

2009 HOUSE APPROPRIATIONS

HB 1290

2009 HOUSE STANDING COMMITTEE MINUTES

Bill/Resolution No. HB 1290

House Appropriations Committee

Check here for Conference Committee

Hearing Date: January 19, 2009

Recorder Job Number: 7216

Committee Clerk Signature



Minutes:

Chm. Svedjan opened the hearing on HB 1290.

Rep. Pietsch, Dist. 22, approached the podium to introduce HB 1290. Rep. Pietsch distributed testimony (Attachment A). Representatives from the Plains Art Museum will provide the details.

Rep. Pietsch explained that by providing the Art Education Outreach Grant, the Plains Art Museum would be able to reach out to the rural communities. She explained that instead of the rural schools expend money travelling to larger communities, bring the art to them.

Chm. Svedjan: Was there any effort made to try and include this in the Council on the Arts budget?

Rep. Pietsch: I do not know. But I think part of it was that with a new CEO the time element was there. I'll let Colleen Sheehy answer that.

Colleen Sheehy, Director and CEO, Plains Art Museum testified in favor of HB 1290. Ms. Sheehy explained that they are currently in transition in the outreach efforts. Ms. Sheehy discussed that for the past 15 years the museum has used a semi trailer truck that travelled throughout the rural areas. This was the Rolling Plains Art Exhibit and the truck broke down in 2008. Ms. Sheehy said that it did not seem prudent to purchase and retrofit another truck. She had been told that the cost of that would be at least \$500,000. Some other drawbacks included

costs to the communities, staff time and the limited time the truck could be used due to weather.

Ms. Sheehy explained that the museum is developing three new outreach projects to serve all of North Dakota: Art-to-Touch Artcases, Learning Posters, and Website development (See Attachment A). She gave details on each of these projects and pointed out that Attachment A includes letters from many around the state voicing their support of HB 1290. Ms. Sheehy said the museum was successful in being awarded a federal grant of \$30,000 from the National Endowment for the Arts (NEA). With this funding they would create two new art cases, create two new learning posters, and add to the Website. Some other uses for the funding would cover the shipping of the art cases which will cost about \$50 each way for UPS. The schools would get these materials at virtually no cost to them. There is an error on the sheet about the impact to users. The total number of students served in the first year would be 15,500.

Chm. Svedjan: Was there an attempt to include this in the Council on the Arts budget?

Ms. Sheehy: No. I'm not sure why. We have worked with some legislators to see if we could present a bill directly because of the surplus that the legislature is dealing with. I've been at the Plains Art Museum for about three months so I don't know all the ins and outs of working with Council on the Arts. We tend to only be able to ask for quite small amounts through the Arts Council. With this larger amount \$92,000, we thought it best to come directly to the legislature.

Chm. Svedjan: Looking at your budget of \$92,000, \$70,000 is for services. Yet in the appropriation, it talks about grants. It seems like \$70,000 or the \$92,000 is being consumed by salaries or paying for services when there isn't much available for any kind of grants. I don't even see any grants in here.

Ms. Sheehy: My understanding is that the Appropriation would go to the ND Council and they would re-grant to the Plains Art Museum. I think that's why it says grants.

Rep. Nelson: Regarding schools that would use this program, you show the Rolling Plains reached 70 school and functions. You talked about 45 packets being sent out. How do you arrive at that number? Who are the most likely recipients of the program?

Ms. Sheehy: The Rolling Plains would give a point of reference. Those 70 towns were over those 15 years and many had the Rolling Plains come each year. We estimate the Artcases would go to 25 schools. We don't have a projected list as to what the schools would be at this point.

Rep. Nelson: Do you also intend to continue your identity with other events such as the State Fair?

Ms. Sheehy: I think we'll have to see how that goes. We don't want to take away from the service to the schools.

Rep. Klein: How many full time people work at the Plains Art Museum?

Ms. Sheehy: We have 22 full time and 10 part time employees.

Rep. Klein: What is your total budget?

Ms. Sheehy: For the museum operation it's \$1.8 million.

Rep. Klein: How are you funded?

Ms. Sheehy: We have a wide variety of revenue streams. There is earned income through charitable gaming, event rentals, fees for classes, workshops and programs, grant funding, funding for service to communities in Minnesota, membership program that provide donations, and federal grants. We do have to raise that \$1.8 million every year to stay in business. We do have an endowment of \$1 million that gives us about \$40,000 per year that goes into general operating.

Rep. Delzer: What are you doing with the money that no longer goes for the semi trailer?

Ms. Sheehy: We had to raise money for that and a small amount came from fees charged to the communities.

Rep. Delzer: Why not use that money and continue that process to do this? You're trying to do the same thing with it.

Ms. Sheehy: We would have to raise \$500,000.

Rep. Delzer: That's not what I'm saying. Continue the process that you had of raising money for that and use it for this.

Ms. Sheehy: We are continuing all of those efforts to raise money.

Rep. Delzer: What are you going to do with that money then?

