DURHAM ARTS COUNCIL

Celebrating 58 Years of Creating Community Through the Arts

HIGHLIGHTS OF FISCAL 2012 YEAR
July 2011 – June 2012
# DAC HIGHLIGHTS OF FISCAL 2012 YEAR

*July 2011 – June 2012*

## DURHAM ARTS COUNCIL

### ECONOMIC IMPACT FY11 and FY12

<table>
<thead>
<tr>
<th></th>
<th>FY11 (including CenterFest)</th>
<th>FY12 (not incl. CenterFest)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAC Total Audience</td>
<td>318,298</td>
<td>323,539</td>
</tr>
<tr>
<td>DAC Total Expenditures:</td>
<td>$1,907,905</td>
<td>$1,620,784</td>
</tr>
<tr>
<td>(not including facility in-kind)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAC Audience Total Expenditure:</td>
<td>$6,970,726</td>
<td>$7,085,504</td>
</tr>
<tr>
<td>Total Economic Impact DAC &amp; its Audience:</td>
<td>$8,878,631</td>
<td>$8,706,288</td>
</tr>
<tr>
<td>FTE Jobs Supported by DAC:</td>
<td>67.5</td>
<td>57.4</td>
</tr>
<tr>
<td>FTE Jobs Supported by DAC &amp; Audience</td>
<td>198</td>
<td>258.6</td>
</tr>
<tr>
<td>Total Household Income Generated:</td>
<td>$6,009,978</td>
<td>$5,833,320</td>
</tr>
<tr>
<td>Total Local Government Revenue Generated by Durham Arts Council and its Audiences:</td>
<td>$ 446,753</td>
<td>$ 441,645</td>
</tr>
<tr>
<td>Total State Government Revenue Generated by Durham Arts Council and its Audiences:</td>
<td>$ 562,050</td>
<td>$ 555,279</td>
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*Source of impact data: Americans for the Arts “Arts & Economic Prosperity IV Calculator.”*

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FY12 DAC Direct Income to Artists, Arts Workers, Arts Organizations: $1,027,433

FY12 Total Citizens Served in DAC Services and Programs: 323,539

FY11 Total Citizens Served in DAC Services and Programs: 318,298

Provided services and programs to 134 arts and cultural organizations.

Provided services and programs to 894 professional artists *(including exhibits, Art Walk, grants, technical assistance, School, CAPS)*
Program Highlights of FY2012:

- DAC Building and events attracted attendance of 281,789 - generating downtown visits from local, regional, and multi-state visitors. Visitation to DAC has increased 92% since 2002. Durham Arts Council is the 4th most visited facility in downtown Durham. *(Attendance down 8% vs. prior year due to building renovations and did not do Centerfest in fall 2011.)*

- Provided free public access to the Durham Arts Council building seven days a week year-round. Produced and hosted 5,414 arts and community events. Managed 28,694 room hours of usage in FY12.

- Provided $1,027,433 in direct income to artists, arts organizations, arts administrators and arts-related vendors in our community, supporting in full or in part over 900 arts-related jobs.

- DAC Grant Programs supported arts organizations in Durham through $154,441 in cash grants and $303,485 in-kind facility space grants to 48 arts organizations. DAC Emerging Artist Program provided $23,010 in career development grants to 15 artists.

- Programming provided by DAC grantees plus DAC arts programs collectively served audiences of nearly 1,000,000 citizens and visitors.

- Provided exhibition, performance, teaching, career development, and artwork sales opportunities to 894 visual artists, film artists, literary artists, and performing artists through DAC Exhibits, Durham Art Walk, DAC School, DAC CAPS Program, Piedmont Laureate Program, and Emerging Artists Program.

- Provided 254 arts residency programs that served 41,750 students in Durham County, Orange, Granville and Person Counties through the DAC Creative Arts in Public/Private Schools Program (CAPS). Increased from 11,861 in prior year due to addition of Granville Co. Schools and new contract with DPS Sandy Ridge School.

- DAC School on-site classes and off-site clay studio provided more than 37,359 student hours of hands-on arts instruction through 602 visual and performing arts classes, camps, lessons and workshops for 3,788 youth and adults.

