Growing and developing Oklahoma's visual arts community through education, promotion, connection, and funding.
As it was for the entire world, 2020 was a challenging year for OVAC. While the staff remained nimble and were able to quickly pivot and rapidly adapt programs to the seemingly never-ending challenges wrought by the pandemic, our supporters stepped up—your support raised OVAC up which, in turn, provided artists with the assurance that their work still mattered and we would get past this time together as a community.

It could have easily been a devastating year for OVAC, but the crucial financial support of the Oklahoma Arts Council, Allied Arts, Mid-America Arts Alliance, and the Small Business Administration allowed us to stay financially secure and even grow our programs and outreach. And all of you—our committed and unflappable donors—supported our efforts and allowed us to shore-up Oklahoma artists through this challenging time.

Programmatically, we shifted Momentum literally overnight moving from a weekend party to an online event with a virtual “walk-through” tour. It was not the gathering and celebration of the arts we love, but it pushed us to step up our promotion of the artists themselves and allowed their work to be front-and-center. Providing the means for artists to demonstrate their talents in this manner was new to OVAC and represents an opportunity for the future.

We partnered with ahha Tulsa for Artist Happy Hours and with Philbrook for their Oklahoma Artist Marketplace. Both of which, OVAC continued into FY 2021. And we created an artist resources page on our website to compile all of the funds, support, and calls for entry that became available to Oklahoma artists—connecting our artists to new opportunities as many existing ones were being cancelled.

Perhaps most impressively, along with independent curator Jennifer Scanlan, we launched the first ever statewide OK Art Crawl: a self-guided tour of 242 artists in 33 cities across the state. Attendees were able to safely view art in windows, driveways, balconies, and lawns of our artists’ homes, studios, and galleries. A majority of the participating artists responded to our follow-up survey reporting nearly 3,000 visitors generating more than $25,000 in art sales. And more than a dozen artists said it was their first time showing their artwork to the public. We are so proud of these outcomes and look forward to growing this very public and engaging program in the years to come. Artwork is meant to be seen and we surely have a lot of it waiting to be explored across our wonderful state.

The arts were impacted by the pandemic, and likely will continue to see rippling effects for years to come, but with your support we have kept the arts alive, positively impacting artists and communities across Oklahoma. To quote a phrase that has circulated over the last year, science will get us out of this, but the arts will get us through this.

We hope that you are your families take good care in the months ahead. In this time, the arts continue to endure—connecting the heart and soul and leading the way to back to community.

Respectfully,

Douglas Sorocco
Board President

Krystle D. Kaye
Executive Director

Cover images top to bottom: Michael Elizondo Jr. does an art demonstration for 24 Works on Paper Educational Videos; Tess Elliot stands with her artwork at the OK Art Crawl; Douglas Shaw Elder sculpts during the OK Art Crawl; two people observe Sarah Ahmad’s installation at the Concept exhibition in March.
SPECIAL THANKS

COMMUNITY SUPPORTED ART MEMBERS
Travis Mason
Sorocco Family Foundation
Peter and Hillary Farrell
Jon Fisher

PATRON MEMBERS
Craig Alleman
The Art Spot
Marjorie Atwood
Citizen Potowatomi Nation
Bob Curtis
The Doodle Academy
Gina Ellis
Barbara Gabel
Saiyida Gardezi
Susan Green
Lindsay Harkness
Jacqueline Iskander
Farooq Karim
Jean Keil
Lindsey La Ville
Kyle Larson
Laura Massenat
John Marshall
Kelli Mosteller
Kirsten Olds
Joy Reed Belt
Diane Salamon
Todd Scaramucci
Carl and Beth Shortt
M. Teresa Valero
The Vault Art Space & Gathering Place
Chris and Lori Winland
Dean Wyatt
Jake Yunker

FELLOW MEMBERS
Jennifer Woods
Kristy Andrew
Regina Turrentine
Amanda Lawrence
Downtown Art & Frame
Blue Sage Studios
Carla Hefley
Sarah Iselin
Jamie Pemberton

ORGANIZATION MEMBERS

ANNUAL SUPPORT

Thank you to our supporters who believe in the power of the visual arts to impact communities.
MOMENTUM

*Momentum* celebrates emerging artists in Oklahoma by providing a platform for artists 30 years old and younger. In response to the COVID-19 pandemic, *Momentum* pivoted from a one-weekend exhibition event to a fully-online digital gallery and virtual tour.

