

DURHAM ARTS COUNCIL



Celebrating 59 Years of Creating Community Through the Arts

HIGHLIGHTS OF FISCAL 2013 YEAR
July 2012 – June 2013



DAC HIGHLIGHTS OF FISCAL 2013 YEAR ***July 2012 – June 2013***

FY13 Total Citizens Served in all DAC Services and Programs: 413,965
a 28% increase over FY12

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

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

FY13 - Provided total Economic Impact of \$10.9 million and providing 322.8 FTE jobs (DAC & its Audience) *(source: Arts & Economic Prosperity IV – economic impact study – Americans for the Arts)*

Provided services and programs to over 100 arts and cultural organizations.

Provided services and programs to 1,174 professional artists *(including exhibits, Art Walk, Grant Programs, CenterFest, technical assistance, School, CAPS)*

Provided \$1,090,077 in direct income to artists, arts organizations, arts workers and arts-related vendors in our community supporting in whole or in part over 900 jobs (part time, contract and full time).

Program Highlights of FY2013:

- **DAC Building and events attracted attendance of 351,587. This is a 69,798 or 24.8% increase over last year's attendance of 281,789.** DAC generates downtown visits from local, regional, and multi-state visitors. **Visitation to DAC has increased 120% since 2002.** Durham Arts Council is the 4th most visited facility in downtown Durham.
- **Provided free public access to the Durham Arts Council building seven days a week year-round. Produced and hosted 5251 events and programs and managed 25,305.75 hours of room usage.**
- **DAC Grant Programs supported 34 arts organizations in Durham through \$173,015.75 in cash grants.** This is a 12% increase over last year's \$154,441 in cash grants. DAC awarded 295,010.50 for in-kind facility space grants, slightly lower than last year's \$306,485 in-kind facility space grants. DAC Emerging Artist Program provided \$23,000 in career development grants to 16 artists. **Grant programs include:** Season Grants, Facility Grants, Fletcher Performing Arts Grants, and Emerging Artist Grants.

- **Emerging Artists Grant Program** – In FY13 the program celebrated its 29th anniversary. DAC's Emerging Artists Program was the pilot program for what is now the NC Arts Council's Regional Artist Project Grant. It was a collaboration of the Durham Arts Council, the NC Arts Council and The Mary Duke Biddle Foundation to create a program which provided grant support to emerging and midcareer artists to help them take the next significant step in their artistic career path. The model was so successful that it was quickly replicated across the state by the NC Arts Council. In 1991, at the NC Arts Council's request, DAC piloted the regional model for the program—broadening the scope of the program to serve artists in Chatham, Granville, Person and Orange Counties and partnering with their local arts agencies. This model was also replicated so that now, nearly every county in the state participates in the program either through a stand-alone program or a regional partnership. **In 29 years, the Emerging Artist Program has granted a total of \$484,356.00 to 451 emerging artists.**
- **Provided exhibition, performance, teaching, career development, and artwork sales opportunities to 1,174 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. This is **31% increase** over last year due to return of Centerfest and growth in other programs.
- **Piedmont Laureate** - Organized 5th year of activity in partnership with Wake, Orange and Alamance Counties and Durham Public Library. John Claude Bemis 2013 Laureate, Children's Author.
- **CenterFest Arts Festival - Re-envisioned CenterFest for 2012 and moved festival back to City Center District.** 24,019 Attendance at expanded 2-day arts festival. Public and media acclaim was highly positive. CenterFest 2012 featured 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.
- **Durham Art Walk**
DAC produced and presented the November Art Walk Holiday Market and Spring Art Walk, showcasing the work of over 200 artists, and attracting approx. 5,500 visitors at over 40 sites downtown.
- **Gallery Exhibitions**
DAC produced and presented 17 Exhibits (15 at DAC, 2 at Convention Center) 92 artists showcased (not counting Durham Art Guild shows). Partnered with Meredith College to host the Southeastern College Art Conference juried exhibit in the fall of 2012 in conjunction with the SECAC conference. This was the first time the conference had been held in Durham. DAC and the Durham Civic Center were sites for conference activities.

