DURHAM ARTS COUNCIL

Celebrating 60 Years
of Creating Community Through the Arts

HIGHLIGHTS OF FISCAL 2014 YEAR
July 2013 – June 2014
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The Durham Arts Council celebrates its 60th year of service to the community in 2014. DAC’s mission is to promote excellence in and access to the creation, experience, and active support of the arts for all the people of our community.

FY14 Total Citizens Served in all DAC Services and Programs: 429,749
a 9% increase over FY13
DAC BUILDING: 382,917
CAPS PROGRAM: 29,201
CENTERFEST 2013: 17,631

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

FY14 - Provided total Economic Impact of $11.37 million and providing 336.5 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 over 1,000 professional artists (including exhibits, Art Walk, Grant Programs, CenterFest, technical assistance, School, Creative Arts in Public/Private Schools)

Provided $1,156,826 in direct income to artists, arts organizations, arts sector workers and arts-related vendors in our community supporting in whole or in part over 900 jobs (part time, contract and full time).

DAC was assisted by nearly 500 volunteers, including 74 youth volunteers and 6 interns.

Program and Organizational Highlights of FY2014:

- DAC Building and events attracted attendance of 382,917. This is a 31,330 or 9% increase over last year’s attendance of 351,587. DAC generates downtown visits from local, regional, and multi-state visitors. Visitation to DAC has increased 139% since 2002 attendance of 160,416. DAC 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 5177 events and programs and managed 25,300 hours of room usage.**

- **Negotiated new 10 year agreement with City of Durham with two 5 year extensions (total 20 years) to ensure a long-term home and support for DAC and the arts in Durham at the City-owned DAC Building.** Management contract starts at $649,954 each year with a 3% +/- negotiable variance year to year. Includes long term preventative maintenance plan and ability to request capital improvements/major repairs.

- **DAC Grant Programs supported 34 arts organizations in Durham through $174,720.62 in cash grants.** This is an increase of $1,705 over last year’s $173,015.75. This is a 13% increase over FY2012 at $154,441 in cash grants. **DAC awarded 280,019.50 for in-kind facility space grants,** slightly lower than last year’s $295,010.50 in-kind facility space grants. **DAC Emerging Artist Program provided $23,100 in career development grants to 16 artists. Grant programs include:** Season Grants, Facility Grants, Fletcher Performing Arts Grants, and Emerging Artist Grants.

**Season Grant Recipients (cash grants and facility space grants):**
- African American Dance Ensemble
- American Dance Festival
- The Art of Cool Project
- The Art Therapy Institute
- Carlota Santana Spanish Dance
- Carolina Theatre
- Carolina Wren Press
- Choral Society of Durham
- Duke Performances
- The Durham Art Guild, Inc.
- Durham Central Park
- Durham Children’s Choir
- The Durham Chorale
- Durham Community Concert Band
- Durham Jazz Orchestra
- Durham Savoyards, Ltd.
- Durham Symphony Orchestra
- Full Frame Documentary Film Festival
- Gaspard and Dancers
- KidZNotes
- Little Green Pig Theatrical Concern
- Manbites Dog Theater Company
- The Scrap Exchange
- Southern Documentary Fund
- St. Joseph’s Historic Foundation
- Walltown Children’s Theatre
- Young People’s Performing Company

**Fletcher Performing Arts Fund Grants**
- 9 grants totaling $69,118.62 made to Carolina Theatre, Chamber Orchestra of the Triangle, Durham Symphony Orchestra, African American Dance Ensemble, Triangle Youth Ballet, Legacy Repertory Company, North Carolina Youth Tap Ensemble, Durham Savoyards, Ltd., The Art of Cool Jazz Festival

**Facility Grant (short term use grants)**
- 5 grants: Nicola Bullock dancer rehearsal space; Kaitlin June, use of PSI Theatre; Cynthia Aldrich, meeting space; Nnenna Freelon – The Clothesline Muse rehearsals/preview; ADF use of PSI Theatre for summer festival.
• In FY14 the program celebrated its 30th 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 30 years, the Emerging Artist Program has granted a total of $507,356.00 to 467 emerging artists.

• Provided exhibition, performance, teaching, career development, and artwork sales opportunities to over 1,000 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. (number being finalized)

• Piedmont Laureate - Organized 6th year of activity in partnership with Wake, Orange and Alamance Counties and Durham Public Library. Carrie Knowles 2014 Laureate, Short Fiction Author.

• CenterFest 2013 celebrated its second year back in the City Center. 17,631 attendance was down due to rain. Public and media acclaim was still highly positive. CenterFest 2013 featured 135 visual artists from 18 states; 72 performing acts on 6 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 15 Exhibits (13 at DAC, 2 at Convention Center)
  
  60 artists showcased (not counting Durham Art Guild shows).
  