**2020 Co-Chairs:**
Liz Boudreaux and Aaron Morvan

**Guest Curators:**
Curator: Jade Powers (Kansas City, MO)
Emerging Curator: Madison Moody (OKC)

**Artist Awards:** $750 ($900 LY)
**Artist Commission:** $1,341 ($3,709.30 LY)
**Spotlight Awards:** $1,000 each to Emma Difani (OKC), Daniel Helm (OKC), and Spencer Plumlee (Tulsa)

2,536 digital gallery views, 646 virtual tour views (1,594 attendees LY)
64 artists participated, 105 submitted (42 & 122 LY)
44 cash sponsors, 32 in-kind (39, 34 LY)
8 volunteers, 26 committee members

*Momentum* provided Educational Information Packets to participating artists and allowed free entry to an ASK Workshop for instruction on the presentation and framing of their work.

OK ART CRAWL

The *OK Art Crawl* is a program created during the pandemic to offer a statewide arts experience in which artists had the opportunity to choose a location to show and sell their artwork. This event took place on June 27-28, 2020 and we had 242 artists participate in 33 communities across the state.

The OK Art Crawl generated:
**$25,154** in sales that went directly to artists
**2,595** statewide visitors
**21,631** views on the Google map of locations

Top: Jennifer Scanlan, Krystle Kaye, Alexa Goetzinger, and Paige Powell with the Paseo Arts Association Pivot Award; Bottom: Alondra Perez stands with her artwork in front of her garage
CONCEPT

*Concept* is a triennial exhibition that presents an evocative investigation of contemporary artists in Oklahoma, along with a regional artist exchange. *Concept* has two different exhibition components consisting of work competitively selected by guest curator, Heather Pesanti. The Survey component contained 27 pieces from 27 visual artists from all over Oklahoma. The Focus component spotlighted eight artists who received funding and guidance to pursue ambitious, original projects that were exhibited for the first time through *Concept* and published in a national catalogue.

**Guest Curator:** Heather Pesanti, Chief Curator, Contemporary Austin

**35** artists featured (8 Focus and 27 Survey)  
**$15,000** in artist awards

After the closing of Concept in March, the eight Focus artists went to Wichita, Kansas to show their work through a partnership with Harvester Arts.

24 WORKS ON PAPER

The biennial *24 Works on Paper* is the only traveling exhibition in the state of art by living Oklahomans. Exactly 24 artworks created on paper are included, travel to 10 locations over 18 months, and are featured in a catalog.

**Guest Curator:** Louise Siddons, Ph.D., Assoc.  
Professor of American, Native American, Modern and Contemporary art history at Oklahoma State University.

**Locations:** Altus, Guymon, Lawton, McAlester, Stillwater, Sulphur, Tahlequah, Tonkawa, Tulsa, Weatherford, Oklahoma City

**Artists:** 24

**Awards and Honorarium to Artists:** $1,500

“OVAC is an invaluable place for connections and resources for artists (especially art students) in Oklahoma!”

- Lauren Kerr, OVAC Member
ARTIST SURVIVAL KIT

The Artist Survival Kit (ASK) series offers professional development for Oklahoma artists. Through Workshops, Office Hours, and Artist Forums, ASK provides artists with the necessary information to succeed in their careers and build a sense of community among diverse artists from across the state.

WORKSHOPS

January 2020
Building a Compelling Portfolio with Photo Studio Session (Ada)
Art 365 workshop (OKC)

February 2020
Exhibition Ready: Crates, Frames, and Pedestals (OKC)
Arts 365 workshop (Tulsa)

March 2020
Tax Ready (OKC)

ARTIST FORUMS

June 2020
Coping with Artist Rejection (virtual)

“Artists served
in-person and virtual”

OFFICE HOURS

April 2020
Grant Review and Advice (virtual)

May 2020
Portfolio Review (virtual)

“I appreciate OVAC’s exhibitions and especially Artist Survival Kit (ASK) workshops because I am largely self-taught. I see diverse attendees from art school graduates to older people rediscovering their creativity. There is something for everyone.”

