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***57 Years of Creating Community Through the Arts***

## **DURHAM ARTS COUNCIL-- FY2011 BRIEF HIGHLIGHTS**

### **FY2011 Attendance Impact**

▶ DAC Building and DAC downtown arts events attracted **attendance of 307,162** in FY2011 – generating visits from local, regional, and multi-state visitors. **Up 1,673 over prior year**, and visitation to DAC **has increased 92% since 2002**. Durham Arts Council is the 3<sup>rd</sup> most visited facility in downtown Durham (tied with DPAC). (Includes 278,216 building, 18,566 CenterFest, 13,000 at 2 Art Walks)

### **Public Accessibility and Community Services**

▶ **DAC Building** – DAC provided free public access to the Durham Arts Council building seven days a week year-round; **operated building 25,258.25 hours (24,281 hours last year) up 4 % over prior year, producing and hosting 5,518 arts and community events, up 4.5% over prior year of 5,279.**

▶ **DAC Exhibit Galleries – Voted Best Art Gallery** in Durham Magazine's 2011 Best of Durham Competition.

▶ **DAC's PSI Theatre (200 seat) and WTVD Theatre (70 seat)** hosted 677 performing arts and film events, classes and workshops (562 last year) with 34,703 attendees = up 26% over last year.

▶ **Launched new Arts on the Plaza one-day festival with Northgate Mall – June 2011** – fundraiser for Clay Studio.

### **Economic Impact and Jobs; Building the Creative Sector**

▶ **FY2011 DAC Grant Programs** supported arts organizations in Durham through cash grants and in-kind facility space grants to **33 arts organizations**. DAC operates four grant programs: Season Grants, Fletcher Performing Arts Fund Grants, Facility Grants, and Emerging Artist Grants.

▶ **FY2011 – DAC provided \$1,031,706 in direct income to artists, arts organizations, arts administrators and arts-related vendors in our community.**

▶ In FY2011 – DAC 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, CenterFest Arts Festival, Durham Art Walk, DAC School, DAC CAPS Program, Piedmont Laureate Program, Artist workshops, and Emerging Artists Program.

▶ In FY2011 – **DAC commissioned and presented the Creative Vitality Index™ research which measured the creative economy and creative jobs in Durham County** showing that Durham ranks very high nationally with a 1.26 score. Durham has more than 6,600 highly creative jobs which exceeds national average by 75%. DAC presented in-depth data in a day-long creative economy workshop which was co-presented by: Alpha Zeta Omega Chapter, Alpha Kappa Alpha Sorority, Inc. and the new Durham Business Committee for the Arts which is a partnership of the Durham Arts Council, Americans for the Arts, the Greater Durham Chamber of Commerce, The Durham Office of Economic and Workforce Development, Duke University, the Durham Cultural Advisory Board and the Durham Convention and Visitors Bureau. DAC did additional presentations of the CVI study to Durham City Council and State Legislators. The Creative Vitality Index™ is produced across the U.S. by Denver-based WESTAF. Project also supported by a City Cultural Master Plan grant.

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**Serving Students in Schools and Life-Long Learning**

▶ **CAPS in FY2011** - Provided 153 arts residency programs that served 11,136 students primarily in Durham County schools through the DAC Creative Arts in Public/Private Schools Program (CAPS). Number of students served through **CAPS increased 10% over prior year.**

▶ **Durham Cultural Master Plan – DAC Completed “Teaching Through the Arts” Resource Binder, video – distributed to all schools in Durham.** Modeled on Kennedy Center arts integration programs.

▶ **DAC Executive Director played key role in advocacy with DPS Superintendent for new Sandy Ridge arts magnet school, and key role in launching the Durham Public Schools Arts Advisory Council.**

▶ **DAC Summer Camps 2011 – Highest enrollment ever at 1,288 (last year was 1,202).** Included record amount of scholarship support of \$15,285.

▶ **In FY2011 - DAC School served a total of 3,648 children and adults** – less than 1% decrease over prior year – this is great given that DAC Clay Studio was closed half the year for construction and move. Other programs grew including Visual Arts and Ballet. Last year FY10 - DAC School on-site provided 58,912 per student hours of hands-on arts instruction through 564 visual and performing arts classes, camps, lessons and workshops for 3,682 youth and adults. DAC School enrollment in FY10 increased 58% vs. FY09.

▶ **DAC Built a New Clay Studio!** - Executive Director, Sherry DeVries, negotiated a contract with Northgate Mall; raised \$35,193 of the \$43,000 capital project; secured partial in-kind construction services; and DAC staff moved entire operation from Foster St. to new studio at Northgate. Did a Grand Opening with Mayor Bell in April 2011. Classes in new space are consistently full and new classes are growing enrollments.

▶ **DAC Building Renovations Phase II Planning** – DAC Executive Director advocated for scope of renovations to include major upgrades to PSI Theatre and DAC dance studios in addition to completion of HVAC renovations and structural interior, exteriors repairs and renovations.

▶ **DAC achieved clean audit and maintained full compliance in all expanded federal and state requirements.** Executive Director initiated and managed a major finance staff transition from RSM/McGladrey to Neal, Bradsher & Taylor, resulting in more effective and stable finance team.