• **Produced Silvia Heyden and Edith London, Together Again, a landmark exhibit with catalog, artist talks, workshop and special opening donor reception.** Over 600 in attendance at opening receptions. Coordinated artwork loans from Nasher Museum of Art and Duke University. Generated $30,665 in donations and artwork sales. This was a remarkable and major accomplishment to showcase the work of Silvia Heyden and the late Edith London, whose work has not been shown together in 20 years. This was an excellent opportunity for DAC to recultivate many friends of the artists and past supporters of DAC.

**ARTS EDUCATION**

• **DAC CAPS Program (Creative Arts in the Public and Private Schools) - Provided 196 residencies. Up from 182 last year. These CAPS programs served 29,201 students in Durham County, Orange, Granville and Person Counties through the DAC Creative Arts in Public/Private Schools Program (CAPS). FY13 students served: 20,025. FY12 students served: 41,082 due to full-system Granville county program that did not repeat in full. FY11 students served: 11,861. Since FY2011, students served has grown 146%.**

• **DAC School - on-site classes and off-site clay studio provided 53,935 student hours of hands-on arts instruction through 695 classes offered. Last year was 53,693 student hours of hands-on art instruction through 642 classes offered. Total class enrollments in FY14 were 4,465 youth and adults. Down slightly from 4,901 students in FY13. Due to DPS school schedule and snow schedule we lost 1.5 weeks of mini-camps which would normally generate approximately 400 enrollments. The School continues to grow overall 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, but dropped slightly in FY14 to 25,525. This growth comes as a result of theatre renovations, more space grants to the arts community including theatre space, and increased rental 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 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 25 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.

  In FY14 DAC entered Phase 2 of the SmART program and continued working with 25 public/private partners, focusing on the North/South Corridor of Blackwell, Corcoran & Foster Streets to create an Arts and Entertainment District. DAC issued a national RFQ for an artist/design team to create a major Vision Plan for the corridor and received 32 applications from top international teams. The design team of mikyoung kim from Boston was selected and begins on-site work in the fall of 2014. DAC has been awarded a second $30,000 grant from the state.
DURHAM ARTS COUNCIL
ECONOMIC IMPACT FY12 and FY13

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<tr>
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<th>FY12</th>
<th>FY13</th>
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<tbody>
<tr>
<td>DAC Total Audience</td>
<td>323,539</td>
<td>413,965</td>
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<tr>
<td>DAC Total Expenditures:</td>
<td>$1,620,784</td>
<td>$1,844,852</td>
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<td>(not including facility in-kind)</td>
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<tr>
<td>DAC Audience Total Expenditure:</td>
<td>$7,085,504</td>
<td>$9,065,834</td>
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<td>Total Economic Impact DAC &amp; its Audience:</td>
<td>$8,706,288</td>
<td>$10,910,686</td>
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<td>FTE Jobs Supported by DAC:</td>
<td>57.4</td>
<td>65.3</td>
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<td>FTE Jobs Supported by DAC &amp; Audience</td>
<td>258.6</td>
<td>322.8</td>
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<td>Total Household Income Generated:</td>
<td>$5,833,320</td>
<td>$7,265,596</td>
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<td>Total Local Government Revenue Generated by Durham Arts Council and its Audiences:</td>
<td>$441,645</td>
<td>$556,123</td>
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<td>Total State Government Revenue Generated by Durham Arts Council and its Audiences:</td>
<td>$555,279</td>
<td>$698,957</td>
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Source of economic impact data: Americans for the Arts “Arts & Economic Prosperity IV Calculator.”

DAC FINANCIAL SUMMARY FY14 AND FY13

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<th>FY2013</th>
<th>FY2014</th>
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<tbody>
<tr>
<td></td>
<td>(audited)</td>
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<tr>
<td>REVENUE</td>
<td>2,560,475</td>
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<td>EXPENSE</td>
<td>2,507,852</td>
<td>2,631,048</td>
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<td>NET</td>
<td>52,623</td>
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Footnote:
State $30K SmART Grant – 2 year grant;
Full $30k Revenue reflected in FY13
$10k received/used in FY13
$20K received/used in FY14 (20,000) + 20,000
Adjusted Net 32,623 21,241
According to Timing of expenses and receipt of cash.
However, auditors posted full revenue to FY13
The Durham Arts Council building is a City-owned facility that has been managed and programmed by the Durham Arts Council since 1978. This is the oldest building in continuous public service in Durham. Built in 1906 as the original high school for Durham, it then served as City Hall from 1926 – 1977. Durham Arts Council enlivened the building with the arts in 1978 and launched a major capital campaign in partnership with the City, County, State and private donors to renovate the building, creating a professional, first-class arts center which was completed in 1988. The Durham Arts Council building is the home for the arts in downtown Durham, serving nearly 400,000 visitors and hosting over 5,000 arts and community events, classes, meetings and celebrations each year. Open seven days a week, the DAC provides a venue and support for the entire community and our Durham arts organizations to explore, experience, create and celebrate the arts.

Celebrating 60 Years
Creating Community Through the Arts

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www.durhamarts.org