

## Thank you for supporting us! SRAC's new and renewing members for March, April and May 2011

Abby Adams  
Shirah Miriam "Mimi" Aumann  
Rob & Sally Baird  
Jeff Broekhoven  
Susan Camey  
Christa Carpenter  
Tammy Crabtree  
James Crafford  
Larry Daniel  
Virginia Datema  
Sherri Davis  
Anita Davis  
Teresa Dilsaver  
Jaree Donnelly  
Robert Duffer  
Theresa Dunn & Family  
Karen Elshout  
Jane Fast  
Lee Ferber  
Karenanne Fitzsimmons  
Teresa Fry-Maples  
Linda Furse  
Carla Galloway

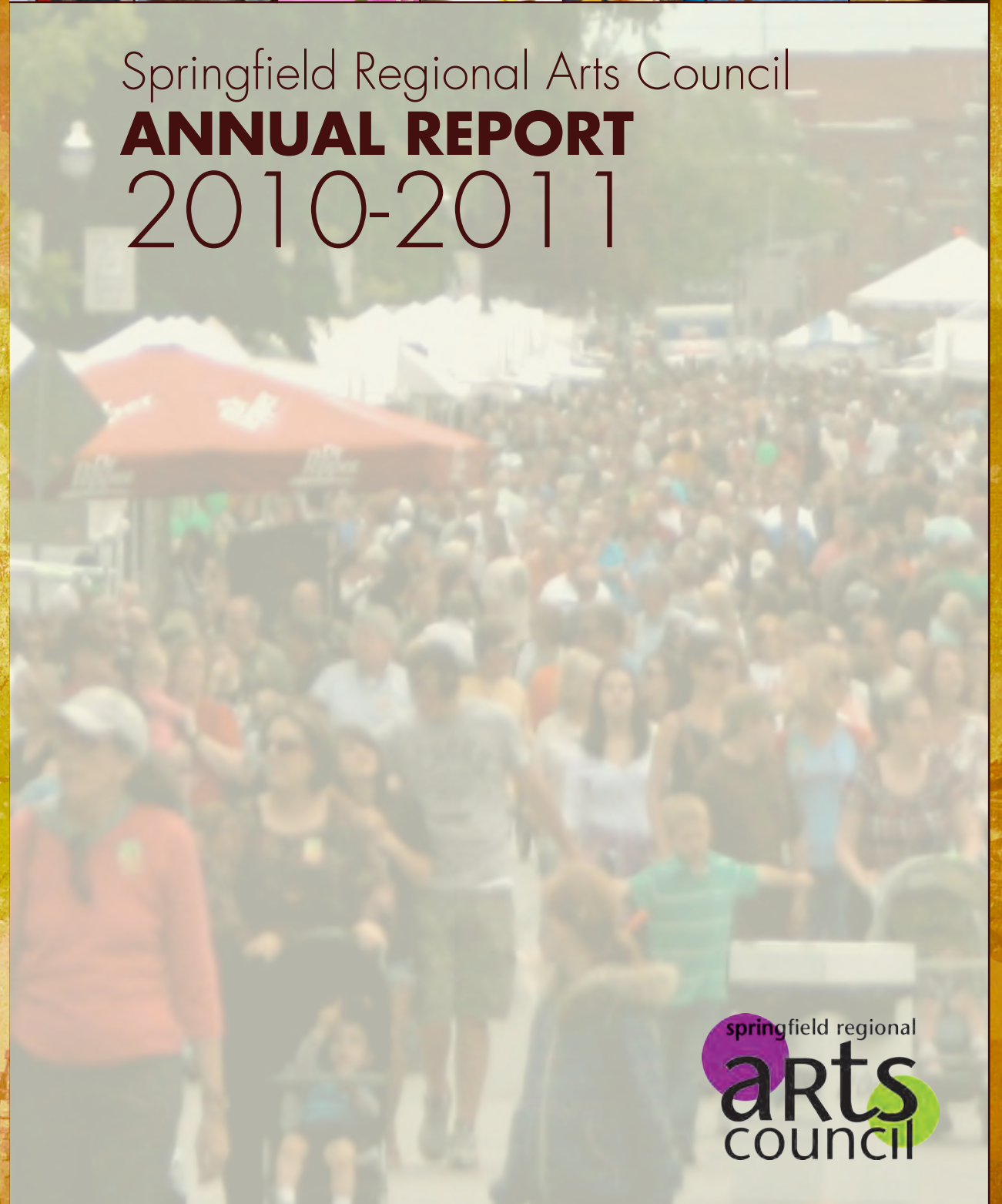
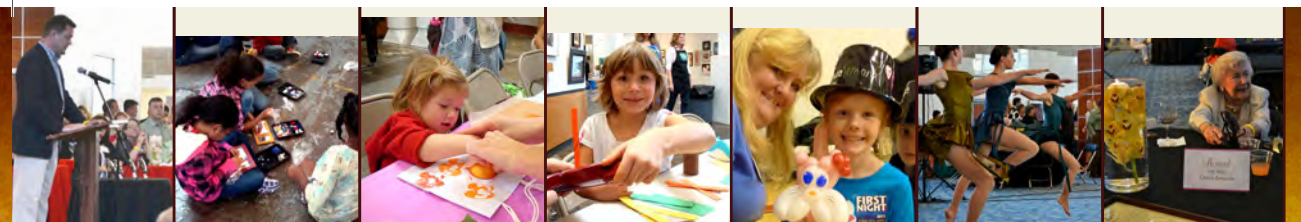
Justin Gault  
Scott Giffen & Yvi Martin  
Dee Giles  
Becky Golubski  
Les Hagemann  
Stephanie Howell  
Marilyn Johnson  
Claudia Johnston  
Dottie Joslyn  
JoeRay Kelley  
Douglas Kelly  
Charles Ketcham  
Dennis Lawrence  
James Lewis  
Blue Lightle  
Jennifer Linders  
Jerri Loveland  
Amanda Low  
Denise McGreevy  
Brian Mooney  
Mike Morris  
Lahna Mueller

