To transform lives &

ENRICH THE COMMUNITY

THROUGH THE ARTS

SPRINGFIELD REGIONAL ARTS COUNCIL

Annual Report

2017-2018
LETTER FROM THE EXECUTIVE DIRECTOR

Leslie Forrester  
Executive Director

A sense of wonder and possibility. Supporting dreams at all ages. Encouraging experimentation and new endeavors. The arts pull us out of the ordinary and provide the opportunity to experience something extraordinary. With your support this year, the SRAC was able to create projects that encouraged artists of all types.

Our Corporate Art Program formally launched with the hiring of Avery Parrish as the SRAC’s Corporate Art Manager. She is working to make buying art easier, expanding exhibition opportunities for artists, and ensuring artists are compensated for their work. In the first full year of the initiative, it generated almost $16,500 in art sales.

Our arts education programs continue to be a strong cornerstone, developing future artists and arts patrons through the Arts in the Park Summer Workshops, Free Art Day, and other projects that encouraged artists of all types.

Jane Chu, Chairman of the National Endowment for the Arts Chairman, spent the day visiting many of the arts hotspots throughout Springfield, thanks to the invitation of Congressman Billy Long. Talking about the arts in Springfield, Missouri at the national level reaffirmed that we are on an exciting trajectory as a community where the arts matter.

While we accomplished many great things last year, we continue to press forward to tackle the next exciting possibilities. The SRAC Board of Directors completed the FY2021 Strategic Plan this summer, identifying 5 priorities for the next three years:

• Increasing outreach efforts to support artists and arts organizations by 20% over the next 3 years.
• Target key groups for arts audience development and increase understanding of the economic impact the arts have on southwest Missouri.
• Align diversity of the SRAC board and committees to reflect the current demographics of the community we serve.
• Increase SRAC’s revenue by 10% per year for the next 3 years.
• Complete an organizational assessment to increase efficiency.

Just imagine how much we can tackle in the coming year together! The possibilities are endless. Want to get involved even more? Consider joining the SRAC Board or a committee. Be an arts advocate and share your own story about why the arts are important. Go see one of the many productions on local stages or exhibitions at local galleries. We have so much talent in our backyard, so jump in and enjoy it!

With much gratitude,

Marty Goodnight
2018-2019 President

LETTER FROM THE BOARD PRESIDENT

Marty Goodnight  
2018-2019 President

As the President of the Board of the Springfield Regional Arts Council, I want to personally thank you for all you do to support the many facets of art in Springfield and the surrounding area. The arts are all around us – on the walls of local galleries, sculptures in our parks, in the air of a musical performance – making our lives richer and our community a better place to live.

The arts have proven to grow our local economy, encourage diversity and have contributed to our region’s exceptional quality of life.

As you support the arts, you are helping a child discover creativity and see the world in a beautiful, new way. Your contributions make it possible for a passionate musician to take that next step in his or her journey through a special performance. Your attendance and support at art events celebrates our artists’ contributions and drives our thriving local economy when you invest in the arts.

With your support of the Springfield Regional Arts Council, you help sustain a leading and driving force for the arts in our community. Our amazing staff is rooted in the arts community and is the engine of our organization that develops programming, organizes events and puts the Arts Council’s mission into action on a daily basis. Our strong Board of Directors continues to work closely with the staff and the Executive Director to constantly grow and refine our strategic plans to maximize how our mission is delivered. It takes a fun, smart and energetic team to passionately transform lives and enrich our community through the arts.

Thank you for how you specifically connect to the arts and to our local artists! Thank you for your support, your patronage, the hours you volunteer and for contributing to our dynamic regional arts community.

With much gratitude,

Marty Goodnight
Accomplishments

NUMBERS
- Hosted 18,514 people in The Creamery Arts Center from July 1, 2017 to June 30, 2018.
- Hosted 245 rehearsals, 452 meetings, 11 performances, 90 special events and 158 workshops at The Creamery Arts Center for a total of 989 appointments.
- Hosted 10 First Friday Art Walks at The Creamery showing 816 pieces of art from 302 artists.
- Granted $19,000 in funding to 15 area non-profit organizations through the annual Arts & Culture grants in fall 2017.
- Provided transportation for equipment and materials to 11 area arts organizations via the arts truck, which was driven 263 miles.
- Clay-Mobile, the SRAC’s mobile clay classroom, worked with 545 students.