Ms. Sheehy: It will go to support this. Our budget in here does not cover all of the costs of what we're proposing. It's not covering all of the costs of staff salaries. We still are raising those funds to support outreach. It's not all represented in this budget bill.

Rep. Wieland: Will you be in every other year asking for funds or is this a one-time appropriation?

Ms. Sheehy: We are looking at this as one-time. We will be looking for other sources of funding. The advantage of getting this funding now is that we can move quickly to fill the gap that is created by the Rolling Plains Art Gallery's demise.

Rep. Wald: Under promotions you show \$5,400 for travel for educators in educator workshops. Why would we have educator workshops that pass out artwork in rural schools?

Ms. Sheehy: The educators would have workshops with the teachers to help them understand how to use the items.

Rep. Kempenich: In your budget you are showing increases in the grants line item of about \$65,000. What is your OAR? You've got a grant increase of \$45,000 on an optional request. Where did that wind up in the Governor's budget?

Ms. Sheehy: I'm not familiar with the document you are looking at. Is that the Council on the Arts?

Chm. Svedjan: In an ideal world, this probably should have been part of the Council on the Arts bill which is in the Senate. I would like to see this bill melded in with the Council on the Arts. We could recommend a Do Not Pass with the understanding that we take this up when we get the Council on the Arts bill.

Rep. Pollert: Has there been any money to the Plains Art Museum in the Council on the Arts and how much money would have been? Has the transportation for the Rolling Plains Museum in the Council on the Arts? I just don't remember.

Chm. Svedjan: I heard that you receive about \$7,000 from the Council on the Arts and you raised the money for the mobile unit. Is that true?

Ms. Sheehy: Yes. About \$7,000 per year and it's unrestricted and goes to general operating. Occasionally there is an additional request for a special project.

Rep. Delzer: Do you receive funding from other state agencies other than Council on the Arts? And how many schools contribute directly to you?

Ms. Sheehy: I have not heard of funding from any other state agency.

Shadd Piehl approached the podium to testify in support of HB 1290 on behalf of his father, Walter Piehl, Jr. (Attachment B) (30:38)

Rep. Nelson: My understanding is that this is a requirement under the No Child Left Behind Act under K-12 education. Since the Rolling Plains Museum has not been used this past school year, how has this impacted the arts programs as far as augmenting the requirements under No Child Left Behind?

Mr. Piehl: I don't know if I can speak directly to that. I am a member of the Apple Creek School Board and it's a struggle with No Child Left Behind to find programming for schools that can

come in from the outside. In this year, for budgetary reasons, we have not been able to, in my school district, bring in any kind of art programming.

Rep. Nelson: Could it also be said that Apple Creek probably would be in a better situation in a general standpoint than more rural setting?

Mr. Piehl: I think so.

Rep. Kempenich: Why isn't it an option to fix what you have rather than replacing what you had with the Rolling Plains? What's broken with the truck?

Ms. Sheehy: The truck is not repairable. The electrical and humidity system which is the heart of it and because of the age of the trailer it was not repairable. One part of the NEA funding we received is to do a marketing study with our audiences in rural ND. The Web development is the direction art museums are going.

Rep. Kempenich: It's hard to do something with this when we've got the Council on the Arts bill.

Rep. Kaldor: Looking at the ND Museum of Art Website, they have a rural school initiative. Are you collaborating with them? Or are these two totally stand alone operations?

Ms. Sheehy: They are stand alone right now. I'm not familiar with that program.

Rep. Delzer: For the Committee's information, in the red book (Analysis of the Executive Budget) page E-1, it says, "ND Museum of Art \$345,000 from general fund and increase of \$50,000 over last biennium's appropriation. That's under DPI.

Seeing no other testimony, Chm. Svedjan closed the hearing on HB 1290.

Chm. Svedjan expressed that he would like to see this coordinated with the budget for Council on the Arts.

Rep. Klein moved a Do No Pass with the idea of taking this up with the Council on the Arts budget. Rep. Pollert seconded the motion.

Rep. Pollert: That doesn't say that Colleen can't go over to the Senate side and try and put it on the Senate side.

Chm. Svedjan: That's true.

Rep. Pollert: If you wait and put all your eggs in one basket you might run into a little trouble over on the House side.

The motion carried by a roll call vote of 12 yeas, 11 nays and 2 absent and not voting.

Rep. Klein will carry the bill.

Chm. Svedjan recessed the meeting for a break.

Date: 1/19/09
 Roll Call Vote #: 1

2009 HOUSE STANDING COMMITTEE ROLL CALL VOTES
 BILL/RESOLUTION NO. 1290

Full House Appropriations Committee

Check here for Conference Committee

Legislative Council Amendment Number _____

Action Taken Do Not Pass

Motion Made By Klein Seconded By Pollert

Representatives	Yes	No	Representatives	Yes	No
Chairman Svedjan	✓				
Vice Chairman Kempenich	✓				
Rep. Skarphol			Rep. Kroeber	✓	
Rep. Wald	✓		Rep. Onstad		✓
Rep. Hawken		✓	Rep. Williams		✓
Rep. Klein	✓				
Rep. Martinson		✓			
Rep. Delzer	✓		Rep. Glassheim		
Rep. Thoreson		✓	Rep. Kaldor		✓
Rep. Berg	✓		Rep. Meyer		✓
Rep. Dosch	✓				
Rep. Pollert	✓		Rep. Ekstrom		✓
Rep. Bellew	✓		Rep. Kerzman		✓
Rep. Kreidt	✓		Rep. Metcalf		✓
Rep. Nelson		✓			
Rep. Wieland	✓				

Total (Yes) 12 No 11

Absent 2

Floor Assignment Klein

If the vote is on an amendment, briefly indicate intent:

take up w/ Council on Arts budget.