Jeff Nitz  
Winifred Nixon  
John Payne  
Teri Pearman  
Carol Penprase  
Carl & Kathy Price  
Lena Qugaliato  
Cathy Quinn  
Barbara Radovanovich  
Debbie Reed  
Kevin Richardson  
Ralph Rognstad, Jr.  
Woody Russell  
Donna Rustin  
Susan Schuster  
Sarah Serio  
Anna Squires  
John & Darline Steinberg  
Doug Wilson  
Gwen Wilson  
Daniel Wooten  
Roxey Young

A Class Act Productions  
Friends of the Springfield Art Museum  
Missouri Film Alliance of Springfield  
Mt. Vernon Regional Arts  
OTC Fine Arts Department  
Ozark Showcase Chorus  
Ozarks Romance Authors  
Queen City Collective  
SATO 48  
Visual Artist Alliance of Springfield

Arvest Bank  
Bass Pro Shops  
Heim, Young & Associates  
Jordan Valley Park/Founders Park  
Lathrop & Gage, LLP  
Springfield First Community Bank  
Sutherlands  
Trust Company of the Ozarks

# Springfield Regional Arts Council ANNUAL REPORT 2010-2011



springfield regional  
**arts**  
council

### The Creamery Arts Center

411 North Sherman Parkway

Springfield, Missouri 65802

Office: 417-862-2787

Info@SpringfieldArts.org

www.SpringfieldArts.org • www.GoArtsNow.com

Sign up for the email newsletter for weekly updates by emailing Info@SpringfieldArts.org





