



2020 annual report



A Message from our Council Director

Twyla Tharp, an American dancer, choreographer, and author once said, "Art is the only way to run away without leaving home." Never before have those words been truer than they are now. With what started out as a year filled with so much excitement and momentum, quickly turned into the unfathomable... a worldwide pandemic, civil unrest and election turmoil. Through it all, there has been one thing that has been a saving grace not only for me but for every citizen in our great state, the ability to dream, to create and to run away without leaving our homes. And that, my friend, is all thanks to you.



On shoestring budgets, I have seen you create engaging experiences for all to take part in while finding ways to bring arts and culture into our everyday lives. Online dance classes, Instagram posts highlighting cultural artifacts, concerts from your living room, virtual museum tours and radio plays. We have learned not only how to stay connected with our family and friends virtually but with our community as well. That is no small feat.

I look forward to the day when we can fill our theatres, our galleries and our concert halls, but until we can all be together again, thank you. Thank you for helping me leave home without ever leaving my house.

We are in this together.

Alison Watson
Director

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:

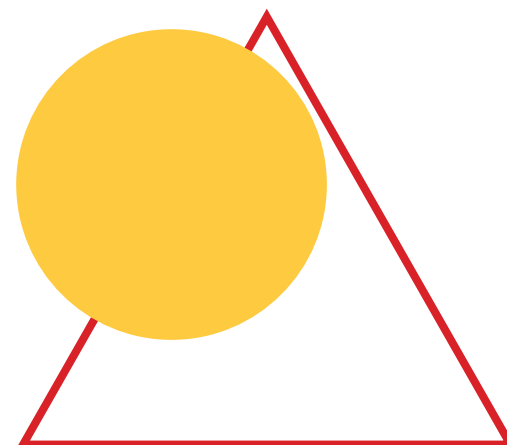
- ♦ Arts and culture enrich our lives and are vital to the well-being of our society.
- ♦ Arts and culture bring important benefits to Michigan's economy, to our efforts to attract business to this state and to our tourism industry.
- ♦ Arts education is a critical part of the education of our youth 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 2020 grant recipient that most aligns with each of the core pillars on the following pages.



I started in YYO when I was in third grade and took the pre-orchestra classes. Since then, YYO has been the main part of my musical education. From learning how to play with others to bonding with people I might have never met, YYO has truly made my experience as a musician so much better

– Chiho Sung,
sophomore violinist,
YYO student for seven years

Civic Engagement

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

Success story: Ypsilanti Youth Orchestra

Grant awarded: Operational Support \$13,125

The Ypsilanti Youth Orchestra (YYO) offers music education and performance opportunities to students aged 3–18 years. YYO serves youth of diverse backgrounds and socioeconomic status, is tuition free for all students and families, and provides more than 200 Ypsilanti area children with access to music education.

The leaders of YYO and its teaching artists strive to develop students not only as musicians, but also as well-rounded and thoughtful individuals. Cultivating students' creative needs and aspirations—from a blossoming interest in music to participating in the advanced symphony orchestra—prepares them along the way for a life of engaged citizenship.



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 the quality of life.

Success story: City of Marquette

Total grant investment: \$148,125

- ♦ K.I. Sawyer Elementary School - \$687
- ♦ Lake Superior Art Association - \$4,000
- ♦ Lake Superior Theatre - \$11,250
- ♦ Marquette Arts and Culture Center - \$15,000
- ♦ Marquette City Band - \$10,000
- ♦ Marquette County Historical Society - \$21,000
- ♦ Marquette Maritime Museum - \$15,000
- ♦ Marquette Symphony Orchestra - \$12,500
- ♦ Northern Michigan University DeVos Art Museum - \$14,188
- ♦ Superior Arts Youth Theater - \$15,000
- ♦ Superior String Alliance - \$12,500
- ♦ Upper Peninsula Children's Museum - \$17,000

Arts and culture have become an economic driver for the city of Marquette and the surrounding area due in large part to state funding provided by the Council to local arts organizations. The arts 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.



Marquette has a rich heritage as a mining town. Yet with a growing arts and cultural sector, Marquette is diversifying its economy, building a vibrant community, creating jobs and attracting professional talent into the area.

A summer visit to the Marquette area would not be complete without attending a Lake Superior Theatre production at the Boat House. During the winter months, the Boat House stores recreational vessels, and, in the summer, it is transformed into the Lake Superior Theatre. With more than 300 cast, support crew members and volunteers who donate well over 4,000 hours of their time, more than 5,600 people get to enjoy live theatre in a unique facility filled with nautical artifacts and a million-dollar view of Lake Superior.