- Malcolm Zachariah, OVAC Member

- Artists Served (in-person and virtual)
CREATIVE PROJECTS GRANTS
- Brian Lawes
- Naima Lowe
- Tali Weinberg
- Jim Weaver
- Tess Elliot
- Krista Mustain
- Jordan Vineyard
- Nicole Emmons-Willis

TOTAL: $7,400

PROFESSIONAL BASICS GRANTS
- Maria Chaverri
- Mariah Addis
- Kerry Billington
- Amber DuBoise
- Gabriel Rojas

TOTAL: $1,800

EDUCATION GRANTS
- Ryan Davis
- Sayuri Artsy
- Jennifer Bradley
- MariaLeticia Galizzi

TOTAL: $1,750

COMMUNITY ARTIST PARTNERSHIP GRANTS
- Jeff Van Hanken
- MJ Alexander

TOTAL: $1,950

OVAC FELLOWSHIPS
- Sarah Ahmad, Tulsa
- Suzanne Thomas, OKC

TOTAL: $10,000

STUDENT FELLOWSHIPS
- Janae Grass, Tulsa
- Julianne Clark, Tulsa

TOTAL: $1,000

$24,900 given to artists through grants & awards!

Art provides opportunities to explore and understand ourselves, our communities, and possibilities for our future.
MEMBERSHIP

Community Supported Art: 4
Patron: 29
Fellow: 9
Family: 44
Individual: 445
Student: 81
Total Green Members: 284
Total Members: 612

2019 Co-Chairs: Bryan Boone and Trent Lawson
2019 Honorary Co-Chairs: Desmond and Rebecca Mason
Gross: $69,522 (LY: $100,985)
Net: $49,019 (LY: $78,554)
Art Sales: $41,374 (LY: $44,565)
Artist Commissions: $14,186 (LY: $15,448)
Art Sold: 155 / 86% (LY: 159 / 88%)
Sold at Buy-it-Now: 35 (LY: 46)
Sponsorships: $22,076 (LY: $50,000)
Attendance: 607 (LY: 863)

“OVAC provides the support and professional community needed to thrive as an artist in Oklahoma. This organization has had a profound impact on my success and growth as an artist. When new artists ask me for advice on how to get started, I always recommend joining OVAC and getting involved in the many programs they offer!”

- Katelynn Knick, OVAC Member

12X12 ART FUNDRAISER

12x12 is OVAC’s only fundraiser, featuring an auction of 175 Oklahoma artists, live music, appetizers from many local restaurants, and a great atmosphere.

Left: 12X12 attendees view artwork, Right: honorary co-chairs Desmond and Rebecca Mason pose at the photo station
**FINANCIALS**

**INCOME**

- **TOTAL INCOME: $486,729**
  - Fdns & Govt Grants: $187,766
  - Individual Contributions: $80,903
  - Earned: $11,449
  - Fundraising: $124,872
  - Investments: $9,039
  - In-Kind: $12,050
  - Other: $60,650

**EXPENSE**

- **TOTAL EXPENSE: $434,881**
  - Programs: $272,227
  - Administrative: $74,159
  - Fundraising: $88,495

**NET: $51,848**

Our financials were audited by Hinkle & Company, PC.

*Art improves the lives of individuals and the communities in which they live.*
## Oklahoma Visual Arts Coalition Inc
### Statement of Financial Position
#### As of June 30, 2020

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Total</th>
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<td>Bank Accounts</td>
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<td>3004 Furniture &amp; Equipment</td>
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<td>Total Fixed Assets</td>
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<td><strong>TOTAL ASSETS</strong></td>
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| LIABILITIES AND EQUITY                      |             |
| Liabilities                                 |             |
| Current Liabilities                         |             |
| Other Current Liabilities                   |             |
| 2008 Deferred Expense                       | 1,115.58    |
| 2009 Deferred Income                        | 9,820.02    |
| Oklahoma Tax Commission Payable             | -141.68     |
| Payroll Liabilities                         |             |
| Dental Insurance                            | 692.56      |
| Federal Taxes (941/944)                     | 3,576.58    |
| Health Insurance (taxable)                  | 827.48      |
| OK Income Tax                               | 476.00      |
| OK Unemployment Tax                         | 31.12       |
| Total Payroll Liabilities                   | $5,793.74   |
| Total Other Current Liabilities             | $16,587.46  |
| Total Current Liabilities                   | $16,587.46  |
| **Total Liabilities**                       | $16,587.46  |
| Equity                                      |             |
| 3009 Net Assets                             | 215,269.59  |
| Net Revenue                                 | 51,848.10   |
| Total Equity                                | $267,117.69 |
| **TOTAL LIABILITIES AND EQUITY**            | $283,705.15 |
## Oklahoma Visual Arts Coalition Inc
### Statement of Activity
#### July 2019 - June 2020