## Springfield Regional Arts Council Board of Directors 2011-2012

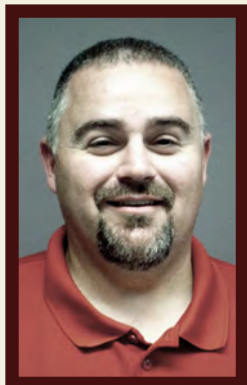
Jeff Cumley, President  
Pam RuBert, Vice President  
Erica Smith, Treasurer  
Sally Baird, Secretary  
Anna Squires, Immediate Past President  
Terry Bond  
Nancy Brown Dornan  
Genevieve Cramer, Ph.D.  
Jenny Filmer Edwards  
Nora England  
Karenanne Fitzsimmons  
Derek Fraley  
Michael Frelander  
Jonathan A. Gano  
Penny Gordon-Chumbley  
Jim Lohmeyer  
Jeff Seifried  
John Steinberg  
Michael Stelzer  
Louise Whall Knauer

## Springfield Regional Arts Council Staff

Leah Hamilton Jenkins, Executive Director  
Amanda Rehani, Finance Director  
Stephanie Cramer, Director of Programs and Exhibitions  
Cayce Schulz, Executive Assistant and Facility Manager  
John Chambers, Facility Maintenance

## LETTER FROM NEW PRESIDENT: JEFF CUMLEY

It's such a privilege to start my new role as President of the Springfield Regional Arts Council. I am both honored and humbled at the opportunity. The Arts Council is such a great organization and does so much to advance arts in our community; I will strive to continue the tradition of our previous leaders. Already, I know I have tough shoes to fill considering Anna Squires coordinated two beautiful days and a couple of broken records at this year's Artsfest.



This coming year will take us into uncharted territory with the Collaborative Endowment Campaign. Through the amazing collaboration with other local arts organizations, we could see a totally new landscape for arts in our community. It will be something that will change the future of arts in Springfield for generations to come. You should be seeing more on this in the coming months so stay tuned!

One of my goals will be to spread the word about the strong leadership within the Arts Council. The Executive Director, Leah Jenkins and her staff, devote their hearts and souls to everything arts. They work tirelessly to make arts more accessible to artists (and aspiring artists) of all ages. They also continue to raise the level of quality of arts in this area to the benefit of us all. They are true professionals and I am proud to work with them in this effort.

I'm looking forward to this next year and I hope you are too.

## LETTER FROM PAST PRESIDENT: ANNA SQUIRES

In my letter to the SRAC board last year I stated that we were facing a difficult economy and would be spending much of our time looking at new models for sustainability and growth. It is my privilege to report that our efforts have been well spent. Through hard work and a great deal of creativity from the SRAC staff and board we are entering our next fiscal year not merely as a functioning organization, but as a thriving one. Our membership campaign successfully yielded an 81% increase in revenue and opened doors for other fundraising opportunities. Art sales through the Creamery, Sky Gallery and corporate members increased 184%. SRAC's two major festivals (Artsfest and First Night) reported their highest combined income to date. And I am very excited to report the successful launch of the Springfield Collaborative Arts Endowment Campaign. This historic and unique effort is something our community can be proud of.



The SRAC made further collaborative efforts through approval of the FY12 Executive Director partnership with the Springfield-Greene County Park Board, representation on the city's new Community Strategic Planning committee, and presentation of the 2011 Ozzie Awards with Flights of Fancy at the Springfield-Branson National Airport.

And of course, we produced and supported some of the most successful art events and workshops in the area. We celebrated 10 years of presenting Arts in the Park Summer Workshops for at-risk students, hosted the Missouri Arts Education Association exhibition, and presented Springfield Art Splash featuring three internationally renowned watercolor exhibits in one city for the first time in the nation.

The SRAC is a fiscally strong and artistically vibrant organization. A friend from Dallas visited me last week. As I showed her around our arts community, she commented "this city is definitely doing something right." I couldn't agree more.