REPORT OF STANDING COMMITTEE (410)
January 20, 2009 3:28 p.m.

Module No: HR-10-0619
Carrier: Klein
Insert LC: . Title: .

REPORT OF STANDING COMMITTEE

HB 1290: Appropriations Committee (Rep. Svedjan, Chairman) recommends DO NOT PASS (12 YEAS, 11 NAYS, 2 ABSENT AND NOT VOTING). HB 1290 was placed on the Eleventh order on the calendar.

2009 TESTIMONY

HB 1290

Attachment B
1-19-09
HB 1290

I am here speaking for my father Walter Piehl who is an artist, art teacher at Minot State University, and North Dakota Council on the Arts Board member.

When he moved back to North Dakota in 1970, there was not one art gallery or art museum in the entire state. With seed money from the National Endowment for the Arts, the North Dakota Council of the Arts, which was formed in the late '60's, encouraged and enabled all manner of Arts Organizations to be formed and to start full time arts institutions throughout the state. Today we might take these arts entities and facilities for granted, but we should not. Forty years is not a long time as far as history is concerned. These organizations still struggle on a yearly basis to raise operating and programming capitol and regrettably many groups have failed in these 40 years.

The arts organizations out West, starting at Valley City and Devils Lake do not have the resources and potential for support that the large cities and Universities of the Red River Valley. Whatever can be done to underwrite outreach programs and exhibitions in the western 3/4 of the state is very important. That is why I am here today, adding my father's words to the chorus that asks for your support.

There are five major galleries in Fargo/Moorhead and two in Grand Forks. There are only 4-5 much smaller galleries in the entire Western 3/4 of the state. The populations out West need expertise from the larger Eastern institutions to supplement and enrich the much more limited and modest programs in the West.

The Plains Art Museum and the North Dakota Museum of Art both make traveling exhibits and other programming available but because they also receive support from the Minnesota Arts Council they must spread their outreach into Northern Minnesota as well. Consequently, Western North Dakota is not the only recipient of their well intended but limited outreach programming.

The North Dakota Council on the Arts was and is a godsend to the Arts in North Dakota, especially in the more rural areas. My father was on the board in the early 1970's and now again. He has had the great pleasure to see the early development of the Arts in North Dakota nurtured by the Council on the Arts. He has also had the sobering realization that the yearly struggle for these institutions to survive still exists. That struggle is probably even more intense because of the growing pains they all experience as greater demand for their programming and expertise increases.

Please consider the outreach components of these Arts organizations as crucial and critical to enrich life in rural North Dakota. What you do to support these expanded programs is an investment in current and future generations of North Dakotans.

Thank you.

Shadd Piehl, on behalf of
Walter Piehl, Jr.
Minot, North Dakota

Attachment A

1-19-09

HB 1290

Hearing for HB-1290 – Art Education Outreach

Monday, January 19, 2009 – 10:00 a.m.

Representative Ken Svedjan
Chair, House Appropriations Committee
600 E Boulevard Ave
Bismarck, ND 58505

**Plains Art Museum
Project Request**

The Plains Art Museum requests \$92,350 from the North Dakota State Legislature to support educational outreach efforts to serve North Dakota students, teachers, and families in rural and small communities around the state. The funds will support the development and delivery of three outreach projects:

- **Art-to-Touch artcases** and their distribution to elementary, middle, and high schools in North Dakota communities where art resources and educational materials can be meager.
- **Learning Posters** of artworks in the Plains Art Museum collection for classroom use and display.
- Plains Art Museum **website development** to feature artwork images from the Museum's permanent collection, curriculum materials, other educational resources, and interactive activities that promote learning.

This support is critical to the growth of the Plains Art Museum's outreach efforts as the Museum strives to make use of original art and artifacts, poster reproductions of artworks that cannot travel, and 21st-century technology via online delivery to serve the educational needs of North Dakotans throughout the state.

Plains Art Museum is currently developing a pilot project in each of these three areas, with funding support from the National Endowment for the Arts, a federal agency. With additional support from the North Dakota legislature, the Museum could build on the pilot project to expand and deepen the learning opportunities for North Dakota teachers, students, and families. The Art-to-Touch artcases and Learning Posters are aimed at teachers and students. The website development will be aimed at teachers, students, and families.

**Plains Art Museum
New Outreach Initiative 2009**

Potential Users and Impact for 2009-2010 School Year

Artcases:

Each Artcase will be used by 25 schools in rural North Dakota each year.

