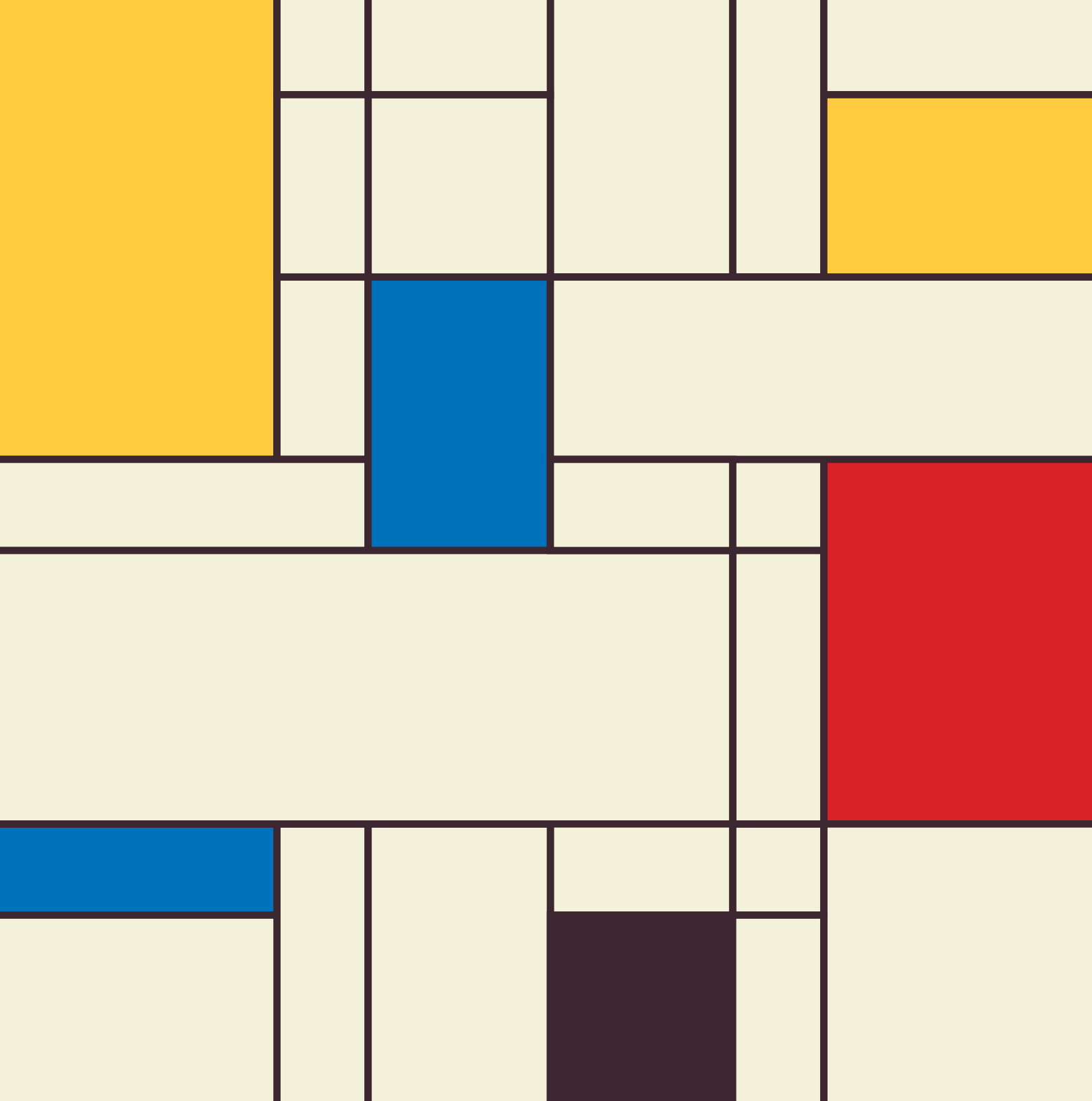




2021 annual report



A Message from our Council Director

I still remember that rush of excitement on Christmas morning as a kid. Waking up early, butterflies in my stomach, racing to look under the glittering tree to see if my name was on any of the presents.



environment, providing programming in new and unique ways. Despite the obstacles, you have opened your doors with smiling faces to welcome the community back in. For that, we all owe you a debt of gratitude.

If we have learned nothing else this past year, it is that arts and culture are an essential part of our lives. A world without the arts is like a present without a bow, and so we must continue to share our stories, showing how we connect with every aspect of our communities. The Council wants to be part of the journey with you. I encourage you to join us and continue to inspire magical moments in the year ahead.

