the National Endowment for the Arts for regranting to Norman Arts Organizations. We awarded $200,000 in unrestricted grants to 19 organizations for use between June 1, 2022 and June 1, 2023.

RECIPIENTS

The Depot
Norman Music Alliance
Scissortail Productions
Central Oklahoma Dance Company
Cleveland County Historical Society
Norman Ballet Company

NAMRON Players
Jacobson Foundation
Medieval Fair
Firehouse Art Center
Norman Cultural Connection
Jazz in June
Sooner Theatre

World Literature Today
Prairie House Preservation Society
OU School of Music
Oklahoma Youth Sing
A to Z Productions
Fred Jones Jr. Museum of Art

With these grants, Norman Arts Organizations funded:
- 539 Compensated individual artists
- 150 Compensated employees

And kept programs going that served:
- 34,261 Adults in-person
- 34,591 Youth in-person
- 15,126 individuals virtually
MAINSITE CONTEMPORARY ART
Exhibits Since July 2022-July 2023:

July 2022 | Understanding Place: Liz Roth
August – September 2022 | Between the Spaces: Jaiye Farrell and Cody Giles
October – November 2022 | Feline Fine: Karson Brooks/Plight
December 2022 – February 2023 | Fish Without a Sea: Ghazal Ghazi
March 2023 | ONE: Mashup
April 2023 | OU MFA Thesis Exhibition: Danielle Fixico, Hannah Harper, Craig Swan, Summer Zah
May – June 2023 | Yes! I Can Roger!: Gregg Standridge
July – September 2023 | Flowers of Hope: Irmgard Geul and Farooq Karim | Mölin in the Library Gallery

UPCOMING IN FY 22-23
October – November 2023 | Breaking Barriers: Jim Thorpe – Steve Hare
March 2024 | ONE Event
April 2024 | OU MFA Thesis Exhibition
May – July 2024 | Art and Science: Haley Prestofillipo, Dr. Nicholas Czaplewski, Jennifer Larsen, Lauren Rosenfelt, Hannah Harper, and Grace Potter
August – September 2024 | Neurotransmitters: Benjamin Murphy
October – November 2024 | Michael Givel, Angelika Tietz, and Ginna Dowling
December 2024 – January 2025 | Drawing on Narratives: Curated by Cedar Marie
Since July 2022, MAINSITE has exhibited over 250 artists

Mounted 8 full-length exhibits – of those, 7 exhibits featured under-represented artists as the primary artist

The ONE: Mash-Up art auction featured 84 artists and over 60% of the work was sold!
The 2nd Friday Art Walk continues to be one of the most popular arts events in Norman. 2nd Fridays has sustained strong attendance for this monthly tradition. A significant increase in art, maker and artisanal vendors (from 139 total in 2019 compared to 376 in the past 12 months) signals how successfully the event supports our local creative community and economy.

**FY 22-23 PARTICIPANTS**

**Arts & Non-Profits**
- The Depot
- Factory Obscura
- Fred Jones Jr. Museum of Art
- MAINSITE Contemporary Art: Home of Norman Arts Council
- Medieval Fair
- Norman Film Festival
- Norman Music Festival
- Norman Pride
- OU Fine Arts Library
- Pioneer Library System
- Resonator
- Sooner Theatre
- Visit Norman
- The Well

**Shops, Studios & Businesses**
- Artifactory/Sewsociety
- Benvenuti’s
- BIG Brewing Co.
- Bison Witches
- Black Chalk Studio
- The Bluebonnet
- Cookie Cottage
- Downtown Art & Frame
- DM Wealth Management
- Equity Brewing
- Gabriel Bird Dentistry
- Gallery 123
- Gray Owl Coffee
- Green Feather Books
- Guestroom Records
- Human Interaction
- J. Byrd’s Boutique
- Magic Sad Agency
- Main Street Photo-Video
- Main Street Pottery
- Mango Cannabis
- The Meating Place
- The Mercury
- Mister Robert Fine Furniture
- Oil & Clay Studio
- Opolis
- OSC-Press
- Prohibition
- Robinson’s Repurposed
- Rusty’s Frozen Custard
- Sandalwood & Sage
- SCRATCH Kitchen & Cocktails
- Sea Shanty Scuba & Swim
- Sergio’s Italian Bistro
- Shevaun Williams & Associates
- Spivey Media
- The Standard
- STASH
- Stiles on Gray
- Studio Ink
- Yellow Dog Coffee Company
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 Cockededge Studios

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

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**In Their Words**
@ Andrews Park
$15,000 project
Oklahoma artist,
MJ Alexander
**COMING SOON:**
Elevate the Game (top)
@ Young Family Athletic Center
$192,000 project
Miami, Florida and Milan, Italy
Artist Vito DiBari

Mechan (not pictured)
@ Reaves Park
$100,000 project
Portland, Oregon artist
Tyler FuQua

WindRose (middle)
@ Griffin Park
$110,000 project
Indianapolis, Indiana
Artist team,
Project ONE Studios

Emergence (bottom)
@ Senior Wellness Center
$125,000 project
Melbourne, Australia
Artist team, Skunk Control

**IN PROGRESS:**
Flood Street Roundabout
$175,000 project in selection process

Saxon Park
$20,000 Project begins 2024
ARTIST GRANTS

In 2022, the NAC revamped its Artist Travel Grant program to three new categories of grants for Norman artists. Now, twice a year, artists may submit proposals in three categories: Community Projects, Education & Travel, and Creative. We made six awards in FY22/23 and hope to be able to expand the number of awards we are able to make annually.