In each school, six classrooms (on average) will make use of the Artcase materials.

We are averaging class sizes to be 25 students/class.

25 schools x 6 classrooms x 25 students/class = **3,750 students reached/125 teachers/year**

Learning Posters

Students reached by Learning Posters in the Artcases: 3,750 students

Additional schools and classrooms that receive stand alone posters: 3,750 students

Total students/teachers per year reached through Learning Posters: 7,500/250 teachers

Website Resources

First year: K-12 Teacher Curriculum Materials: **150 teachers**

100 teachers x 25 students = **3,750 students**

Outreach Initiative Totals for 2009-2010

Total teachers served first year: 525

Total students served first year: ~~12,000~~ 15,500

**Plains Art Museum
Outreach Budget FY 2009-2010**

Staff Time

Curator of Outreach	10,000
Digital Services Manager	10,000
VP of Collections-Registration	5,000

Professional Services

Educational Web Developer	30,000
Graphic Designer for Web	5,000
Photographer for art images from museum collection	10,000

Supplies and Materials

Original artwork commissioned for artcases	3,000
Related educational artifacts	1,500
Transport cases \$500 x 2 and packing materials	1,000
Books and DVDS	200

Learning Posters

Poster of artwork by Native American artist (to be decided)	2,500
Poster of artwork by North Dakota artist (to be decided)	2,500

Promotion

Postcards to Teachers	800	
Press release	150	
Travel and registration for Education Conferences	2 staff	1,400
Educator workshops and training around North Dakota	2 staff	4,000

Postage

Press release	150
Postcard, flyer, brochure	300
Learning Posters mailing tubes and postage	350

Shipping Cost

Artcases \$50 by UPS each way \$100/site x 45 sites	4,500
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TOTAL 92,350

**Plains Art Museum Outreach
Rolling Plains Art Gallery
List of Communities Visited 1993-2008
North Dakota 1993-2008**

1. Annamoose
2. Arthur
3. Beach
4. Belcourt
5. Bismarck, United Tribes
6. Bowbells
7. Bowman
8. Cando
9. Carrington
10. Cavalier
11. Cooperstown
12. Crosby
13. Devils Lake
14. Dickinson
15. Elgin
16. Ellendale
17. Fargo, NDEA, NDSU
18. Fessenden
19. Fort Totten
20. Fort Yates
21. Garrison
22. Grafton
23. Grand Forks, NDEA Conf.
24. Grand Rapids Womansong
25. Gwinner/Milnor
26. Hankinson
27. Harvey
28. Hazen
29. Hettinger
30. Hillsboro
31. Hope
32. Jamestown
33. Kenmare
34. Kindred
35. Lakota
36. Langdon
37. Larimore
38. Leeds
39. Lisbon
40. Marion
41. Mayville
42. McVile
43. Medina
44. Medora
45. Minot, and ND State Fair
46. Mohall
47. Mott
48. Mylo, Hawk Museum Days
49. Napoleon
50. New England
51. New Salem
52. New Town
53. Northwood
54. Oakes
55. Park River
56. Parshall
57. Ransom County Fair, Lisbon
58. Rolla
59. Rollette
60. Rugby
61. Scranton
62. Stanley
63. Tappen
64. Valley City
65. Velva
66. Wahpeton
67. Washburn, Lewis and Clark Days
68. Watford City
69. Williston
70. Wishek

December 8, 2008

To whom it may concern,

I am writing in support of the Plains Art Museum Outreach Programs. As an artist, a teacher, and a chair of an art department at a small university I am always surprised at both the lack of exposure to the visual arts of the student base of our region and their excitement with being exposed to original works of art. People of our region all seem to react similar to visual arts education when given the opportunity. They thirst for both the visual stimulation and the education resources that underpin artworks.

I teach a general education humanities course in art and music. Each semester we survey the students as to their previous experience in art and music classes, concert attendance, and gallery or museum visits. Some semesters only 7% of the students have had any experience in the visual arts ever in their lives. We consider 25% a high rate of exposure. I also watch these same students when they visit our gallery and are challenged to respond to original works of art. They are very excited about what they see but find it difficult to talk about art as they lack appropriate language and are inhibited by their lack of knowledge.

I also work with children in our region through the VCSU Community School of the Arts. Kids find works of art to be magical. And, although they haven't had any arts education they are not inhibited and can freely discuss what they see with surprising insight and intelligence. If we could only give each of them visual art education in the elementary classroom they would grow up feeling comfortable with the arts.

If we were discussing any other type of literacy and statistics demonstrated that only 25% of the populace could read, use numbers, or appreciate music there would be immediate support for the appropriate education. Visual arts education through looking, seeing, and understanding is also very important. Providing original artwork to classrooms and communities accompanied with the appropriate educational resources the Plains Art Museum Outreach Programs will take a gigantic step toward raising awareness and visual arts literacy in our region.