We are in this together.

Alison Watson
Director

You are all like shiny gifts, welcoming us all back to experience the magic of arts and culture once again. On behalf of the entire Council team – thank you! This past year, you have adapted to the circumstances and limitations of our

How to Reach Us

To get involved or for more information on how the Council is impacting Michigan communities, visit Michigan.gov/arts



About MCACA

Since 1966 with the creation of the Michigan Council for the Arts, the State of Michigan has recognized the value and importance of a vibrant arts and cultural sector. On August 28, 1991 the Governor by Executive Order created The Michigan Council for Arts and Cultural Affairs (the Council) to maintain and nurture its cultural and artistic riches. Today, the Council reaffirms and believes in our enabling doctrine:

- ♦ **Arts and culture enrich our lives and are vital to the well-being of our society.**
- ♦ **Arts and culture bring important benefits to Michigan's economy, to our efforts to attract business to this state and to our tourism industry.**
- ♦ **Arts education is a critical part of the education of our youth in that it opens new worlds to them, encourages creativity and presents opportunities for careers.**

Vision

The Council envisions a Michigan where every citizen celebrates the state's cultural treasures and arts and cultural experiences are accessible to all its citizens.

Mission

From our historic monuments and museums to traditional practices and contemporary arts, the Council is dedicated to ensuring that every citizen and community in Michigan enjoys the civic, economic and educational benefits of arts and culture.

Beliefs/Values

The Council believes that government has a responsibility to ensure public access to arts and culture throughout the state and because of that belief:

- ♦ **The benefit of the Council's activity is public, belonging to every citizen as we champion arts and cultural organizations, initiatives and artists in the state.**
- ♦ **Council programs will be rooted in equity, access and inclusion, because all should have the opportunity to engage in programming and feel welcomed.**
- ♦ **The work of the Council will be transparent, fair and ethical.**

Core Pillars

While arts and culture are woven throughout all aspects of life, the Council focuses its primary efforts on three core activities:

- 1. Civic Engagement**
- 2. Economic Development**
- 3. Education**

The Council has highlighted a success story of a 2021 grant recipient that most aligns with each of the core pillars on the following pages.



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*What are we doing
next year?*

- **“Camelot” volunteers**



Civic Engagement

We believe that sharing creative experiences and expressing creativity builds powerful connections with others, our community, our world and ourselves.

Success story: Eastern Upper Peninsula Fine Arts Council

Grant awarded: Minigrant Arts Project \$4,000

Similar to most arts and cultural activities in 2021, the Eastern Upper Peninsula Fine Arts Council's (EUPFAC) musical production was impacted by COVID-19. EUPFAC showed the sort of adaptability and innovation that we have come to expect and admire in our arts and cultural organizations throughout the pandemic. However, that is not the heart of this story.

The heart of this story is that of community engagement. EUPFAC wanted to use their 2021 musical production of “Camelot” to bring the community together after a nine-year break. They did so with two paid staff, 38 artists and roughly 60 local volunteers ranging in age from 8-92; nearly half were senior citizens. It was the biggest year for volunteer participation the

EUPFAC ever had for a single production. They worked on set construction, scenic art, lighting and costuming. Volunteers came from all over the Eastern Upper Peninsula, from Brimley, the Soo and Raber to Pickford, Drummond Island and DeTour Village.

EUPFAC measured their success based on volunteer participation, not by audience attendance, along with their willingness and eagerness to come back next year. The close of production came with many asking, “what are we doing next year?”

EUPFAC demonstrates how you can use arts and culture to engage your community not just as an audience, but as an active participant.

Economic Development

We believe investing in the creative ecosystem and raising public awareness of its impact on our collective well-being stimulates Michigan’s economy, cultivates community vitality and enhances quality of life.

Success story: City of Holland

Total grant investment: \$215,649

- ♦ Lane Preschool - \$675
- ♦ CultureWorks - \$18,750
- ♦ Downtown Holland Principal Shopping District - \$4,000
- ♦ Holland Area Arts Council - \$42,775
- ♦ Holland Community Chorale - \$15,000
- ♦ Holland Community Theatre - \$12,500
- ♦ Holland Historical Trust - \$19,949
- ♦ Holland Symphony Orchestra - \$4,000
- ♦ Hope College - \$24,000
- ♦ ODC Network - \$74,000

Arts and culture have become an economic driver for the city of Holland and the surrounding area, due in large part to state funding provided by the Council to local organizations, colleges and schools. The community is collaboratively working together to enrich the quality of life for the residents in the region through the development of high-quality productions, educational programming for all ages and a wide range of art exhibits and cultural events. Holland has a rich heritage of Dutch immigration, but also as a town of inventors. Most notably,

Herman Miller, Heinz Pickle Factory and Bush and Lane Piano Company. Yet with a growing arts and cultural sector, Holland is diversifying its economy – building a vibrant community, creating jobs and attracting professional talent into the area.