"One of the reasons that Lake Superior Theatre has become my passion is the hope that by presenting and preserving our past all of us will take the time to share all those untold stories." Peggy Frazier, Board President and Owner of the Boat House.

Marquette's arts and cultural organizations:

Welcomed **145,052** visitors

Programmed **260** events

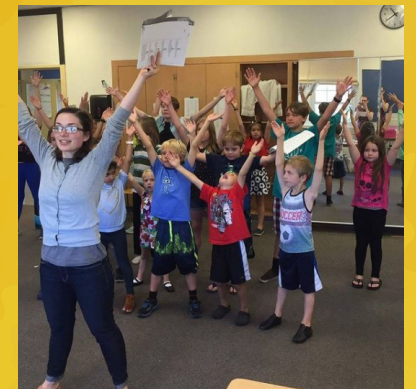
Had **2,430** volunteers or served on their boards

Employed and/or contracted with **403** people

Had annual revenues of **\$1,595,363**

Had annual expense of **\$1,708,576**

Source: DataArts, FY18, compiled from data profiles for Lake Superior Art Association, Lake Superior Theatre, Marquette City Band, Marquette Maritime Museum, Marquette Regional History Center, Marquette Symphony Orchestra, Superior Arts Youth Theater, Superior String Alliance, Upper Peninsula Children's Museum



“What strikes us most about the Museum Immersion Program is the level to which students learn about their local history and take ownership over it. The students make direct connections between curriculum taught in school and buildings, events, artifacts and people from their community's past. The ability to direct their own learning, opens up their excitement about the past.”

- Lisa Plank,
Lowell Area Historical
Museum Director



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: Lowell Public Schools

Grant awarded: Arts in Education: \$11,245

The Museum Immersion Program is an interactive, student driven project engaging students in the history of their community through resources at the Lowell Area Historical Museum. Students spend two full days at the museum practicing historical research and stewardship. Historians guide and interact with the students to further their understanding of the past, its preservation and presentation.

The program engaged 300 students in the 3rd and 4th grades in three different elementary schools across the district: Cherry Creek, Alto and Murray Lake Elementary.





Grant Awards (FY 2020)

MCACA used its general fund appropriation* to make 1,150 grant awards in 73 counties out of Michigan's 83 counties.

**when regranting is included*

Grants awarded directly: 713 out of 1,071 applications

Total awarded: \$10,225,237

Total requested: \$23,050,838

Regranting Partners

Regional Regrantors

224 grants in 62 counties

Michigan Humanities Council

Touring Arts Program:

116 grants in 28 counties

Michigan Youth Arts Association

Art Equipment/Supplies Program:

70 awards in 27 counties

Bus Trek Program:

27 awards in 16 counties

2,663 students took a field trip

14/14
Congressional
Districts reached

38/38
Senate
Districts reached

105/110
House
Districts reached

Programs Receiving Grants

Operational Support

\$5,115,849

Capital Improvement program

\$2,239,889

Project Support

\$875,453

Regional Regrantors

\$689,117

SV: \$210,866

RR: \$478,251

Services to the Field

\$453,000

Arts in Education

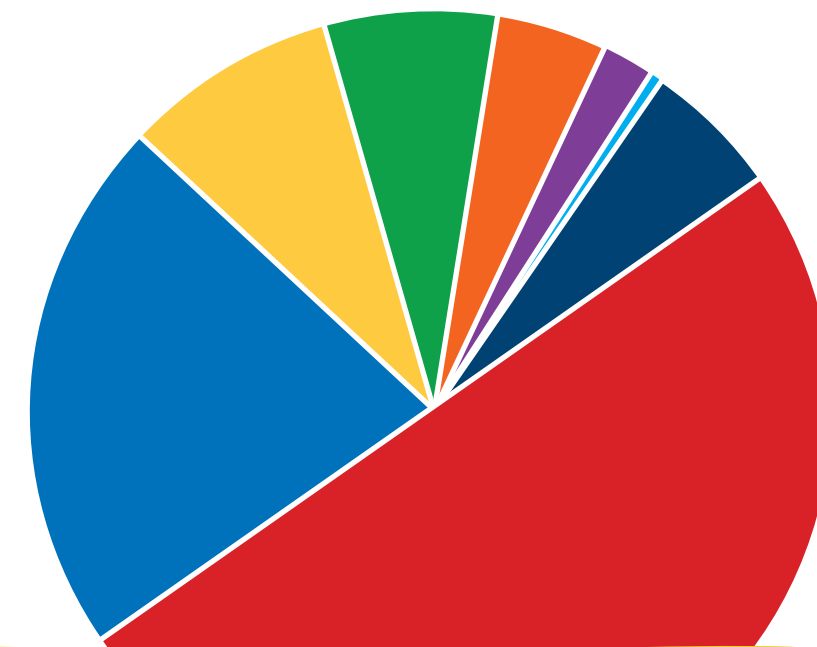
\$236,465

New Leaders

\$48,400

CARES Act, Emergency Relief Program

\$567,064



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 learn about their literary heritage.