Sincerely,

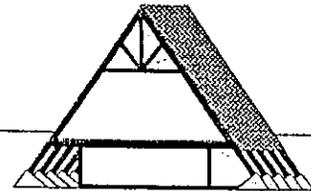
Linda Whitney
Professor and Chair
Art Department
Valley City State University
101 College Street SW
Valley City, ND 58072
702.845.7598
linda.whitney@vcsu.edu

THREE AFFILIATED TRIBES MUSEUM INC.

PO Box 147

New Town, North Dakota 58763

701-627-4477



December 4, 2008

Ms. Pam Jacobsen, Curator, Outreach Programs
Plains Art Museum
PO Box 2338
Fargo ND 58102-2338

Dear Pam:

It is with pleasure that I write this letter of support in your endeavors to promote art particularly in rural areas such as ours. We have been fortunate to have participated in several of the programs sponsored by your organization over the past years. Some of the programs have introduced young students to the huge, wonderful world of art and its limitless borders for beauty and appreciation.

My work with the Three Tribes Museum brings me into contact with the broad field of art and the role it has played in many, many generations of people here. I think we all agree, however, that somehow, somewhere Indian people have been endowed with a talent for artistic expression and creativity – from the first primitive man/woman who etched out an image on a rock or stone to today's modern graphic designers and illustrators. In between were the buffalo robes, the ledger art, the quillwork, beadwork, etc. So we have a commitment to further that knowledge and appreciation of art in the past and to encourage its continuance into the future. Your outreach programs are designed to do that very thing.

Please keep us informed on any developments by the Plains Art Museum and let us know how we may be a part of them. Also, if we can be of any help to you in any way, we will be happy to provide whatever assistance we can to further your efforts in these outreach programs.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Marilyn C. Hudson'. The signature is fluid and somewhat stylized.

Marilyn C. Hudson
Administrator

Roughrider Education Services Program (RESP)



Lois Myran, Director
Gary Wilz, Administrative Chair
Dean Rummel, Governing Board Chair

444 4th Street West
P.O. Box 1057
Dickinson, ND 58602-1057

Phone: (701) 456-0002
Fax: (701) 456-0035
Lois.Myran@sendit.nodak.edu

www.ndrea.org

December 10, 2008

To Whom It May Concern:

As the Director of the Roughrider Education Services Program, I work with 16 districts in southwestern North Dakota and assist in identifying and developing student and administrative services for their districts. The districts range in size from only 10 students to districts with over 2500 students. In this position I have had the opportunity to spend time in many school districts and to regularly see their needs.

I have observed that an area that often receives a lower priority for funding and delivery of services is the area of providing a variety of fine arts experiences for students. This is a concern, as a good arts program is so critical for developing good problem solving and critical thinking skills in our students.

I believe that a program such as the Plains Art Museum Education Outreach Program would be an excellent opportunity to help provide students with more hands-on experiences in the area of the arts. This program would loan original art to districts. Students would have expanded experiences in the arts by getting a firsthand view of artifacts and the work of different artists and more opportunities for discussing the style, medium and techniques of different artist's right in their classrooms with fellow students.

The possibilities for an Education Outreach Program are limitless. It has the potential to enrich the lives and minds of students in all areas of the state regardless of their location. School districts and communities will be enriched by a program that does not require travel, but comes right into the community. I would strongly encourage you to support funding for the Plains Art Museum, Education Outreach Program.

Thank you for being a partner in helping to provide an enriched educational experience for North Dakota students.

Sincerely,

Lois Myran, Director

ARTS Northern Lights
COUNCIL



PO Box 162
Langdon, ND 58249
www.nlac.us

December 8, 2008

Dear Plains Art Museum:

I have been involved with your Education Outreach Program both as a classroom teacher at Langdon High School and, most recently, in my job with Northern Lights Arts Council in Cavalier County.

Our students do not have the opportunity to visit an art museum, so the hands on experience provided by the museum is mind-opening and stretches students' imagination.

As a high school English teacher, I always had students write about their experience. Even reluctant senior boys would be able to select a painting and find an idea related to their own lives.

Thank you for bringing art into our community.

Sincerely,

Carol Hart
Northern Lights Arts Council Exe. Dir.

Pam Jacobson

From: Tom Rowse [rowse@nccray.net]
Sent: Saturday, December 06, 2008 11:38 AM
To: Pam Jacobson
Subject: Letter of Support from Meadowlark Arts Council

Dear Sirs:

Meadowlark Arts Council is happy to provide a letter of support for continued funding of the Plains Art Museum Outreach Program.

Pam Jacobson, came to our community (Crosby, N. D.) several times during my tenure on the Meadowlark Arts Council. We are happy to receive arts programming of such high quality with a docent included. North West North Dakota is very underpopulated and very underfunded. We support any plan that includes this area of North Dakota.

We are a small council of 6 individuals, so for us to promote and staff this event was always a major effort on our parts. We made sure Divide County Elem. School and Divide County High School as well as the surrounding schools from Wildrose, Lignite, Grenora, Westby, Tioga, Powers Lake, Stanley and Ray were included. They were also thrilled to participate.

The need is great and you helped to fill that need.

If I can be of further assistance, please contact me at 701-925-5811.