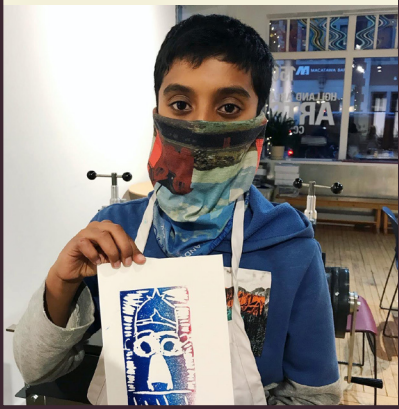
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When I’m here, I feel supported when it comes to my artwork and my growth as a person. I feel like CultureWorks definitely does live up to that phrase of empowering people.

- Jax, student at CultureWorks

CultureWorks Transformative Art + Design Academy is a faith-inspired nonprofit offering culturally relevant, transformative art and design experiences to youth from all backgrounds. They provide a nurturing environment where professional teaching artists and designers work with middle and high school students to inspire curiosity, develop talent and build 21st century skills.

Holland’s arts and cultural organizations:



Welcomed 143,153 visitors



Had 1,766 volunteers or served on their boards



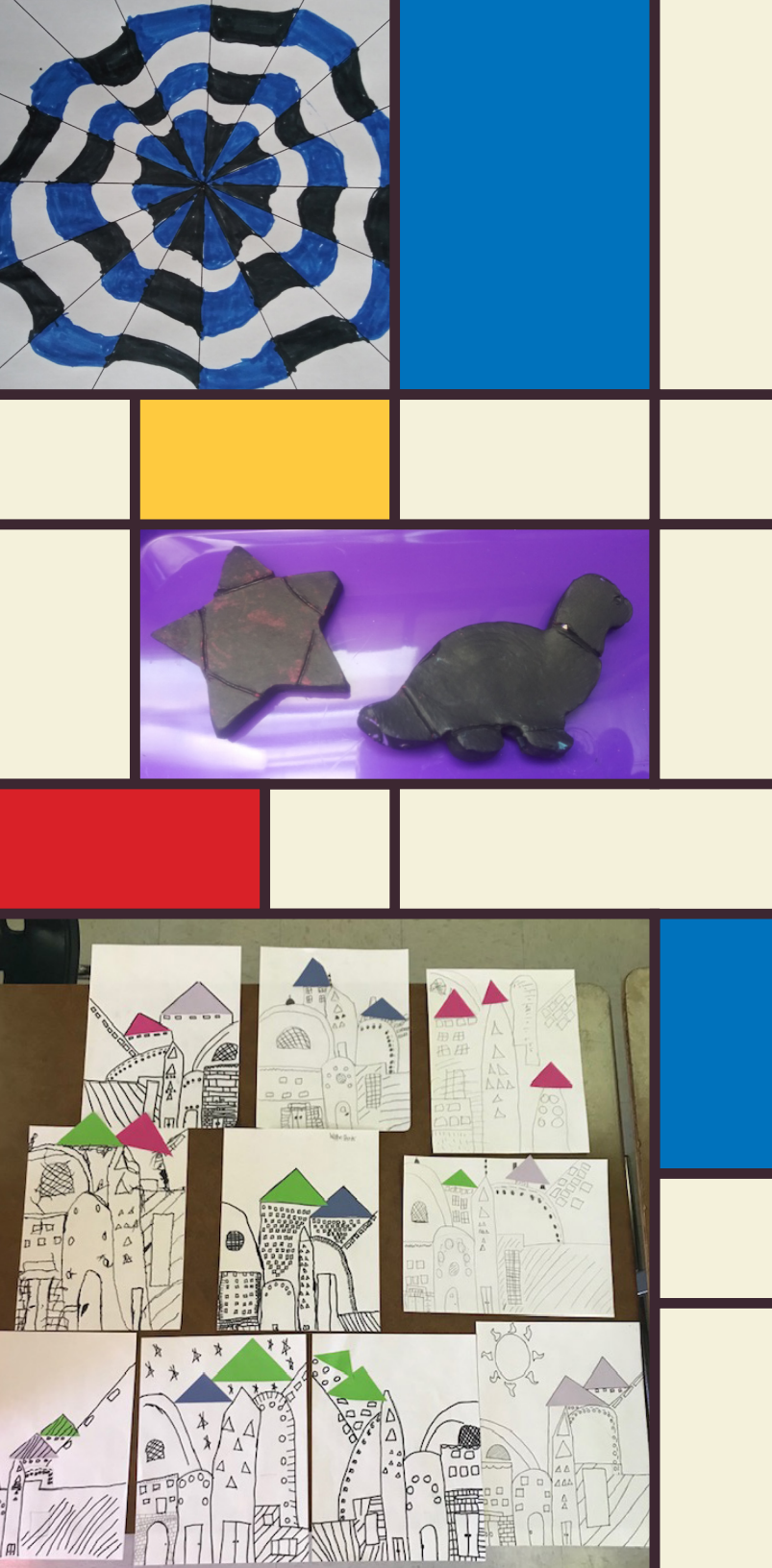
Employed and/or contracted with 235 people