- DAC’s PSI Theatre (200 seat) and WTVD Theatre (70 seat) hosted 539 performing arts and film events, classes and workshops with 24,123 attendees.
DAC Facilities:

- **DAC FY12 Building Attendance:** 276,375
  Total attendance including ArtWalk: **281,789**
  
  *Down 25,373 (8%) from prior year due to building renovations and did not do CenterFest.*

- **Overall DAC attendance has increased 92% since 2002.**
- **Hosted 5,414 events and programs** in the DAC building in FY12.
- **Managed 28,694 room hours of usage** in FY12.
- Coordinated with City of Durham and their contractors to complete $3.1 million Phase II Renovations to building Interior and Exterior. Stayed open to the public throughout renovations, shifting room usage as possible.
- Hired new Facility Asst. Manager for Sales/Service – PT to FT – position handles front desk and rental sales, service, contracts, plus some admin support. (previously 25 hr. wk job)
- Developed new Sales materials for rental clients
- Hosted films and opening night party for Full Frame Film Festival.
- Hosted City of Durham/DPR Silver Arts program.
- Lost approx. $20,000 in fall/winter facility revenues during renovations. Third quarter and fourth quarter, following renovations, rental sales increased. Overall impact: loss of $8,000 in facility rental revenue.
- Provided facility space and services to more than 30 arts groups; 9 which are year-round office tenants/grantees. Provided support services and technical assistance.
- Provided facility rental space for events and programs to 78 rental clients (in addition to arts organizations through grant programs). Many clients are multiple event/days. **Number of rentals down due to renovations.**

Arts Leadership & Advocacy:

- **Commissioned, conducted and funded the Durham County portion of the National Arts & Economic Prosperity IV arts economic impact study in partnership with Americans for the Arts. Secured data from 96 arts and cultural non-profits in Durham. Conducted 800+ public intercept surveys.**
  The nonprofit arts sector in Durham produced:
  
  - $125.5 million in economic impact in Durham
  - 4,550 FTE Jobs Supported
  - $6,099,000 Revenue to Local Government
  - $5,335,000 Revenue to State Government
  Durham outperformed national and similar study region medians in every category.
Presented AEP Study at City Hall June 18th; Mayor’s proclamation
Durham Recognized nationally on AFTA news feed

- **Commissioned, Conducted, and Funded the Creative Vitality Index Study** – For profit and nonprofit arts sector in Durham. Durham is a top creative economy in North Carolina. Study to be released in 2012. Second study participation.

- **Conducted the Local Arts Index study with Americans for the Arts** – one of 100 cities across the U.S. to participate. Study release in Fall.

- **DAC Organized entire arts community** that utilizes DAC building for major event and parade celebrating completion of DAC building renovations in November 2011. Expressed appreciation to City of Durham for their 3.1 million investment in building renovations.

- **Led the arts community in memorializing Mary Duke Biddle Trent Semans who passed away January 25, 2012.** Created Memory Book inviting arts community to participate; created memorial event as part of Emerging Artist Awards Ceremony, and honored family members.

- **DAC Represented the Arts in the Community**
  - **Executive Director/Sherry DeVries:** DDI Board, Chamber Board, DPAC Oversight Committee, Citizens Capital Improvement Panel, Durham Cultural Advisory Board, Public Art Task Force, Nasher Community Outreach Committee, Durham Rotary
  - **Artist Services Director/Margaret DeMott:** Public Art Task Force, Bull City Connector Public Art Committee, Piedmont Laureate Leadership Team, Bull City Connector Advisory Group
  - **CAPS Manager/Shana Adams** – Durham Public Schools Arts Education Advisory Council
  - **Director of Facilities/Jim Kershaw** – PAC5 downtown committee
DAC Development and Fundraising:
- **Overall raised $968,238** in contributed and grant revenue
- 94.6% of goal of $1,022,789
- Accomplished with no Development staff due to budget constraints during recession and renovations – Executive Director did double duty with Development Director job with Annual Arts Fund and major grants; various smaller grants and admin support from other program staff.
- **Dinners a l’ Art – Viva Hub campaign** implemented with staff and board support to raise $5,100 with 6 restaurant partners.
- Budgeting to rehire a development director next year depending on resources.
- Multiple presentations to community groups about DAC programs.