## FISCAL AGENCY PROGRAMS

We supported the following arts organizations by serving as their fiscal agent to help build and support their programs, events and festivals:

- Art Factory 417
- Missouri Film Alliance of Springfield
- First Friday Art Walk
- Fresh Gallery
- Claymobile with Springfield Pottery
- Eclectic Endeavors
- LemonDrop
- SATO 48

## GRANT SUPPORT 2010-2011:

Childhood in its Landscape  
Junior League of Springfield  
Missouri Arts Council  
Missouri Association of Community Arts Agencies  
Musgrave Foundation  
U.S. Department of Education  
Community Foundation of the Ozarks

## OZZIE AWARD WINNERS

The SRAC presented the annual Ozzie Awards at the 2nd Annual Flights of Fancy event hosted by the Springfield-Branson National Airport on Thursday, June 9, 2011. Over 200 attended and the event raised over \$3,000 for the Arts in the Education Fund. The 2011 Ozzie recipients were as follows:

- Virginia C. Bussey – Individual Award
- SATO 48 – Organization Award
- CoxHealth – Corporate Support Award
- Senator Roy Blunt – Leadership Award

The 2011 physical awards were made by local artist, Terry Bloodworth, as commissioned by SRAC President, Anna Squires.

The 2011 Ozzie Selection Committee participants were William Brandon "Bucky" Bowman, Jerry Clark, Kirk Elmquist, Jeanie Morris and Randy Russell.

## SPRINGFIELD REGIONAL ARTS COUNCIL NON-PROFIT/ARTS ORGANIZATION MEMBERS

A Class Act Productions  
A.R.T.S. Group  
Art Factory 417  
ArtSync Gallery  
Branson Arts Council  
Camp Barnabas  
Canvas  
Children's Choirs of SW Missouri  
Creative Concepts!  
Downtown Springfield  
Community Cinema  
Drury University  
Evangel University  
Friends of the Springfield Art Museum  
Juanita K. Hammons Hall for the Performing Arts  
Lebanon Art Guild, Inc.  
Men's Chorus of the Ozarks  
The Messiah Project  
Missouri Film Alliance of Springfield  
Missouri Performing Arts Center  
Missouri State University  
Mt. Vernon Regional Arts  
National Avenue Christian Church  
Nixa Area Chamber of Commerce  
Operation Us  
OTC Fine Arts Department  
Ozark Showcase Chorus  
Ozarks Romance Authors  
Queen City Collective  
SATO 48  
The Skinny Improv  
Southwest Missouri Museum Associates, Inc.  
Southwest MO Art & Craft Guild  
Springfield Ballet  
Springfield Brass Choir  
Springfield Contemporary Theatre  
Springfield CVB  
Springfield Little Theatre  
Springfield Mid-America Singers  
Springfield Sister Cities Association  
Springfield Symphony  
SRO Lyric Theatre  
Studio 55  
Tri-Lakes Community Theatre  
Visual Artist Alliance of Springfield  
The Walnut Street Theatre Association  
Webster University  
Y Arts Academy

