

Durham Arts Council

Creating a Vibrant Community Through The Arts!



FY 2020 Accomplishments & Service

Durham Arts Council

The Major Provider of Arts Programs & Services for Artists and Arts Organizations, and the Public in Durham since 1954. DAC is the official Local Arts Agency for Durham and also serves a broad 5-county region.



1. DAC Serves the Public – Providing year-round arts programs and arts experiences to over 400,000 people of all ages each year.

2. DAC Serves the Arts Sector – Supports, showcases and employs arts organizations & artists. 2,000 artists, 300+ arts & cultural organizations served annually. DAC provided \$1.765 million to arts sector in FY20 through arts jobs, grants, facility space.

3. DAC Creates a Vibrant Community – Creative Place-making & Public Art; Arts Advocacy, Arts-driven Economic Impact, and Cultural Planning.

Mission: Durham Arts Council, Inc. is a catalyst in the cultural development of Durham – it leads, inspires, and promotes excellence in and access to the creation, experience and active support of the arts for all the people of our community



Durham Arts Council

Arts Create Major Economic Impact in Durham

- ▶ Based on Arts & Economic Prosperity V Study commissioned, led & funded by Durham Arts Council for Durham:
- ▶ The Non-Profit Arts & Cultural Sector in Durham annual economic impact: **\$154,170,023** total economic activity. And supports **5,722 jobs** annually.

Durham Arts Council & its audiences provided Economic Impact of:

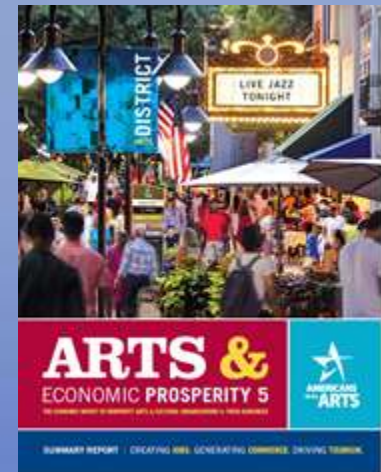
FY2017 = \$10,078,265

FY2018 = \$10,537,471

FY2019 = \$10,027,892*

FY2020 = \$ 7,273,211 ** *Covid-19 impacted March – June*

**(FY19 down due to Hurricane Florence cancellation of CenterFest; FY20 Covid Pandemic closed building and cancelled programs in fourth quarter.*



Renovations for the Arts

Durham Arts Council led the renovation of the city owned DAC building to create Durham's Home for the Arts and has managed & programmed the building since 1978. DAC raised \$5.3 million in public, private funding.

City High School, Durham, N. C.



*Durham High School – 1906
Durham City Hall 1926 – 1977
Durham Arts Council 1978 – present*



Facility Management Contract with City of Durham

Durham Arts Council has managed & programmed the building to create a Home for the Arts in Downtown Durham since 1978.

DAC is grateful for the strong support of the City of Durham and carefully stewards this important facility.

- ▶ *DAC raised \$5.3 million to renovate building in 1988; City and County partnered in campaign.*
- ▶ *City sponsored major repairs, upgrades & HVAC replacement in FY2008 & FY2012. \$4.3 million*
- ▶ *DAC Fully implemented City's new Facility Maintenance Plan FY2014*
- ▶ *Advocating for and managing ongoing facility improvements*

Annually expanding usage of the building to all sectors of community.



Durham Arts Council – Founded in 1954 as Allied Arts. Became recognized arts council and changed name in 1980.