Sincerely,

Jan Rowse, President
Meadowlark Arts Council
10775 96th St. N. W.
Noonan, North Dakota 58765

From: Lana Schlecht

To: Pam Jacobson

Sent: Monday, December 08, 2008 10:27 PM

Subject: letter to legislature

Our small town of Ellendale has hosted the Plains Art Museum's Outreach Programs, twice in the past few years. On those visits the schools from the area and other organizations eagerly signed up for tours and gallery talks. There is a real hunger for art and for knowledge out here on the prairie. I was impressed, on the days when I acted as docent, that the children would bring their parents back for another visit. They would excitedly point out the pieces they had learned something about. They were eager to share their discoveries. Outreach by the Plains Art Museum is crucial to the rural areas. We have few resources to bring these things in to the communities. There are no art programs in the schools because of lack of resources. Sports are the real focus but they do not fill the need for beauty, emotion and esthetic joy that the human spirit craves. I humbly ask you to help the Plains achieve it's goal of reaching outside of Fargo by funding their outreach activities adequately. Our children need the wider perspective that comes from being exposed to subjects that they would never discover by themselves.

Dr. Lana Schlecht
Ellendale Area Arts Council member

Pam Jacobson

From: Heidi Eckart [heidi.eckart@sendit.nodak.edu]
Sent: Tuesday, December 16, 2008 8:11 AM
To: Pam Jacobson
Subject: Re: Plains Art Museum

Pam, I would gladly help out and have helped with letting others educators across the Region know about the benefits of Plains Art Museum Education Outreach Programs. Our students are still talking about the opportunity we had last year to view artwork from real artists and wondering if this is going to be a yearly event. I sadly had to inform them the RPAG is no longer useable, but there may be other opportunities to view art right here in our community through the Plains Art Museum Education Outreach Program. The interest and higher level thinking questions and discussions that came about from our encounter with the Plains Art Museum Education Outreach Program has had a lasting impression on our community and youth. Children were overheard in the hallways discussing the art they viewed and parents commented on their children wanting to visit the museum to show them what they learned and to see more of what was being done. The Plains Art Museum Education Outreach Program has had a tremendous impact on our community and its youth and it would be a shame to be unable to continue such an important project that so many children would never get the opportunity to use due to distance and finances.

Heidi Eckart
Hillsboro Public School
Art Educator

Pam Jacobson

From: Rogness, Diane M. [drogness@nd.gov]
Sent: Friday, December 05, 2008 6:22 PM
To: Pam Jacobson
Subject: Rolling Plains Art Gallery

The city of Medora was fortunate to be on the tour for the Rolling Plains Art Gallery several years, sponsored by The City of Medora, the Medora Chamber of Commerce, and a private citizen, Douglas Walker. The visual arts are not well represented in western North Dakota so it was a real treat to see the art come to town. Local folk as well as visitors to the community toured the gallery. As a person who frequently "babysat" the gallery, I enjoyed looking through the information that was sent with each exhibit. I know nothing of art so it was always interesting and helped me gain a better understanding. In my youth, art education was hard to come by so I try to catch up as I can. Visitors to the gallery were always appreciative.

MEASUREMENT OF SUCCESS

Our research indicates that the Museum is widely valued by the community and impacts art education for children and adults, as well as the economy of the Fargo-Moorhead area and the entire state.

Four major impacts:

- **Direct and Indirect Economic Impact**
Plains Art Museum contributes to the economic health of our region directly, with an annual budget of \$1.6 million, including more than \$800,000 in payroll. According to the national advocacy organization, Americans for the Arts, the impact of the Museum's operations, combined with spending by its audiences, exceeds \$3 million annually. And as we expand our services, this is forecasted to increase.
- **Art Makes You Smart**
According to a recent study by Americans for the Arts and the National Association of School Boards, young people who consistently participate in comprehensive, sequential, and rigorous arts programs are:¹
 - a.) Four times more likely to be recognized for academic achievement.
 - b.) Three times more likely to be elected to class office within their schools.
 - c.) Four times more likely to participate in a math and science fair.
 - d.) Four times more likely to win an award for school attendance.
 - e.) Four times more likely to win an award for writing an essay or poem.
- **Creativity in the Workforce**
Creativity guru, Richard Florida, asserts that the creative class now comprises more than 30% of the workforce. He states that "the choices these people make have already had a huge economic impact and in the future will determine which companies will prosper or go bankrupt, and even which cities will thrive or wither."²
- **An Attractive Community for Prospective and Current Residents**
In recent years, Money Magazine has placed Fargo-Moorhead on their list of America's most livable cities. There is increasing evidence that those entering the workforce today also seek a quality of life that is found in a thriving community with good schools and vibrant cultural institutions.³

Arts play a crucial role in the economic framework of the region. According to the *Arts and Economic Prosperity Study III*, conducted by Americans for the Arts (2007), arts and culture organizations and arts patrons spent \$41,315,605 in the Fargo-Moorhead area. The arts and culture industry also provided 1,386 full-time equivalent jobs in the Fargo-Moorhead region. Overall, the arts and culture sector comprise 1.01% of jobs in the U.S. workforce. In comparison, elementary school teachers comprise 1.14% of the workforce.