- **DAC CAPS Program (Creative Arts in the Public and Private Schools) - Provided 182 arts residency programs that served 20,025 students in Durham County, Orange, Granville and Person Counties** through the DAC Creative Arts in Public/Private Schools Program (CAPS). FY12 students served: 41,082 due to full-system Granville county program that did not repeat in full. FY11 students served: 11,861.
- **DAC School - on-site classes and off-site clay studio provided more than 53,693 student hours of hands-on art instruction through 642 classes offered. Total class enrollments were 4,901 youth and adults.** Compared to FY12 which was 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) increased attendance and usage more than 50%, growing from 15,170 attendees to 30,353 attendees in FY13. This growth comes as a result of theatre renovations and increased sales efforts from the staff.**
- **CREATIVE ECONOMY INITIATIVES** - DAC continued to advance its leadership role in providing creative economy data, research, planning and training.

► **SmART Grant Initiative** – DAC secured one of only 5 arts-based economic development grants from the State of NC – North Carolina Arts Council. DAC organized a team of over 20 key partners from the public and private sector in Durham and has begun a planning process to connect the cultural hubs/districts in downtown Durham. Key elements of public art, design lighting, wayfinding systems, outdoor enhancements and green space improvements are included in this visioning process that will lead to near-term and 5 year implementation plans.

► **Creative Vitality Index- phase 2** – DAC commissioned the second CVI study which covered 2010 and 2011 data. Durham is a top creative economy in North Carolina and U.S. with 1.25 index score overall. DAC now has CVI data from 2006 – 2011. We released the most recent study on May 16th as a highlight of our Creative Entrepreneur Expo event.

► **Creative Entrepreneur Expo- May 16** – DAC planned and produced this major event that combined keynote presentations, CVI Index data release and 5 training workshops for arts entrepreneurs. DAC planned this in partnership with the City Office of Economic and Workforce Development, Cultural Advisory Board, Small Business Advisory Committee, and Durham Convention and Visitors Bureau. Very successful event with 165 attendees, and featured Mayor William V. Bill Bell, NC Secretary of Cultural Resources Susan Klutz, keynote creative entrepreneur speakers – Carl Nordgren and Christopher Gergen, and Sherry Devries announcing the CVI study results for Durham showing that Durham continues to outpace the state and nation in its creative vitality index scores. The event and the research garnered positive press coverage from Triangle Business Journal and the Herald-Sun.

DURHAM ARTS COUNCIL FINANCIAL INFORMATION

DAC Financial Performance FY13 vs. FY12:

DATA FROM AUDITED FINANCIALS

	FY2012	FY 2013
PUBLIC SUPPORT		
Total public support	1,632,126	1,813,793
REVENUE		
Total earned revenue	625,166	746,682
Total public support and revenue	2,257,292	2,560,475
EXPENSES		
Total program support services	2,009,424	2,300,605
Management/General	202,138	182,823
Fundraising	59,222	24,424
Total expenses	2,270,784	2,507,852
Expenses over revenues	(13,492)	52,623
Less Depreciation	50,148	48,731
Net without Depreciation but including investments	36,656	101,354
Less Investment (Gain) Loss	(6,397)	(25,185)
NET CORE OPERATIONS	30,259	76,169

Information Source

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

**Building
Renovations
8 months**

DURHAM ARTS COUNCIL
ECONOMIC IMPACT FY12 and FY13

	<u>FY12</u>	<u>FY13</u>
DAC Total Audience	323,539	413,965
DAC Total Expenditures: <i>(not including facility in-kind)</i>	\$1,620,784	\$1,844,852
DAC Audience Total Expenditure:	\$7,085,504	\$9,065,834
Total Economic Impact DAC & its Audience:	\$8,706,288	\$10,910,686
FTE Jobs Supported by DAC:	57.4	65.3
FTE Jobs Supported by DAC & Audience	258.6	322.8
Total Household Income Generated:	\$5,833,320	\$7,265,596
Total Local Government Revenue Generated by Durham Arts Council and its Audiences:	\$ 441,645	\$ 556,123
Total State Government Revenue Generated by Durham Arts Council and its Audiences:	\$ 555,279	\$ 698,957

Source of impact data: Americans for the Arts "Arts & Economic Prosperity IV Calculator."