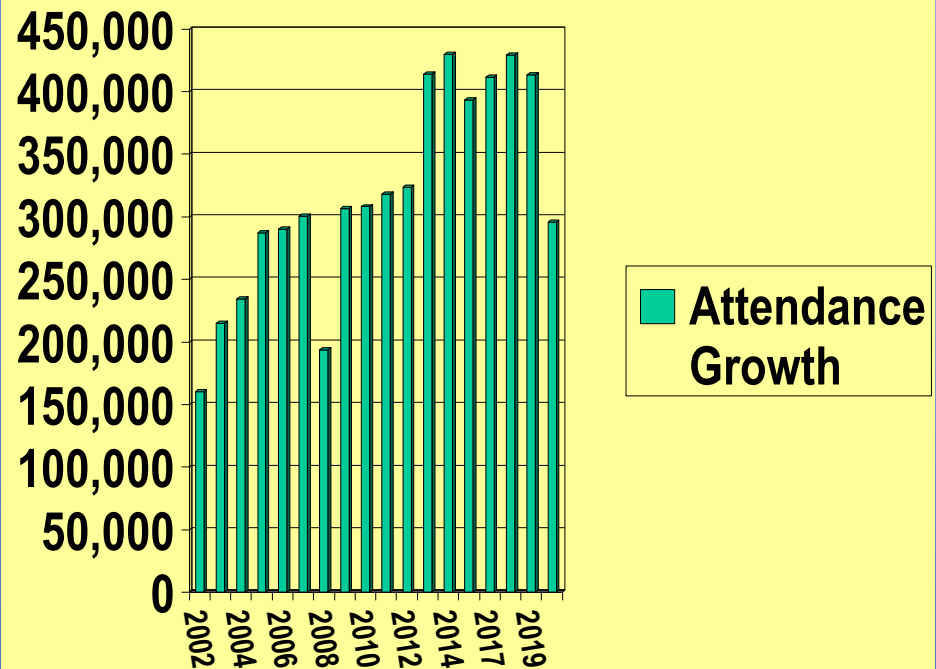
Durham Arts Council Attracts Visitors & Residents to Downtown

- ▶ *Annual Attendance to all DAC programs and events on-site and off-site grew 168% in 16 years*

- ▶ *FY2002: 160,416*
- ▶ *FY2018: 429,260*
- ▶ *FY2019: 413,234*
- ▶ *FY2020: 295,692**

*FY2008 under renovations for 8 months
FY2012 Under renovations for 9 months
FY2019 - CenterFest cancelled - Hurricane Florence*

** FY2020 COVID-19 IMPACT -
DAC Building Closed since
March 13, 2020; events
cancelled*



Including building visitors, festival attendance and other programs, DAC is the 4th largest visitor attraction in downtown Durham, delivering important economic impact and enhancing quality of life.



Over 95% of DAC Building Utilization is Arts & Cultural

FY 19 and FY20 DAC Facility Event Type			
	FY19	FY20	
Type of Program	Events	Events	
Artist Services Events & Art Exhibit Events	1,169	718	ARTS
DAC In-House Reservation -Arts Programs, Arts Meetings	218	198	ARTS
Arts Education Classes	2123	1418	ARTS
Facility Grantee - Artists & Arts Organizations	109	10	ARTS
Season Grantee - Arts Organizations	739	809	ARTS
Facility Rental Client - Arts & Cultural	444	330	ARTS
Facility Rental Client - Government: City of Durham	4	5	
Facility Rental Client - Government: Other	0	0	
Facility Rental Client - Corporate	15	5	
Facility Rental Client - Private	42	22	
Facility Rental Client - Community- Public	111	114	
Facility Rental Client - Community- Private	54	22	
Total	5,028	3651	
ARTS & CULTURAL EVENTS TOTAL	4,802	3,483	
ARTS & CULTURAL EVENTS % OF TOTAL	95.51%	95.40%	



DAC scheduled and managed hours of room use:

FY2019 = 26,127 Hours

FY2020 = 18,900 Hours (building closed since March 13 due to Covid 19 pandemic)

DAC's City Management Contract Performance Measures Summary

FY20 impacted by Covid-19 March - June 2020.