Participating high schools host their own competitions and select a student to represent their school at the state finals. A total of 36 schools took part in the 2019-2020 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.



Elizabeth Ajaero, a 2020 graduate of University High School Academy in Southfield, was one of the top-scoring video recitation participants this year.



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.

Over a six-month period, 15 individuals participated in a series of activities that includes three intensives focusing on self-awareness and self-management, mutual influence and gaining tools to create communities and a state where everyone can experience and express creativity in their daily lives. The 15 participants chosen for the program came from all over the state and represent a wide variety of arts and cultural organizations.

I've attended several leadership trainings, and the Rising Leaders program didn't focus on just the work, or how to work with others, but focused on us as individuals and how we work with others and do the work. That refreshing approach was everything.

- 2019-20 Rising Leaders Participant

Creating Connection

Creating Connection is a national movement to change social norms so creative expression, arts and culture are embraced as a recognized, valued and expected part of everyday life. Read the data, access resources, share success stories or just get connected by visiting www.creatingconnection.org

At its core, art, culture and creativity are about connecting with other people whether that is in a historical museum, concert hall, hometown festival or an afterschool program. The Council, inspired by the tools offered by Creating Connection, has developed intimate, first-person stories about how creative expression brings us closer to other people, the community around us and to ourselves.

Here are a few examples of the inspirational stories featured on www.michigan.gov/arts

Success Stories



Jackson School of the Arts: Carmen Wilkins Thompson

One woman's childhood love of dance led her to become a hip-hop dance instructor at the Jackson School of the Arts in Jackson, Michigan.

I can feel proud of myself to say, 'This is my job.' If this place were not here, it would definitely change who I feel like I am. Being a dance instructor here lets me know that I am on the right track.

Creative 360: Louie Thurston

Student at Creative 360's Express Yourself ArtShop in Midland, Michigan honors his aunt by creating artwork that helps him remember her kindness and support.



I come twice a week. I feel like I'm coming home because Allise and Sheri are like a family. Without this place, there [wouldn't] be a place where handicapped people [can] go to do artwork like this.



Ebony Road Players: Edye Evans Hyde

Executive director and founder of Ebony Road Players started this African American theater company in Grand Rapids, Michigan to give kids and adults an opportunity to have somewhere to go, be able to see themselves onstage and tell their own stories.

Having those opportunities for the community to go and hear the stories, hear the histories, experience being around a diverse group of people makes us more connected

Check out more unique and inspiring stories at www.michigan.gov/arts or using [#creatingconnectionmi](https://twitter.com/creatingconnectionmi)



The Creative Sector: Statewide Snapshot

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 435 nonprofit arts and cultural organizations, that have completed the cultural data profile in DataArts and have applied for and/or received MCACA funding in fiscal year 2018.*

These organizations:

engaged **2,726,011** youth in arts education based programs

have **\$741,484,299** in annual direct expenditures

*provided **8,269,153** people with free admission*

welcomed **18,764,229** visitors

*have **5,443** people serving on their boards*

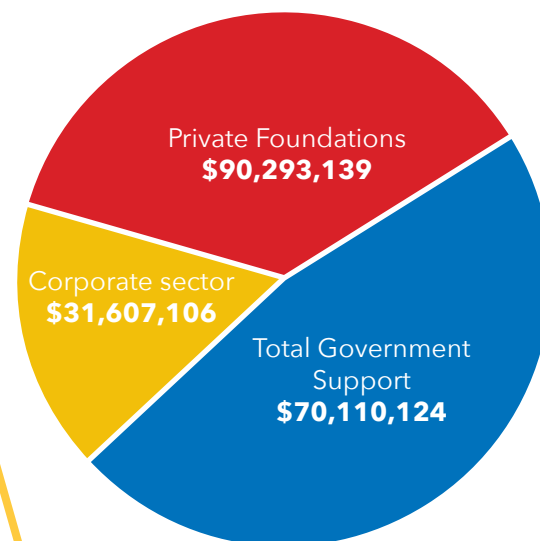
programmed **188,344** events

employed **32,331** people

*had **59,291** volunteers*

The U.S. Bureau of Economic Analysis reports that arts and cultural production accounts for \$13.9 billion and 2.8 percent of the Michigan economy, contributing 121,332 jobs. An interactive dashboard can be found at https://nasaa-arts.org/nasaa_research/creative-economy-state-profiles/

financial support breakdown:



*Source: DataArts



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