The arts and culture industry also generates nearly \$30 billion in revenue to local, state, and federal governments every year. By comparison, the three levels of government collectively spend less than \$4 billion annually to support arts and culture—a remarkable 7:1 return on investment. Money that is invested in arts organizations is invested back into the community. Through the completion of the Museum's campaign, the arts community will grow even stronger in the Fargo-Moorhead area, as well as the entire Northern Plains region.

¹ *Arts and Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences*, Americans for the Arts, 2007

² *The Rise of the Creative Class*, Richard Florida, 2004

³ "Money Magazine," <http://money.cnn.com/magazines/moneymag/bplive/2006/snapshots/PL3825700.html>

Ten Lessons the Arts Teach

By Elliot Eisner

The arts teach children to make good judgments about qualitative relationships.

Unlike much of the curriculum in which correct answers and rules prevail, in the arts, it is judgment rather than rules that prevail.

The arts teach children that problems can have more than one solution
and that questions can have more than one answer.

The arts celebrate multiple perspectives.

One of their large lessons is that there are many ways to see and interpret the world.

The arts teach children that in complex forms of problem solving

purposes are seldom fixed, but change with circumstance and opportunity. Learning in the arts requires the ability and a willingness to surrender to the unanticipated possibilities of the work as it unfolds.

The arts make vivid the fact that neither words in their literal form nor number exhaust
what we can know. The limits of our language do not define the limits of our cognition.

The arts teach students that small differences can have large effects.

The arts traffic in subtleties.

The arts teach students to think through and within a material.

All art forms employ some means through which images become real.

The arts help children learn to say what cannot be said.

When children are invited to disclose what a work of art helps them feel, they must reach into their poetic capacities to find the words that will do the job.

The arts enable us to have experience we can have from no other source

and through such experience to discover the range and variety of what we are capable of feeling.

The arts' position in the school curriculum symbolizes to the young

what adults believe is important.

SOURCE: Eisner, E. (2002). *The Arts and the Creation of Mind*, In Chapter 4, What the Arts Teach and How It Shows. (pp. 70-92). Yale University Press. Available from NAEA Publications.

Plains Art Museum—going beyond walls into the community and region . . .

Providing High Caliber Experiences and Inspiration to Our Community and Region

The Museum offers **exhibitions** of regional, national, and international significance enhanced by **classes, lectures, performances, tours, special events, The Store, and Café Muse.**

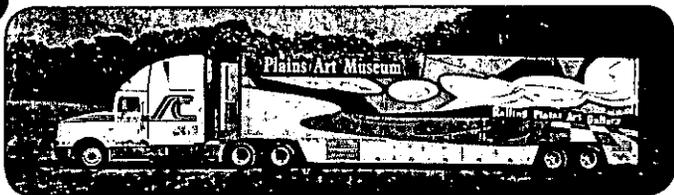
Human potential is nurtured here. Children and adults, regardless of life pursuits and circumstances, can both awaken and increase their creative potential here. The Museum **attracts tourists and their dollars** to North Dakota.

The Museum achieved the highest recognition possible when the **American Association of Museums** accredited it in 2003, making it one of only 750 museums in the country with that distinction.



Outreach Services for the Entire State

Although situated in the Southeastern corner of North Dakota, the Museum has always provided **arts programming to rural towns** with populations of 10,000 or less with Rolling Plains Art Gallery and other outreach programs.



The Museum's outreach program is currently in an **intense research phase**, necessitated in part by the cessation of Rolling Plains Art Gallery operations, due to ever-increasing transportation costs and the Gallery's age and condition.

Possibilities for **future outreach** include a state-of-the-art, interactive website that engages all facets of the

community—**teachers, students,** and the general public—and expanded art suitcases and other resources.



While in the research phase, the Museum

provides **outreach to the community** and region with learning posters, *Art to Touch* suitcases, and other materials that include **specialized curricula for classroom teachers** and community groups.

Creativity is an Important Cog in the Economic Wheel

The **arts are attractive to business**, to education, and to prospective employees. By locating in the heart of Fargo's downtown, the Museum has been an important catalyst for **downtown renaissance.**

"Creativity has become the global gold standard for economic growth."

Alan M. Webber, founding editor of *Fast Company* magazine

Art Makes You Smart! According to a recent study by Americans for the Arts and the National Association of School Boards . . .

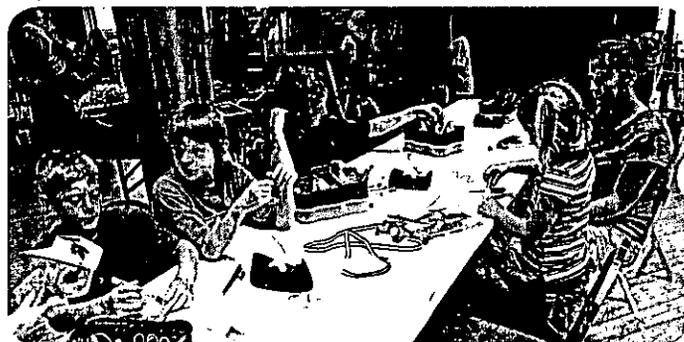
Young people who consistently participate in comprehensive, sequential, and rigorous arts programs are:

- Four times more likely to be recognized for academic achievement
- Three times more likely to be elected to class office within their schools
- Four times more likely to participate in a math and science fair
- Three times more likely to win an award for school attendance
- Four times more likely to win an award for writing an essay or poem

Artistic expression opens up many possibilities for our **future community leaders and workers.**

Volunteers and interns are crucial to Museum operations. An average of 136 volunteers put in an average of 2,161 hours per year.