DURHAM ARTS COUNCIL - PERFORMANCE MEASURES					
	FY2017	FY2018	FY2019	FY2020	FY20 vs FY19 variance
CONTRACT ITEM #6.3.1 - Program & Service Performance Measures			CENTERFEST Cancelled due to Hurricane Florence	COVID-19 PANDEMIC IMPACT	
(A) TOTAL PEOPLE SERVED BY DAC PER YEAR	411,701	429,260	413,234	295,692	-28.44%
(B) TOTAL NUMBER OF PEOPLE SERVED IN DAC BUILDING PER YEAR	322,037	338,145	357,376	232,182	-35.03%
(C) TOTAL NUMBER OF EVENTS IN DAC BUILDING PER YEAR	4,860	4,884	5,028	3,651	-27.39%
(D) TOTAL NUMBER HOURS OF MANAGED ROOM USAGE	25,261	25,634	26,127	18,900	-27.66%
(E) TOTAL ANNUAL ECONOMIC IMPACT* (tracked since FY12)	\$ 10,078,265.00	\$ 10,537,471.00	\$ 10,027,891.00	\$ 7,273,211.00	-27.47%
(F) TOTAL COST PER PERSON SERVED BY DAC	\$5.05	\$5.20	\$4.83	\$6.88	42.60%
(G) TOTAL DAC BUILDING GROSS RENTAL REVENUES	\$ 222,774.30	\$ 222,992.75	\$ 210,719.32	\$ 161,885.67	-23.17%
(H) TOTAL VALUE OF DAC BUILDING SPACE GRANTS FOR ARTS ORGS PER YEAR	\$ 271,245.00	\$ 291,789.00	\$ 359,070.00	\$ 383,369.00	6.77%
CONTRACT ITEM #6.3.2 - Facilities Maintenance & Utilities Performance Measures					
(A) UTILITIES EFFICIENCY MEASURE	\$0.30	\$0.29	\$0.26	\$0.42	58.49%
TOTAL COST OF UTILITIES FOR DAC BUILDING (Gas, Elec, Water, Sewer)	\$ 97,762.99	\$ 96,856.87	\$ 94,471.83	\$ 97,276.30	
(B) ADHERENCE TO FACILITIES MAINTENANCE PLAN	YES	YES	YES	YES	

Source: Americans for the Arts "Arts & Economic Prosperity" Study/Calculator

Durham Arts Council Helps Make Arts Participation Possible & Accessible

*The arts programs of DAC and the arts organizations it supports brought arts experiences to
1,419,974 people in FY2018 and 1,513,789 people in FY2019.*

*FY20 total pending receipt of final reports from
arts organization grantees Dec 2020.*



Durham Arts Council

Expanded Communications & Launched New Logo/Graphics in FY20

Working with local creative design firm Loop Creative, DAC launched new logo May 2020. New website to launch fall 2020.



DAC logo 2002 - 2020

Durham Arts Council expanded its social media campaigns. Up 28% to 19,451 social media followers; & 14,708 newsletter subscribers.



New DAC logo launched May 2020



DAC Produces Record Breaking CenterFests!

The longest running street arts festival in North Carolina, and the largest arts & cultural festival in Durham. 3rd Weekend in September



CenterFest

- *Features 140+ juried visual artists from across the United States and 70+ performing acts on six stages.*
- *Record 34,771 Visitors in heart of downtown Durham at CenterFest 2019!*
- *1st National Ranking “Top 100 Fine Arts Festivals in U.S.” in 2015, 2016, 2017, 2018*
* *Major Sponsorship/Partnership with Durham Rotary Club*



Durham Arts Council Partners With Artists and Downtown Businesses to Produce

The Largest Walking Artist Tour in the State

- ▶ 8,000 – 15,000 visitors attend Durham Art Walks produced by DAC.

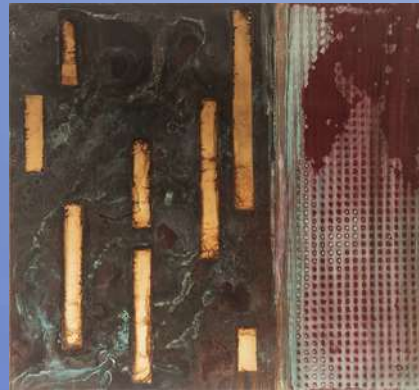
* SPRING ART WALK: March 7–8, 2020 attracted 5,667 (early Covid impact)

- ▶ Featuring 35 – 40 downtown sites and the work of 400 local artists.
- ▶ Art Walk is not juried to allow artists at all levels to participate.
- ▶ Includes music, entertainment and family activities
- ▶ 30+ sponsors



DAC Gallery Exhibitions Showcase Diverse Artists and Cultures

- ▶ *DAC houses 4 professional galleries that are open free to the public 7 days a week. Plus DAC programs exhibits in the Durham Convention Center.*
FY19 = 18 exhibitions; 140 artists
FY20 = 9 exhibitions; 114 artists
6 exhibits postponed due to Covid-19
- ▶ Third Fridays Exhibit openings attract 250 – 600 guests each month at DAC.