Had annual revenues of \$6,429,716

Had annual expenses of \$5,773,536

*Source: DataArts, FY20, compiled from data profiles for CultureWorks, Downtown Holland Principle Shopping District, Holland Area Arts Council, Holland Community Chorale, Holland Community Theatre, Holland Historical Trust, Holland Symphony Orchestra and ODC Network.



Visual artist Barbara Taylor engaged students from Gratiot-Isabella Regional Education Service District (GIRESD) in creating original works of art.

Education

We believe a lifelong education in music, visual arts, theatre, dance, literature and media empowers us to be well-rounded citizens, expands our ability to effectively communicate and provides us with 21st century job skills.

Success story: Gratiot Isabella RESD

Grant awarded: Arts in Education: \$15,000

Gratiot-Isabella Regional Education Service District (GIRESD) conducted an Arts in Education program focused on music, visual arts and dance in all GIRESD special education classrooms, with a total of 182 students participating in the program. Teaching artists covered music elements of rhythm, such as a steady beat, counting meter and manipulating time. Visual artists engaged students in working with clay to create original works of art, connecting the arts projects to science and social studies curricula. Dance artists taught elements of creative dance, including direction in space, moving fast and slow, smooth and jerky, soft and strong and related the movement to counting, moving individually and as a group and telling stories through movement. The residency program concluded with a virtual arts festival where classrooms of students Zoomed in to view one another's videos and celebrate their accomplishments.



New Leaders

Success Story: The Playhouse at White Lake

Grant Awarded: New Leaders, \$2,800

The White Lake Youth Theatre Council (WLYTC) was formed in 2020 to develop new leaders in West Michigan's performing arts and designed to help support year-round Youth Theatre programming at The Playhouse at White Lake, while empowering young voices to guide their future interests and education artistically. WLYTC Council aims to cultivate a compassionate community, leadership and life skills through arts education at The Playhouse at White Lake. This is the first High School Theatre Council in the nation, and the idea was created around giving voices and artistic guidance to the young people we serve.

Due to the wild success of the program, the WLYTC earned a nomination for innovation from Grand Valley State University. It has helped The Playhouse to raise awareness about their programming and develop deeper bonds between their students, in addition to offered both the students and alumni running the program the chance to spread their wings and take on more responsibilities as they grow the program from the ground up. Students who participated in the program loved the experience, and plans are underway to make the WLYTC a fully-funded annual project that empowers local area youth while raising New Leaders.



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Poetry Out Loud

Poetry Out Loud (POL) is a national poetry recitation competition for high school students. Youth learn about great poetry through memorization and performance. Students master public speaking skills, build self-confidence and cultivate a love for poetry.

Participating high schools host their own competitions and select a student to represent their schools at the state finals. A total of 20 schools took part in the 2020-2021 POL virtual state finals.

POL is a partnership with Michigan Humanities, the Council, the National Endowment for the Arts, the Poetry Foundation and the National Endowment for the Humanities. Additional support is provided by Meijer and the Liesel Litzenburger Meijer Fund.



Madison Ganzak, a senior at Roosevelt High School in Wyandotte, was named the 2021 Michigan Poetry Out Loud State Champion.