## THANK YOU TO THE FOLLOWING CORPORATIONS FOR THEIR MEMBERSHIP:





# 2010-2011 FESTIVAL SPONSORS

417 Magazine  
 88.3 The Wind FM  
 Raj Anand  
 Andy's Frozen Custard  
 Ross & Sally Ausburn  
 AT&T  
 Barb Baker  
 Bank of America  
 W.D. Blackmon  
 Lisa Blumenstock  
 William Brandon Bowman  
 Brewer Science  
 Jason Brown  
 Virginia Bussey  
 Center for Plastic Surgery  
 Central Assembly of God  
 Christ Episcopal Church  
 Civil War Round Table of the Ozarks  
 The Coffee Ethic  
 Conco Companies  
 CoxHealth  
 John & Janet Crow  
 The Daily Events  
 Downtown Springfield CID  
 Ebbet's Field  
 Einstein Bros. Bagels  
 Empire Bank  
 Expedia  
 F & H Food Equipment  
 Tom & Kay Finnie  
 The Frame Shop  
 Gary Funk  
 Gloria Galanes  
 Great Southern Bank  
 Judith Ann Gregg  
 Hazelrigg, Roberts & Easley, P.C.  
 Ted & Rachel Hillmer  
 Sarah Hitesman  
 Cynthia Hollander  
 Hoodrich  
 Hoover Music  
 Lincoln Hough  
 Randy Humphrey  
 J. Terry Johnson  
 Junior League of Springfield  
 Ruth Kelley  
 Kelly Knauer  
 Louise Whall Knauer  
 Krispy Kreme  
 KSPR  
 Kum & Go  
 L & R Specialties  
 Irma Leidig  
 Liberty Bank  
 Linda's Flowers  
 Richard & Faye Loeb  
 Marlin Network, Inc.  
 Martin Family  
 Gordon McCann  
 McDonald's Metro Co-op  
 Lynn Meinhardt  
 Midwest Family Broadcasting  
 Moms Like Me  
 Stephanie Stenger Montgomery  
 John & Jeanie Morris  
 Mothers Brewing Company, LLC  
 Tad & Juli Moseley  
 Wallace & Joyce Munden  
 Musgrave Foundation  
 Neale & Newman, LLP  
 Marilyn Nolan  
 Obelisk Home  
 Fay Ollis  
 Tal & Rosalie O'Reilly Wooten  
 Family Foundation  
 Charlie & Mary Beth O'Reilly  
 Ozarks Coca-Cola  
 Ozarks Technical Community College  
 Linda Peacock  
 William Garret Piston  
 Positronic Industries  
 Price Cutter Bistro Market  
 Marilyn Quigley  
 John & Elizabeth Raidel  
 Edwin Rice  
 Rick's Automotive  
 Ridewell Corporation  
 Ralph & Judy Rognstad  
 Dale & Sarah Sandy  
 James & Peggy Sauer  
 Second Baptist Church  
 Michael Sowers  
 Springfield-Branson National Airport  
 Springfield News-Leader  
 Anna Squires  
 Martha Squires  
 Mary Nell Stamatis  
 Ronald Stenger  
 Timothy Tialdo  
 Pamela Temple Tynes  
 U.S. Bank  
 Urban Districts Alliance

## ECONOMIC IMPACT OF THE ARTS STATISTICS FOR SPRINGFIELD, MISSOURI\*

Arts and culture organizations have been in need of accurate data that provides detail about the creative makeup of our city to make a strong case for investing in arts and culture. The SRAC has taken strides, in partnership with the Missouri Arts Council and Americans for the Arts, to track more closely and consistently the impact of area artists and arts and cultural organizations. In 2009 and again in 2010, the SRAC has gathered data on the number of organizations and events, consumer spending and employment.\*

	2003-04	2005-06	2007-08	2009-10
Arts and Cultural Organizations	43	50	56	64
Museums	3	7	9	9
Local Arts Festivals and Events**	12	19	56	43

\*Data collected by Springfield Regional Arts Council.  
 2009-2010 decreases in festivals/events most likely due to lack of funding and resources or combining of events to maximize benefits and attendance.

### Total Spending (economic activity generated)

Spending by organizations and audience excluding admission.

2009 - \$11,448,122 • 2010 - \$16,323,833

### Total Full-Time Equivalent Jobs Supported

Describes the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.

2009 - 346 • 2010 - 431

**Resident Household Income** (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to local residents.

2009 - \$7,715,911 • 2010 - \$9,566,909

### Total Local and State Government Revenue Funds Received

Revenue to Local and State Government includes revenue from taxes (i.e., income, property or sales) as well as funds from license fees, utility fees, filing fees, and similar sources.

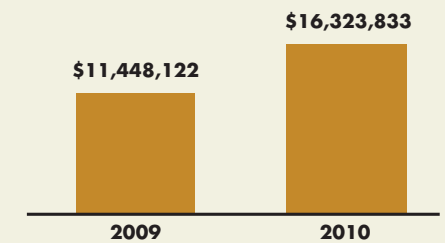
2009 - \$1,224,903 • 2010 - \$2,054,028

\*These figures were generated using the Arts & Economic Prosperity Calculator from Americans for the Arts. The Missouri Arts Council contracted with Americans for the Arts to conduct an economic impact study focusing on the nonprofit arts and culture industry in the State of Missouri. The study excludes spending by individual artists and the for-profit arts and entertainment sector. The project economists, from the Georgia Institute of Technology, customized input/output analysis models for each study region to provide specific and reliable economic impact data. To make it easier to compare the economic impacts of different organizations within the State of Missouri, the project researchers calculated the economic impacts per \$100,000 of spending by nonprofit arts and culture organizations and their audiences.