Artist Jackie MacLeod



Artist Cornelio Campos "Mezeta Purepecha"



DAC voted "Best Gallery" in
Durham Magazine poll 2011,
2012, 2013, 2014, 2015,
2016, 2017, 2018, 2019

DAC Gallery Exhibitions Showcase Diverse Artists and Cultures



OUR HOUSE
DAC Student
& Instructor
Exhibition



Right: Artist Telvin Wallace "Care For Me"
Below: Artist Lucia Priest "Great Crowd 2018"



- ▶
- ▶ **FY20 DAC Student & Faculty Virtual Exhibits (due to Covid closure):**

Group

1: <https://www.youtube.com/watch?v=6ECIEjtNFIA>

- ▶ Group

2 <https://www.youtube.com/watch?v=xwCBiGGa-tc>

- ▶ Group

3: <https://www.youtube.com/watch?v=6fQ5zlti0rs>

The DAC SCHOOL

DAC School provides life-long learning arts classes, workshops, lessons and camps each year to adults, veterans, special senior groups, teens, and children



In FY2020, DAC was on pace for a record year in Arts Education classes at DAC. Due to the Pandemic, DAC creatively pivoted to online program delivery in April 2020!

DAC staff and teaching artists did an amazing job learning new technology and virtual teaching techniques.



Durham Arts Council provides more than \$20,000 in scholarships to children and teens each year.

Durham Arts Council Life-long Learning Arts Classes & Camps grew 67% since 2014. Covid pandemic hit FY20 DAC building closed to public since March 13

DAC offers classes in Visual Arts, Dance, Music, Theatre, Clay, Jewelry, Graphic Design, Digital Arts, Photography, Fiber Arts, Mindfulness, and more for children and adults of all ages and abilities.

Year	Number of Classes Offered	# of Students	# of Students Hours
FY20	511*	5613*	48,960*
FY19	715	6999	57,622
FY18	733	6535	52,406
FY17	685	5364	50,534
FY16	649	3848	46,757
FY15	613	4193	50,766
FY14	621	3924	48,777



* FY20 Spring and Summer included 36 virtual classes for 157 students, and 11 virtual Arts Camps for 116 campers.

The DAC SCHOOL

DAC Life-long Learning Programs Grow, Excel, Expand and Adapt to Change in FY20

* **New free Arts Program for Veterans** – Served 23 Veterans in Drawing/Painting & Songwriting. Partnered with Durham VA Hospital. Raised \$18,000 to fund. Served veterans coping with PTSD and other service impacts.

* **DAC Executive Director & DAC honored** with Blue Ribbon Business Award for our 16 year partnership with Triangle Youth Ballet.



- **DAC Classes & Camps go Virtual** - In response to Covid Pandemic – DAC FY20 Spring and Summer included 36 virtual classes for 157 students, and 11 virtual Arts Camps for 116 campers. *Outstanding positive response from participants! Click here to view Journey to Japan*
- <https://drive.google.com/drive/folders/1VQgE3Tviq1xVhdxIEGTpQIVhUW49opJR>

* **9 new instructors; 4 guest artists; 511 classes and camps for 5,613 students of all ages in FY20**



Over 2,500 children enroll each year in the DAC School Summer Arts Camps, and Intercession Camps designed for rising kindergartners to 17 year-olds.



Durham Arts Council's CAPS Program

Core Curriculum Through The Arts for 29,000+ Students in 5 County Region in FY2018, and 27,734 in FY2019. *CAPS service has grown 194% since 2002!*



- *FY2020 CAPS served 19,618 students. Down due to Covid-19*
- *The CAPS program partners with public and private schools. Funded by school systems, PTAs, corporate and DAC Annual Arts Fund donors.*



- *FY2020 continued new programs with Senior Centers, Libraries, Parks & Rec, & After School programs; Dementia Inclusive Durham*

**CREATIVE
ARTS in
PUBLIC/PRIVATE
SCHOOLS**



Durham Arts Council Provides Jobs and Financial Support to the Arts Sector

- ▶ *DAC's direct investment in the arts sector has increased 29% over the past 10 years.*
- ▶ *In FY2020 DAC supported and assisted **1,858 artists*** and **377* arts and cultural organizations** through programs, services, grants, contract fees, teaching income, salaries, and art work sales.*
Artists and arts organizations served were impacted in 4th quarter due to Covid-19 pandemic and building closure.