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Rising Leaders

Rising Leaders is a rigorous and highly interactive leadership development initiative committed to the advancement of Michigan’s arts leaders. The program is designed and facilitated by the Council and Partners in Performance, the nation’s preeminent designer and facilitator of leadership development initiatives for the arts and culture sector.

Focus in 2021: Advancing Equity and Building Adaptive Capacity was conceived as a natural, progressive and timely extension of the prior work of the Rising Leaders program, and was offered to the alumni of both 2018-19 and 2019-20 Rising Leaders cohorts. This year’s learning outcomes were: 1) To better understand the qualities of highly adaptive organizations, and how to integrate a range of voices, perspectives and ideas into informed decision making in times of great uncertainty. 2) To better understand racial equity practices as it relates to individual, organizational and societal change. 3) To practice the application of these two competencies toward building more just and resilient work environments in the arts.

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I have stepped back, to allow different voices and perspectives to take the forefront of our decision-making. I have also begun to allow myself the time and space for transformative relationships as opposed to transactional ones - prioritizing people over tasks. I’ve also found ways to prioritize space for learning and reflection, which has transformed by professional practice.

- Rising Leaders Participant

14/14
Congressional
Districts Reached

38/38
Senate
Districts Reached

103/110
House
Districts Reached



Grant Awards (FY2021)

MCACA used its general fund appropriation* to make 766 grant awards in 72 of Michigan's 83 counties.

**when regranting is included*

Grants awarded directly: 472 out of 599 applications

Total awarded: \$9,194,529

Total requested: \$18,791,208

Working with our Regranting Partners through the state, we were able to fund:

245 grants in 63 counties

Touring Arts Program:
49 grants in 22 counties

Art Equipment/Supplies Program:
18 awards in 9 counties

Professional and Organizational Development Program:
72 grants in 29 counties

Minigrant Arts Projects Program:
155 grants in 54 counties

Programs Receiving Grants

Operational Support
\$4,982,534

Capital Improvement Program
\$1,684,410

Project Support
\$771,750

Regional Regrantors
\$894,489
SV: \$284,040
RR: \$610,449

New Leaders
\$45,844

**Services to
the Field**
\$589,000

**Arts in
Education**
\$226,502



The Creative Sector: Statewide Snapshot (FY2019)

Arts and culture – an essential part of the creative industries – contribute powerfully to the vibrancy of Michigan cities and communities, creating great places to live, work and visit, and destinations that attract talent and business investment.

This collection of data represents 433 nonprofit arts and cultural organizations, that have also applied for MCACA funding, for FY2021.*

These organizations:

engaged **603,796** youth in arts education based programs

have **\$768,678,077** in annual direct expenditures

provided **24,428,101** people with free admission

welcomed **35,202,770** visitors

have **5,497** people serving on their boards

programmed **413,040** events

employed **34,382** people

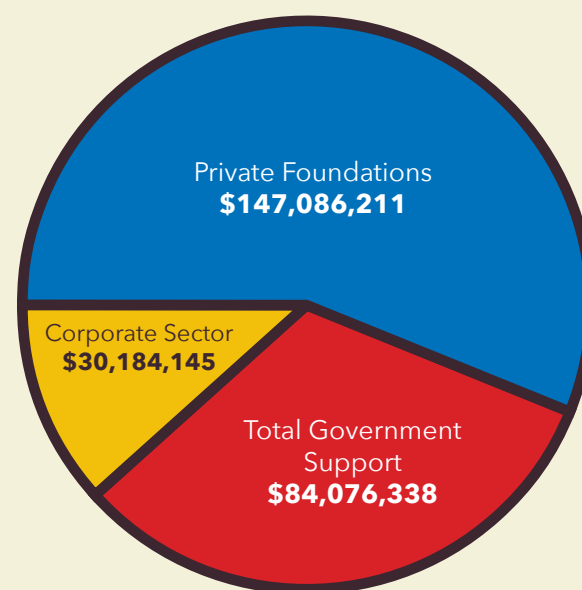
had **57,462** volunteers

The U.S. Bureau of Economic Analysis reports that arts and cultural production accounts for \$15,396,755,000 and 2.9 percent of the Michigan economy, contributing 122,288 jobs.

An interactive dashboard can be found here:

https://nasaa-arts.org/nasaa_research/creative-economy-state-profiles/

Financial Support Breakdown:





This project is supported in part by an award from the National Endowment for the Arts. To find out more about how National Endowment for the Arts grants impact individuals and communities, visit www.arts.gov

To get involved or for more information on how the Council is impacting Michigan communities, visit Michigan.gov/arts