



## OGSM 2026

The Montana Arts Council is the agency of state government established to develop the creative potential of all Montanans, advance education, spur economic vibrancy and revitalize communities through involvement in the arts.

**OBJECTIVE:** Integrate the arts into everyday life in Montana  
**GOAL:** Expand & enrich Montanans' and visitors' opportunities to engage with arts and culture

STRATEGY	INITIATIVE	WHO	GOALS BY 12/30/2026	MEASURES
<b>Spur economic vibrancy</b>	Support economic development through enhanced promotion of statewide cultural events and attractions	Heidle	Create draft directory of 2020-25 grantees & contacts Plan, design, and budget for published catalog of MT arts Work with 6 Tourism regions and statewide networks to highlights arts & culture events Encourage arts presenters to expand use of visitmt.com	Baseline directory drafted by 6/30/2026 Plan, budget & timeline for catalog by 5/31/2026 Evaluate additional financial cost to agency
	Create new professional and market development opportunities for Montana artists	Moody	Co-host national Arrtists Thrive convening in Billings (collaboration with MSUB) Develop Arts in Health program (collaboration with local healthcare centers) Expand & promote Art Works and Folk&Traditional Arts program	Artists Thrive conducted March 2026 4-6 new Arts in Health projects launched 2026 Art Works cohort completed Folk & Trad Arts goals achieved
<b>Revitalize communities through involvement in the arts</b>	Expand network of statewide and inter-agency collaborations to create new partnerships and opportunities: Enhance tourism, promote arts and culture, and address community needs	Holmes	Create/strengthen partnerships with Tourism, DPHHS, local governments, and national funding partners. Analyze programs to prioritize underserved communities and assess ways to support	At least 3 new partnerships created in 2026 Summer 2026 partnership road trips & site visits
<b>Develop the creative potential of all Montanans</b>	Continue to refine grant programs to identify new opportunities and fill in gaps in arts access	Burgoyne	Create statewide asset map in collaboration with SSOs Provide professional development opportunities, grant webinars, and other outreach in underserved communities Implement outreach & engagement measures in Strategic Plan	Arts & culture asset map created / gaps in funding & opportunities identified At least 3 grant webinars conducted Ongoing work evaluated & presented to Council
<b>Advance education</b>	Support and expand lifelong learning opportunities that target current needs	Grable	Develop and expand programs for retirees and veterans Provide outreach, professional development, grant funding technical supoport & evaluation	Fund 6 new arts learning activities in undersered communities. Conduct 10 Creative Aging projects Support 2-3 new Creative Forces projects

Participate in and fulfill its responsibilities under:  
 (i) the Cultural and Aesthetic Projects statutes, Section 22-2-301, MCA, et seq. ;  
 (ii) the Art for State Buildings statutes, Section 22-2-401, MCA, et seq. ;  
 (iii) the American Indian Monuments and Tribal Flags statutes, Section 22-2-601, MCA, et seq. ;  
 (iv) the Traditional Arts and Crafts Account statute, Section 22-2-701, MCA;  
 (v) the Capitol Complex Advisory Council statute, Section 2-17-803, MCA;  
 (vi) the Heritage and Cultural Tourism Plan, Section 90-1-164, MCA; and

Heritage and Cuitural Tourism Plan [Montana Code § 90-1-164 \(2024\)](#)  
 Indian Monuments and Tribal Flags (MAC not men [22-2-601. American Indian monument and tribal flags, MCA](#)  
 Traditional Arts and Crafts Account [22-2-701. Traditional arts and crafts account -- funding -- use, MCA](#)