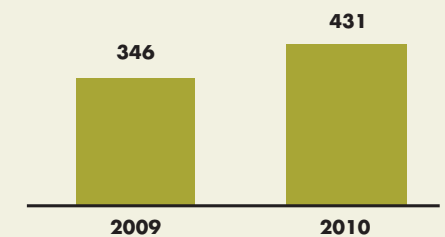
### Local Data received:

28 Non-Profit Arts Organizations in 2009 including Universities, Colleges  
 29 Non-Profit Arts Organizations in 2010 excluding Universities, Colleges

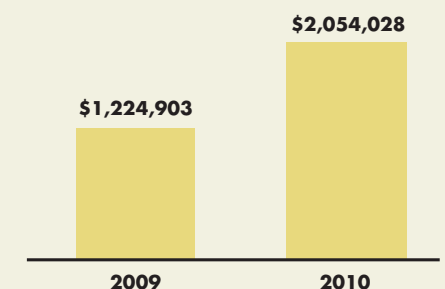
### Total Economic Impact (spending by organizations and audiences, excluding admission)



### Total Full-Time Equivalent (FTE) Jobs • (FTE describes the total amount of labor employed)



### Total Local and State Government Revenue Funds Generated



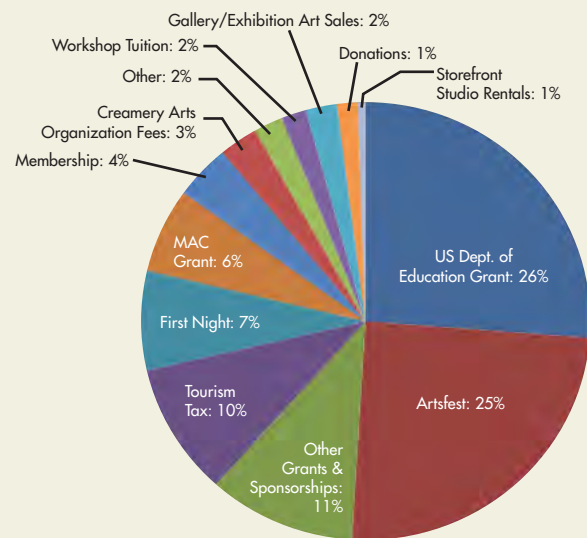


## SRAC General Operating Fund

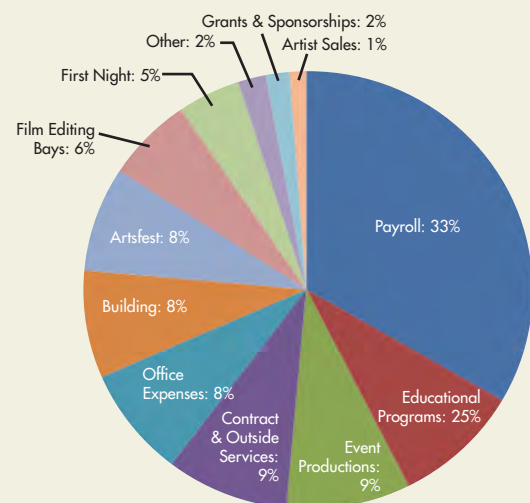
FY2010-2011 Revenue/Expense Report

Revenues	
Operations	\$167,796
US Dept. Of Education Grant	144,062
Festivals	176,491
Other Programs	61,450
<b>TOTAL REVENUES</b>	<b>\$549,799</b>
Expenditures	
Operations	\$220,018
US Dept. of Education Grant	99,834
Festivals	119,906
Other Programs	92,207
<b>TOTAL EXPENDITURES</b>	<b>\$531,965</b>
<b>NET CHANGE</b>	<b>\$17,834</b>