The Museum provides **high-quality internships** for area college-age youth, encouraging them to build their career here.



A Sustainable, Accountable Economic Foundation

The Museum has an **annual payroll and related benefits of \$2,054,010** per year, sustaining employment for **128 employees**. The Museum relies on **financial support from diverse sources**, including:

- Approximately **960 member households** support Museum programs.
- **Memberships and sponsorships** from a varied group of individuals and corporations including: Microsoft, Bobcat, Valley News Live (KVLY/KXJB), and KFGO/The Bob.
- **Foundation support** from North Dakota Council on the Arts, Minnesota State Arts Board, National Endowment for the Arts, The McKnight Foundation, Xcel Energy Foundation, and Target.

Gaming taxes paid to North Dakota
Net Income to Museum
Year ended 6.30.07

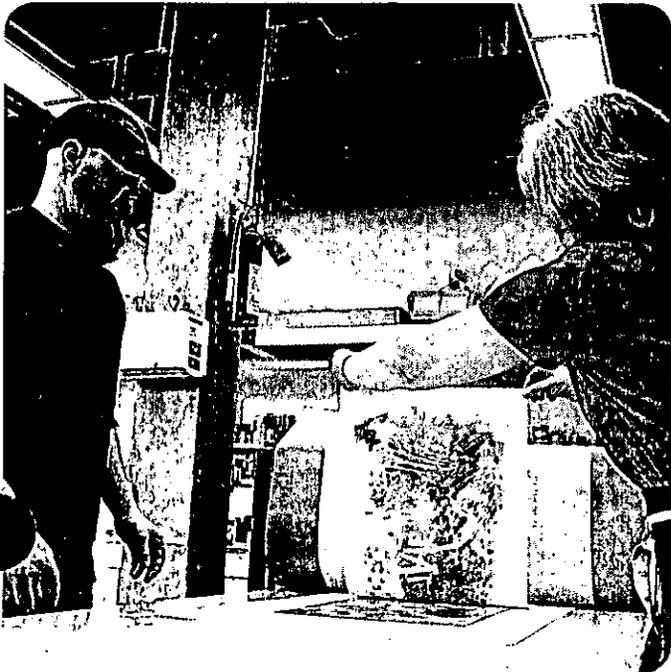


Net Income to Museum
\$912,491

Taxes paid to North Dakota
\$676,037

The Museum has **conducted charitable gaming** since 1981. When the Museum raises a dollar for its programs through charitable gaming, it generates 74¢ in taxes (sales, excise, gaming; excluding employment taxes) for North Dakota.

The Museum completes an **organizational audit** every year.

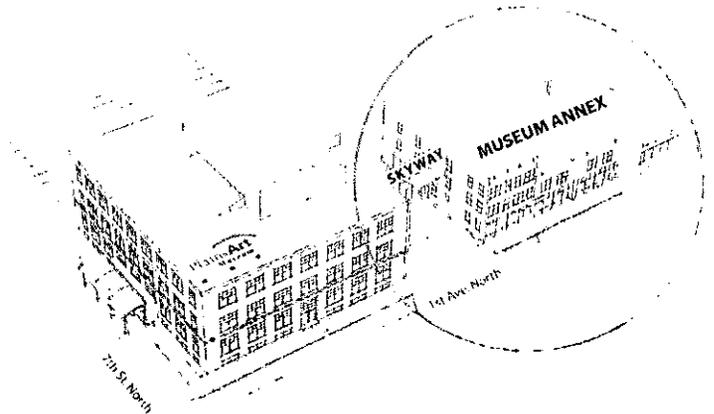


Building a Future that Enhances our Community

The Museum is currently conducting the \$5.7 million **"Little Artist in All of Us"** campaign to ensure that the Museum will continue to **foster cultural, educational, and economic progress**. The Creativity Center for Life-Long Learning includes:



Center for Creativity at the Museum Annex – teaching studios in the buildings west of the current Museum for **students of all ages**, in collaboration with Fargo Public Schools, other school districts, and other educational entities.



Fingerprints Interactive Education Gallery – a place where **children, families, and adults** nurture the artist within through hands-on interaction with art.

Strengthened Operations – via an endowment and enhanced visitor services.

James Rosenquist Mural – **internationally acclaimed** artist and **native North Dakotan**. He is creating an expansive mural celebrating the Plains region—a source of inspiration and regional pride—to be a cornerstone of the Museum's art collection.

more information on back