DOLLARS PAID TO ARTISTS, ARTS GROUPS, ARTS SECTOR JOBS	final audit FY2017	final audit FY2018	final audit FY2019	preliminary FY2020
Arts Sector jobs - Salaries, taxes, benefits	\$ 688,687.00	\$ 695,249.00	\$ 689,657.00	\$ 752,588.07
Total Cash Payments to Contracted Artists - teaching, visual, performing, literary, public art	\$ 441,220.00	\$ 521,519.00	\$ 410,148.00	\$ 424,008.43
Cash Grants to Artists, Arts Organizations, Festival art awards (5 grant programs)	\$ 189,539.00	\$ 184,025.00	\$ 216,138.28	\$ 205,384.73
TOTAL	\$ 1,319,446.00	\$ 1,400,793.00	\$ 1,315,943.28	\$ 1,381,981.23
FACILITY SPACE GRANTS TO ARTS ORGS & ARTISTS - DAC BUILDING (in-kind through DAC Grant programs)	\$ 272,745.00	\$ 290,745.00	\$ 359,070.00	\$ 383,368.60
TOTAL ARTS SECTOR SUPPORT PROVIDED BY DAC	\$ 1,592,191.00	\$ 1,691,538.00	\$ 1,675,013.28	\$ 1,765,349.83



DAC 6 Grant Programs provide cash and facility use to artists and arts & cultural organizations based in or creating their art in Durham.

- *Since 1984, Durham Arts Council has given 1,713 grants to arts organizations and artists totaling:*

\$5,217,208 in cash grants

\$6,495,066 in facility grants

Over 50% of cash grants support arts organizations and artists of color reflecting Durham's diversity



- FY20 DAC awarded \$205,385 in cash grants and awarded \$383,369 in facility grants (up 7% vs FY19.)

DAC's New “Durham Arts Catalyst” Grant Program Launched in FY2019.

Program Designed for Emerging, Start-Up Arts Orgs, and Others Who
have not been funded in the DAC Season Grant Program

- *9 applications to this new grant program in FY20; 11 applications funded in FY19.
Funding exciting emerging arts organizations in Durham!*
- *FY20 – Awarded \$8,000 cash grants & \$3,175 in facility space to 6 groups: Audio Under the Stars, Big Red Dance Project; Durham Medical Orchestra; Northstar Church of the Arts; Pleiades Arts, StandUp SpeakOut NC.*



DAC Grant Programs provide cash and facility support to artists and arts organizations based in or creating their art in Durham. *Cash grants funded by DAC Annual Arts Fund individual and corporate donors, the Fletcher Performing Arts Fund, plus a North Carolina Arts Council state grant. Space grants provided through DAC Building.*

FY19 & 20 Organizational Grant Recipients:

- ▶ African American Dance Ensemble
- ▶ American Dance Festival
- ▶ Art of Cool Jazz Festival
- ▶ Audio Under the Stars
- ▶ Backbone Press
- ▶ Bartlett Theatre
- ▶ Blackspace
- ▶ Bulldog Ensemble Theater
- ▶ BUMP the Triangle
- ▶ Carlota Santana Spanish Dance
- ▶ Carolina Theatre
- ▶ Carolina Wren Press/DBA Blair
- ▶ Chamber Orchestra of the Triangle
- ▶ Choral Society of Durham
- ▶ Common Woman Chorus
- ▶ Duke University String School
- ▶ The Durham Art Guild
- ▶ Durham Ballet Theatre
- ▶ Durham Central Park
- ▶ Durham Children's Choir
- ▶ The Durham Community Chorale
- ▶ Durham Community Concert Band
- ▶ Durham Savoyards, Ltd.
- ▶ The Durham Symphony Orchestra
- ▶ Empower Dance Studio
- ▶ Eno River Association
- ▶ Full Frame Doc. Film Festival
- ▶ Gaspard and Dancers
- ▶ Indian Classical Music & Dance Society
- ▶ KidZNotes
- ▶ Mallarme Chamber Players
- ▶ McDaniel Roberts
- ▶ The Monti
- ▶ Museum of Durham History
- ▶ North Carolina Arts in Action
- ▶ NorthStar Church of the Arts
- ▶ NCCU Jazz Program
- ▶ North Carolina Youth Tap Ensemble
- ▶ 100 Men in Black
- ▶ Pleiades Arts
- ▶ Southern Documentary Fund
- ▶ St. Joseph's Historic Foundation/Hayti Heritage Center
- ▶ StandUp SpeakOut, NC
- ▶ The Scrap Exchange
- ▶ Threshold
- ▶ Tobacco Road
- ▶ Triangle Art Works
- ▶ Triangle Dance Project
- ▶ Triangle Youth Ballet
- ▶ Venezuelan Cultural Association
- ▶ Walltown Children's Theatre
- ▶ Young People's Performing Co.