## SRAC Revenue Detail



## SRAC Expense Detail



## ANNUAL REPORT ACCOMPLISHMENTS

### Springfield Regional Arts Council's Accomplishments 2010-2011

- Highest combined income from the SRAC's two major festivals (Artsfest and First Night) in partnership with Urban Districts Alliance (UDA)
- Presentation of the 2011 Ozzie Awards in collaboration with Flights of Fancy at the Springfield-Branson National Airport
- Increased art sales 184% through the galleries at The Creamery, the Sky Gallery, and our corporate members' businesses
- Membership revenue increased 81%
- Celebration of 10 years presenting Arts in the Park Summer Workshops for at-risk students at the Springfield Community Center, including adding Moxie Cinema as a teaching organization
- Launch of historic Springfield Collaborative Arts Endowment Campaign
- Approved FY12 Executive Director partnership with Springfield-Greene County Park Board
- Completed FY11 Economic Impact Study reporting \$16.3 million in economic activity from our local non-profit arts and culture organizations
- Commissioned and/or traded in-kind for Creamery enhancements including: board room and classroom storage, purchase and installation of a printing press, new signage on exterior and windows, signage for named arts library collections, new paint in SRAC office and exhibition hall, security cameras, and building-wide wi-fi network
- Presented Springfield Art Splash, a collaboration between Springfield Art Museum, MSU Brick City, and the Springfield-Branson National Airport Sky Gallery featuring three internationally renowned watercolor exhibits in one city for the first time ever in the nation
- Implementation of SRAC social media sites including Facebook, Twitter, Gowalla and YouTube.
- Hosted the MAEA (Missouri Arts Education Association) exhibition during their annual convention
- Secured a closed trailer to house/transport Vincent Van GOAT thanks to the generosity of the Community Foundation of the Ozarks
- New Brochure for Vincent Van GOAT
- Developed and furthered "Any Given Child" Program in partnership with the John F. Kennedy Center for the Performing Arts and the Community Foundation's Arts Programming Sustainability Initiative (APSI) Committee
- Secured a new location for Storefront Studios thanks to the generosity of Wilhoit Plaza, LLC
- Representation on new Community Strategic Plan and 2011 Community Focus Report Card with community roundtables for feedback
- Developed sustainable funding structure for workshops
- Established artist support services, offering technical assistance with the Artist Registry
- Conducted a program valuation and executive director evaluation with the SRAC Board of Directors
- Establishment of art kits for educators as a replacement for some previously-funded projects through U.S. Department of Education grant
- Featured in the center booth with Springfield-Greene County Library at Salute to Legislators 2011

## LETTER FROM THE DIRECTOR

How should the arts be supported locally and nationally in our current economy?

From strategic planning to legislative sessions to transitioning out of a \$1.4 million dollar federal grant, that seemed to be the question of the year for the SRAC from all sectors of the community.

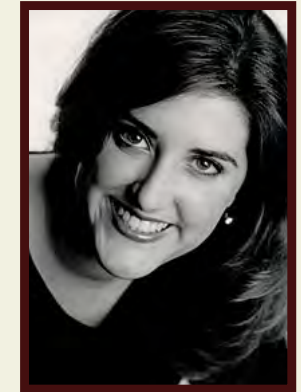
Just recently in June, Kansas governor Sam Brownback won his fight against government-supported arts by eliminating the Kansas Arts Commission with a budgetary line-item veto, while cities such as Cleveland, OH, are enjoying a 10-year cigarette tax to support local arts and culture with more than \$65 million being awarded to 150 arts organizations across their region.

I believe that just like a good investment portfolio, arts funding should be diversified – a healthy balance of private and public funding. This allows and forces arts and culture groups to grow and adapt to the community's needs, avoiding the risk of stagnation or closing its doors if fully funded by one particular source.