COMMUNITY PROJECT:
Rai Fordyce is creating a clothing collection for a fashion show that promotes attainable, sustainable, hand-made fashion by local artists as an ethical alternative to what’s known as fast fashion. The grant enables Rai to invest in the improvement of craft by attending online workshops with Hag & Co., collaborate with other local textile artists, and to inspire, empower others to rethink their own closets creatively and personally — using their own hands.

Dennis Spielman’s The Anomaly Radio project aims to promote small-scale, participatory live theater within the Norman, OK community via a pop-up performance of an original 30-minute radio play script hosted in a local coffee shop, art gallery or bookstore.

EDUCATION & TRAVEL:
Hannah Harper (pictured) will take a trip to Alberta, Canada, in collaboration with renowned professional artists John and Terri Moyers this fall. The Moyers have played a pivotal role as Hannah’s mentors for several years, and she has been graciously invited to join them on a two-week plain air painting expedition in and around Banff National Park. This opportunity builds upon Hannah’s previous participation in the same trip during the autumn of 2022, which has had a profound and lasting impact on her artistic practice.
Leticia Galizzi will be taking classes in the state of Minas Gerais, Brazil, where she was born and raised, from Professor Marco Elizio de Pavia, a well-known Minas Gerais historian. His concentration includes Colonial Brazilian art, pre-Columbian art in the Americas, Baroque, Russian and Islamic art. Leticia is particularly interested in learning about the materials used in colonial paintings and particularly the ones made by a very well-known painter, Manoel da Costa Ataide, or Mestre Ataide.

CREATIVE PROJECT:
Lacy Jo Burgess-Cady will use the grant award to create an installation that celebrates the Monarch Migration — incorporating multi-media fiber techniques to celebrate the inspiring natural phenomena. This sculpture and the experience of seeing the migration from the point of view of the butterfly are intended to elicit empathy with the struggles faced by nature in an increasingly fragmented and urban environment. Burgess-Cady plans to display the piece in an open community space for all to enjoy.

Ander Cardinale’s newest project, “Welcome to My Dreams” culminates with an exhibit at MAINSITE in December 2023. The exhibit will feature a collection of toys that explore themes of diversity, beauty, and dreams. The toys on display include HUNKYS, HUNKY HORSES, The Dream Bears, and Prince Andy Boy Dolls.

ARTS EDUCATION SCHOLARSHIPS

Norman Arts Council Arts Education Scholarships are intended to provide Norman children with the opportunity to attend arts programming that is offered outside of schools. Applicants may use funding — up to $500 — for any arts education program of their choosing beyond what local schools are able to provide.

Priority is given to low income applicants and families facing a hardship, but any student (grades K-12) who lives or attends school in Norman is eligible.

In the past year, Norman Arts has given nearly $15,000 to 44 students!
NORMAN ARTS

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77,217 reach (+72%)*
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*change in growth year over year

2ND FRIDAY ART WALK

8,000 Followers
+508 followers (+19%)*
49,947 reach (+129%)*
FB.com/2ndFridayNorman

3,353 Followers
@2ndFridayNorman

1,623 Visitors per month (+20%)*
2,343 Pageviews per month (+20%)*
WWW.2ndFridayNorman.com
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. He manages exhibition installation at MAINSITE, as well as executing all facets of Norman Arts’ marketing, branding and communications. As a designer and illustrator, he’s worked with publications like Curbside Chronicle and 405 Magazine and worked on projects with Oklahoma businesses like Plaza District, Guestroom Records and Hideaway Pizza.

Joshua was a longtime board member of the Norman Music Alliance, producers of the Norman Music Festival. He booked artists like Japanese Breakfast, Omar Apollo, The Drums, Soccer Mommy, Snail Mail and more until departing in 2022.

He resides in Edmond with wife Emily and two dogs Frankie & Finn.

Cher Duncan | Programs & Development Manager
Cher Duncan has been a part of the NAC staff since 2015. She grew up and graduated from Ardmore High School and attended East Central University in Ada, OK. She completed her Bachelor of Arts in Liberal Studies from the University of Oklahoma. Cher has worked on a variety of philanthropic projects in the Norman community such as the Citizens Advisory Board and the PTO in the Norman Public Schools. She served as Chair of Secret Santa, which provides Christmas gifts for foster children in Cleveland County, and has worked on numerous fundraising projects for the local schools and chairing a variety of their events. She is very passionate about fundraising for organizations she believes in. Cher is married to Derrek and they have 4 children.
Ander Cardinale | Community Arts Manager

Ander is passionate about the arts and believes that they have the power to elevate a community and promote beauty and understanding. He is committed to encouraging other artists and helping them believe in themselves. He is also looking forward to bringing Norman artists and the creative community together through the “Art Walks” every 2nd Friday.

Outside of work, Ander is an artist himself. He paints, illustrates, and sculpts, but his favorite medium is toys. He believes that toys can be a powerful tool for change and hopes that his work will inspire others to be loving and empathetic to make the world a better place.

Ander was born in Mexico City. He studied architecture in Puebla, Mexico, and after graduating he began exploring the world. In 2015, he moved to Norman, Oklahoma to live with his fabulous husband Mark.

Dace Demir | NEA/AFTA Project Manager

Dace Demir joined the Norman Arts Council to manage their 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.
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