EVENTS
- 2018’s Artsfest on Walnut Street was the highest grossing year in the event’s history.
- The Ozzie Awards celebrated 6 recipients and raised over $12,000.
- Partnered with the Springfield-Greene County Park Board for SnowFest at Jordan Valley Park with 400+ kids participating in the hands-on art activities.
- Hosted Wild Bob’s Musical Book Club lunch-time concerts in The Creamery Annex in partnership with the Springfield-Greene County Library.
- Hosted hands-on art activities at the Springfield Symphony Orchestra’s concert in Jordan Valley Park.
- Hosted the Cultural Arts tent at the Japanese Fall Festival hosted by the Springfield Sister Cities Association.
- Hosted Kite Festival Activity with Sister Cities in Tlaquepaque, Mexico with the Springfield Sister Cities Association and raised $3,600.
- Hosted Holiday Free Art Day with 90 attendees.
- Hosted Comedy Open House with local comedians.
- Led art activities for 90 students at SPARC Spring Break Camp.
- Attended 6 OACAC events, reaching 240 students.
- Partnered with Dickerson Park Zoo to provide art stations during Arts Gone Wild, reaching over 1000 zoo patrons.
- Held a week-long summer camp at Tom Watkins Park in partnership with Springfield-Greene County Park Board.
- Hosted Live-Art at White River Fest.
- Hosted pet art station at Bark in the Park.

EDUCATION
- Hosted the 16th annual Arts in the Park Summer Workshops with Springfield Community Center.
- Hosted Poetry Out Loud 2018 South-West Regional competition with 7 schools participating; Stockton High’s Mari-Ellin Witt was the winner.
- Hosted professional development workshops for artists including Framing for Artists and Accounting for Artists.
- Selected as one of four Any Given Child sites nationally to participate in the Kennedy Center’s Community of Practice Cohort.
- Provided grant writing support for the Springfield Jazz Festival.
- Hosted NEA Chairman Jane Chu.
- Hosted Central Bridges Education. Staff for Staff Retreat.
- Paired local artists with children at Isabel’s House for a collaborative art project.
- Hosted 10 field trips with 220 students coming from St. Agnes, Sparta, West Plains, SPARC, Mercy Special Needs, Missouri State’s ELI program, and Central High School.

PERSONNEL CHANGES
- Rachel Johnson hired as SRAC’s Director of Programs and Exhibitions in October.
- Nicole Chilton transitioned from the bookkeeper role to Director of Marketing and Development in June.
- Grew the corporate art rental program, hiring Avery Parrish as Corporate Art Manager.

FUNDING
- Awarded grants from Missouri Arts Council, Musgrave Foundation, Southwest Rotary, and Be Civil Be Heard for outreach, education, and operations.
- Received $10,000 in funding from the National Endowment for the Arts for Community Concerts and Conversations held in 2018.
- Began implementation of DonorView.
- Received a grant from Springboard for the Arts’ Creative Exchange Program to create a toolkit for the Arts in the Park program.

EXHIBITIONS
- Hosted the second $500 & Under Exhibition in December 2017 to encourage affordable art purchases during the holiday season.
- SRAC artists sold $11,301 in work at The Creamery and Sky Gallery.
- The annual Hearts for the Arts Silent Auction raised $3,230 for arts education programming.
- Continued the extensive partnership with the Springfield-Greene County Library to host artwork at the Midtown Library, a Big Read exhibition at The Creamery, and staff person serving on the committee.
- Hosted the first open studio session with live local music sponsored by a generous anonymous donor.

ADVOCACY
- Participated in Citizens Day in Jefferson City with the SRAC’s Executive Director serving as the event chair.
- SRAC Executive Director served as chair of hotel/motel tax allocation committee.
- Executive Director and Director of Programs and Exhibitions served on Arkansas Arts Council’s grant review panels.
- Welcomed Springfield Sculpture Walk as a resident of The Creamery Arts Center.
- Executive Director served as Vice President of the Missouri Association of Community Arts Agencies.
- Director of Programs and Exhibitions served on Sculpture Walk Selection Committee.
- Office & Facility Manager attended Art Ease: A Regional Convening on the Arts & the Military.
- Executive Director served on the Board of Missouri Citizens for the Arts.
- Participated as a member of the Springfield-Metro Partnership through the Libraries & Arts Alliance. Events included the Salute to Legislators in Jefferson City and the Legislative Thank You Luncheon at Missouri State.
- Developed partnerships with community organizations to host workshops, including Victory Mission, MissouriCare, and YMCA Healthy Kids Day.
- Director of Exhibits and Programs presented to students at WINGS and elementary art educators with Springfield Public Schools.