<table>
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<td>4001 General Contributions</td>
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<td>5500 Investment Income</td>
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<td>5999 Misc Income and Stale Checks</td>
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<td><strong>Gross Profit</strong></td>
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<td>6100 12 X 12 Expenses</td>
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<td>9100 PPP Loan Forgiveness Revenue</td>
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<td><strong>Other Expenditures</strong></td>
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<td><strong>Net Other Revenue</strong></td>
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<tr>
<td><strong>Net Revenue</strong></td>
<td><strong>$ 51,848.10</strong></td>
</tr>
</tbody>
</table>

Art is vital to the economic health and success of communities.

11
MISSION
The Oklahoma Visual Arts Coalition grows and develops Oklahoma's visual arts community through education, promotion, connection, and funding.

VALUES

Art is Essential
Art is for everyone and is fundamental to human expression.

Art Provides Value
Art provides opportunities to explore and understand ourselves, our communities, our histories, and possibilities for our future.

Art Raises the Quality of Life
Art improves the lives of individuals and the communities in which they live.

Art Creates a Positive Economic Impact
Art is vital to the economic health and success of communities.
3-YEAR VISION

Statewide Reach
- One donor in 90% of all counties in Oklahoma
- OVAC board member in each region who acts as a liaison
- 2 on-location programs or events in each region annually
- Partner with local organizations like Main Street and Chambers

Fundraising
- Increase number of individual annual donors to 2,000
- Maintain average gift of $100
- Get Artist Grants Fund to $150k

Artist Education and Development
- Serve 10% additional individual artists annually
- Offer programs for artists at all stages of their careers
- Distribute $100K in direct artist support annually
- Receive grant application from each OVAC region

Monitor Impact
- Annual, longitudinal follow-up surveys/interview to individuals who receive direct artist support. Ensure minimum 50% participation.
- Monitor member-only downloads and survey users to determine satisfaction/helpfulness of resources
- Determine economic impact of OVAC programming in each region

Programs
- Annually evaluate programs against goals
- Introduce multiple ways artists and the public can access programs
- Expand grant categories to eight and number of recipients to 50

Marketing
- Increase social media engagement by 10% annually including FB, Twitter, Instagram and video
- Monitor and increase time/visits to OVAC website
- Secure a minimum of 12 media stories annually and have at least one story in each region

Board of Directors
- Recruit and retain an engaged, diverse Board of Directors
- Adopt and promote a robust Board committee structure and we engage community participants through committee service
- Recruit and maintain a minimum of two board members in each OVAC region
All pictures are from the OK Art Crawl. From upper left to bottom right: Bryon Perdue Jr., Virginia Sitzes in an interview for KFOR, Valeria Santos (left) with Annavittoria Conner (right), Mary Thoma, Madeline Diller's yard, Kelly Pennington, Jim Richard, Kitra Smith's window, Mat Reed, Natasha Cottrell
BOARD OF DIRECTORS

Douglas Sorocco, President, OKC
Kirsten Olds, Vice President, Tulsa
Kyle Larson, Secretary, Alva
Diane Salamon, Treasurer, Tulsa
Jon Fisher, Parliamentarian, OKC
Susan Agee, Pauls Valley
Marjorie Atwood, Tulsa
Bob Curtis, OKC
Barbara Gabel, OKC
Anna Inhofe, Tulsa
Farooq Karim, OKC
Kathryn Kenney, Tulsa
Drew Knox, OKC
Heather Lunsford, OKC
John Marshall, OKC
Chris Winland, OKC

STAFF

Krystle Brewer
Executive Director

Alexa Goetzinger
Associate Director

Audrey Gleason
Events & Programs Manager

Lauren Fourcade
Media & Programs Assistant

Chanté Sexton
Marketing & Membership Coordinator

INTERNS

Caylee Fletcher
Emily Kaissling
Zoe Bigbie
Ryan Addis

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405.879.2400 | ovac-ok.org