More than ever, the story of the importance of funding the arts, both privately and publicly, needs to be told – whether in the grocery store or in the state capital. A thriving arts and arts education scene is a quality of life issue, along with good schools and safe public transit and streets. All of those things and more, in combination, make for a vibrant community. And a vibrant community attracts vibrant people to the workforce who in turn make the community even more vibrant – a good cycle for economic development.

Myself and the great staff at the SRAC are proud to be your partner in the arts and appreciate your continued support throughout this coming year.

-Leah Hamilton Jenkins



## PROGRAMS AND EVENTS 2010-2011

Art Gone Wild!  
Artist in Residence, Ann Meese  
Arts In The Park Summer Workshops  
Artsfest on Historic Walnut Street  
Childhood in its Landscape  
Claymobile  
Creamery Writers' Workshop  
Field Trips at The Creamery Arts Center  
First Friday Art Walk  
First Night Springfield!  
Flights of Fancy/Ozzie Awards  
Free Art Day  
Fresh Gallery  
Greater Ozarks Art Tour (G.O.A.T.)  
Hearts for the Arts  
Juneteenth Art Contest  
MAEA Regional Exhibition  
Mini Monet Mondays  
Partners in Education  
– Boyd and Field Elementary  
Poetry Out Loud  
Saturday Morning Art Club  
Sky Gallery at Springfield-Branson National Airport  
SRAC Members Show  
Visual Art Workshops  
Vincent Van GOAT  
Writing Workshop for Teens

## SRAC Committee List

### Executive Committee

Anna Squires, Chair  
Dr. Carl Price  
Jeff Cumley  
Erica Smith  
Sally Baird

### Arts Education

Terry Bond, Chair  
Kate Baird  
Sara Cochran  
Genny Cramer  
Stephanie Cramer  
Mia Joe  
Anjie Nowell  
Bev Rohlf  
Suzanne Thomas

### Artsfest (ad-hoc)

Terry Bond, Co-Chair  
Gloria Galanes, Co-Chair  
Barb Baker  
Penny Gordon-Chumbley  
Bob Horton  
Sarah Hough  
Leah H. Jenkins  
Alissa Johnston  
Rusty Worley  
Kenny Knauer  
Jim Lohmeyer  
Anne Mary McGrath  
Amanda Rehani  
Anna Squires  
Michael Thomas  
Rusty Worley

### Budget/Finance

Erica Smith, Chair  
Michael Frelander  
Jim Lohmeyer  
Amanda Rehani  
Jared Scott  
Daniel Wooten

### Development

Jeff Cumley, Chair  
Melanie Blunt  
Genny Cramer  
Cliff Davis  
Leah H. Jenkins  
Scott Giffen  
Michael Stelzer

### First Night Springfield!

Daniel Wooten, Chair  
Barb Baker  
Brian Fogle  
Penny Gordon-Chumbley  
Bob Horton  
Sarah Hough  
Leah H. Jenkins  
Alissa Johnston  
Rusty Worley

### Gov't Affairs

Leah Hamilton Jenkins, Interim Chair  
Rob Baird  
Rita Baron  
Melanie Blunt  
Nancy Brown Dorman  
Scott Giffen

Jan Horton  
Sandy Howard  
John Steinberg  
Councilman Robert Stephens

### Marketing

Dr. Carl Price, Chair  
Jeff Cumley  
Cliff Davis  
Michael Frelander  
Judith Garson  
Jeff Hedrick  
Louise Knauer  
Pam RuBert  
Michael Stelzer

### Nominating

Dr. Carl Price, Chair  
Sally Baird  
Terry Bond  
Pam RuBert  
Anna Squires  
John Steinberg  
Erica Smith

### Visual Arts

Pam RuBert, Chair  
Nancy Brown Dorman  
Nora England  
Penny Gordon-Chumbley  
Louise Knauer  
Robin Lowe