CenterFest Arts Festival:
- Re-envisioned CenterFest for 2012 (did not produce in 2011)
- Gained support of DCVB, Chamber, Office of Economic & Workforce Development, Downtown Durham Inc. for 2012 and revisioning
- 6 Focus Groups on all Festival components – 106 citizens participated
- Online survey – 360 responses
- Moving Festival back to City Center District
- Planning/production for September 15-16, 2012 festival
- CenterFest 2012 to feature 130 visual artists from 18 states; 63 performing acts on 5 stages; 45 community, government groups, new Creative Community Showcase, beer garden, expanded food vendors.

Artist Services:
- Provided services and programs to 134 arts and cultural organizations.
- Provided services and programs to 894 professional artists (including exhibits, grants, technical assistance, School, CAPS)
- Produced 2 Durham Art Walks – November 2011 and April 2012 - record number of artists, sites, entertainment, and sponsors; 47 business sites downtown, over 200 artists for each event.
- Gallery Exhibitions - provided year-round exhibits in DAC building - 121 artists showcased; produced 16 exhibitions in Allenton, Semans and Ella Fountain Pratt Legacy Galleries. Free to the public 7 days a week.
- Emerging Artists Program - awarded career development grants of $23,000 to 15 artists; did Mary Duke Biddle Trent Semans Tribute with the Emerging Artists Awards event.
- Piedmont Laureate - organized 4th year of the Piedmont Laureate program in partnership with Wake and Orange counties.- Ian Finley,
dramatist/screenwriter was laureate for FY12. Conducted community programs. The Piedmont Laureate Program is dedicated to building a literary bridge for residents to come together and celebrate the art of writing. Co-sponsored by the Durham Arts Council, the City of Raleigh Arts Commission, Alamance County Arts Council, Orange County Arts Commission and United Arts Council of Raleigh & Wake County, the program’s mission is to “promote awareness and heighten appreciation for excellence in the literary arts throughout the Piedmont region.”

- Launched exhibition program with Durham Convention Center
- Annual Congressional High School Art Competition – DAC coordinated on behalf of Congressman Price’s office.
- Provided Season Grants to 24 Durham arts organizations; $85,000 cash, $303,625 value facility space grants. Facility space grants support year-round office space, plus rehearsal, meeting, and performance space. Conducted comprehensive grant application, selection and reporting process.
- Provided 4 additional facility grants for short term use by arts groups valued at $2,860.

2012-2013 Durham Arts Council Season Grant Recipients

- African American Dance Ensemble
- American Dance Festival
- Carlota Santana Spanish Dance
- Carolina Theatre
- Carolina Wren Press
- Choral Society of Durham
- The Durham Art Guild, Inc.
- Durham Children’s Choir
- The Durham Chorale
- Durham Community Concert Band
- Durham Jazz Orchestra
- Durham Savoyards, Ltd.
- The Durham Symphony Orchestra
- Full Frame Documentary Film Festival
- KidZNotes
- Little Green Pig
- Mallarmé Chamber Players
- Manbites Dog Theater Company
- Southern Documentary Fund
• St. Joseph’s Historic Foundation
• The Scrap Exchange
• Triangle Gay Men’s Chorus
• Walltown Children’s Theatre
• Young People's Performing Company

• These Season Grants grants are supported by gifts to the Durham Arts Council’s Annual Arts Fund and by the North Carolina Arts Council, a division of the Department of Cultural Resources.

• Fletcher Performing Arts Fund – administered grant program to support Carolina Theatre and Durham arts groups performing in Carolina Theatre. Provided $69,411 in grants.

DAC School:

Offered year-round arts classes, workshops, intersession camps and summer camps, and music lessons to children and adults of all ages and ability levels. Classes offered in performing arts and visual arts, media and graphic arts.