VALUES: CREATIVITY IN ALL FORMS, COLLABORATIONS AND PARTNERSHIPS, LEADERSHIP, INNOVATION, QUALITY, DIVERSITY AND INCLUSIVENESS, ACCESSIBILITY, GROWTH AND EDUCATION, SUSTAINABILITY
ARTSFEST 2018

ARTS AWARDS SPONSORS

Neanie Squires Best in Show
Outland Complex Live Art Awards
John & Beth Raidel Best of 3D
Ed & Phoebe Rice Best of 2D
Family of Bob White Award of Excellence
Anna Squires & Lisa Blumenstock Memorial Award
Gailey’s Award of Excellence
L&R Specialties Award of Excellence
Springfield Blue Print Award of Excellence
Maschino’s Award of Excellence
Rob & Sally Baird Award of Excellence

EXHIBITS & WORKSHOPS

Winter & Marshall Kinne, Med-Pay, Inc. Award of Excellence
Hood-Rich Architecture Award of Excellence
FESTIVAL SPONSORS
Great Southern Bank Transland
University Plaza Hotel Positronic Industries
Wendy’s DeLong Plumbing
Heart of America Center for Plastic Surgery
PetsWay Central Bank
Hotel Vandivort Sun Solar
Gallery Gal Springfield Art Museum
Alamo Drafthouse Cinema Bryan Properties
SS&B Heating and Cooling NewsLeader
Monsees and Mayer Midwest Window & Door Redfin
Ridewell Suspensions Connell Insurance
Renewal by Anderson Hood-Rich
Kum & Go Clarence McElroy

2018 OZZIE AWARDS

Springfield-Branson National Airport Touch
Rooney McBride & Smith LLC Southern Materials Company
Esterly Schneider & Associates, Inc AIA
MSU College of Arts & Letters Springfield Public Schools
Community Foundation of the Ozarks A Cricket in the House
Sister Cities Conco Companies
Southern Glazer’s Wine & Spirits of Missouri Hotel Vandivort
Old Missouri Bank Phi Theta Kappa
Springfield-Greene County Park Board Ozark Technical Community College Fine Arts Department
Unite News Online

Upcoming EXHIBITIONS, PROGRAMS & EVENTS

- Hearts for the Arts January 11-February 1 2019
- Still Life Show at The Sky Gallery February 15th, 2019
- Mid-Career Invitational Artist Reception - February 21, 2019
- Between the Lines: Modern Myths & Muses March 2019

- Central High School IB Show April 2019
- Live Art from Artsfest May 2019
- Annual SRAC Members Show presented by Positronic Industries June 2019
- Artsfest May 4 & 5, 2019
- Arts in the Park Summer Workshops With students from The Community Center June 2019 - July 2019
- School Field Trips at The Creamery Arts Center

- Alberta Smith Arts Education Award
- Jeff Clinkenbeard & Kyaw Tha Hla Legacy Award
- Great Southern Bank Corporate Award
- Greg Burriss Leadership Award
- Donna Crosby Legacy Award
- Russ & Janet Rose Volunteer Award

2018 OZZIE AWARDS Winners

- The Ozzie Awards were created by SRAC artist Ken Richardson.
- Junior artists at Artsfest created keychains at the SRAC Kids Art Tent.
- Alberta Smith won the Arts Education Award at the 2018 Ozzie Awards.
- Springfield Ballet performed to celebrate Great Southern Bank receiving the Corporate Award at the 2018 Ozzie Awards.
- Junior artists at Artsfest created keychains at the SRAC Kids Art Tent.
- There were more than 70 performances and 130 artists featured at Artsfest on Walnut Street in 2018.
- Alberta Smith won the Arts Education Award at the 2018 Ozzie Awards.

Festival & Event Sponsors

- 2018 OZZIE AWARD Winners

- Artsfest May 4 & 5, 2019
- Arts in the Park Summer Workshops With students from The Community Center June 2019 - July 2019
- School Field Trips at The Creamery Arts Center

FLights of Fancy photo credit: Keaton | Artsfest photo credit: SRAC staff
THANK YOU TO THE FOLLOWING CORPORATIONS FOR THEIR MEMBERSHIP!

[Logos of various corporations]