FY 12 Total DAC Onsite Classes and Clay Studio

<table>
<thead>
<tr>
<th>Number of Classes Offered at DAC Onsite</th>
<th>Class Hours</th>
<th># of Students</th>
<th># of Students Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>540</td>
<td>5923.5</td>
<td>3389</td>
<td>37359.5</td>
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</table>

Total Clay Studio

<table>
<thead>
<tr>
<th>Number of Classes Offered</th>
<th>Class Hours</th>
<th># of Students</th>
<th># of Students Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>950</td>
<td>399</td>
<td>5157.5</td>
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</tbody>
</table>

Total Instructors

55

• New Clay Studio – In FY11 DAC moved its Clay Studio from Liberty Arts Warehouse to Northgate Mall. Secured over $40,000 in funds and donated services to build new studio. In FY12 DAC operated first full year at Northgate studio. Exceeded proforma.
Net program revenue of $3K vs. break even goal (not including staff payroll allocation). Strong positive student, teacher feedback.
Clay enrollment increase:

<table>
<thead>
<tr>
<th>FY 12</th>
<th>FY 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2011</td>
<td>80</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>170</td>
</tr>
<tr>
<td>Winter 2012</td>
<td>77</td>
</tr>
<tr>
<td>Spring 2012</td>
<td>67</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>394</strong></td>
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</table>

FY 12
163 enrollments in the F/C Workshops/Classes
20 enrollments in Kids Clay Class

- Produced New Childrens Festival at Northgate in April 2012 – fundraiser
- Record DAC on-site Summer Camp/Mini Camp enrollments: 1,498 up 16% vs. prior year
- School overall was impacted by building renovations for 6 months – lost approx. $15,000 in class revenues. Now rebuilding enrollments post-project. Summer 2012 class enrollments up 8%.

**DAC CAPS Program – Creative Arts in the Public/Private Schools:**

Provided teaching artist residencies in school classrooms throughout Durham, Orange, Granville counties to support academic core curriculum for Pre-K, elementary, middle and high school populations.

- Increased students served from 11,861 to 41,750 students
- New Granville County Schools contract $18K
- New DPS Sandy Ridge Elementary full year contract $30K
- Served at-risk youth in DPS Lakeview School and Red Mill Rd. campuses 180 days – full school year working with students on short and long term suspension, and populations with other learning challenges.
- New CAPS Catalog Produced and New Artist Roster
- Created new contracts and forms
- Strengthened partnership with Durham Public Schools.
- Secured $2,000 grant from Target and $5,000 grant from Teleflex Foundation to provide matching funds for DPS Title 1 schools CAPS participation.
- Hosted full day workshop for DPS Arts Teachers.
- Programmed kids activities for Bimbe Festival
- Did training for teaching artists that needed to strengthen curriculum connections and lesson plans tied to the NC Curriculum Standards.

**DAC Financial Performance FY12:**

**DATA FROM AUDITED FINANCIALS**

<table>
<thead>
<tr>
<th></th>
<th>FY2012</th>
<th>FY 2011</th>
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</thead>
<tbody>
<tr>
<td><strong>PUBLIC SUPPORT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total public support</td>
<td>921,101</td>
<td>1,089,153</td>
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<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
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<tr>
<td>Total earned revenue</td>
<td>1,336,191</td>
<td>1,475,641</td>
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<tr>
<td><strong>Total public support and revenue</strong></td>
<td>2,257,292</td>
<td>2,564,794</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
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<tr>
<td>Total program support services</td>
<td>2,009,424</td>
<td>2,343,548</td>
</tr>
<tr>
<td>Management/General</td>
<td>202,138</td>
<td>140,075</td>
</tr>
<tr>
<td>Fundraising</td>
<td>59,222</td>
<td>74,282</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>2,270,784</td>
<td>2,557,905</td>
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<tr>
<td>Expenses over revenues</td>
<td>(13,492)</td>
<td>6,889</td>
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<tr>
<td>Less Depreciation</td>
<td>50,148</td>
<td>50,185</td>
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<tr>
<td>Net without Depreciation but including investments</td>
<td>36,656</td>
<td>57,074</td>
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<tr>
<td>Less Investment (Gain) Loss</td>
<td>(6,397)</td>
<td>(41,888)</td>
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</table>

**NET CORE OPERATIONS**

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<thead>
<tr>
<th></th>
<th>FY2012</th>
<th>FY 2011</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>30,259</td>
<td>15,186</td>
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Information Source

Independent Audits by Audit Firm of: Johnson/Lambert Todd Rivenbark

Executive Director: DeVries

Building Renovations 8 months