The Emerging Artists Grant Program

Celebrating its 36th Anniversary: 565 Grants Totaling \$647,616



Durham Arts Council Arts Recovery Fund

Together, we can support the arts organizations and artists who make **Durham** the amazing community that it is!

Please Give So the Arts Can Live!



In response to the Covid-19 Pandemic, Durham Arts Council launched the DAC Arts Recovery Fund on March 20, 2020.

[DAC Arts Recovery Fund - Click Here](https://secure.acceptiva.com/?cst=pqYAAw)

<https://secure.acceptiva.com/?cst=pqYAAw>



Durham loves our creative community and Durham Arts Council loves to be a support for these local artists and arts organizations. **As of June 30, 2020: \$68,500 raised/pledged. 100% of funds received are being regranted.** As of Nov. 1, 2020: \$76,000 raised and regranted.

The DAC Arts Recovery Fund is providing emergency grants to assist individual artists, arts organizations, artist-owned businesses and arts venues impacted by the COVID-19 pandemic.

If you can – please donate to support Arts Recovery in Durham. **Please give so the arts can live!** Grants are up to \$500 for individual artists and up to \$1,500 for arts organizations/businesses.

<https://www.youtube.com/watch?v=hKkgVPEezcU>





<https://www.durhamartsnetwork.org>

- Durham Arts Council launched a new arts platform/directory in June 2020 that showcases Durham artists and arts organizations; encourage networking and collaboration. Supported by the Mary Duke Biddle Foundation with promotion support from Durham Magazine. The platform currently features 76 arts orgs and 68 individual artists.
- Utilizing national model platform **ARTSOPOLIS** to develop and host the site. Used by communities/organizations nationwide to raise public awareness and participation in arts and cultural experiences.





SmART DURHAM

Durham is 1 of 8 pilot communities for the North Carolina SmART Program. The Durham Arts Council is leading The Durham SmART Initiative - Focused on creating an arts and entertainment corridor along Blackwell/Corcoran/Foster Streets to:

- Improve walkability and connectivity – for all residents and visitors
- Maintain and showcase Durham's unique character and assets as corridor changes dramatically.
- Increase spending in arts venues, hotels, restaurants, shops and bars.
- Encourage private developers to invest in public art and artscape plan.



SMART CORCORAN GARAGE ART BANNER WRAP RECEIVES NATIONAL AWARD

The First Public Art Installation of the Durham SmART Program is Selected for National Recognition

Durham, NC - June 14, 2019—Americans for the Arts today honored “*Durham in Continuum*” - *Durham SmART Corcoran Garage Art Banner Wrap* which was selected and recognized as part of the Americans for the Arts 2019 Public Art Network (PAN) Year in Review. “*Durham in Continuum*” is among 50 outstanding public art projects created in 2018 in the United States and Canada that have been selected to be recognized through the Public Art Network Year in Review program, the only national program that specifically recognizes the most compelling public art. Chosen by public art experts, the roster of selected projects was unveiled this morning at Americans for the Arts’ Annual Convention in Minneapolis. This is the 18th year that Americans for the Arts has recognized public art works.



SmART Team members Stacey Poston- City of Durham, Sherry DeVries – Durham Arts Council, Jina Probst- City of Durham at AFTA PAN awards program in Minneapolis, MN



Durham Central Park



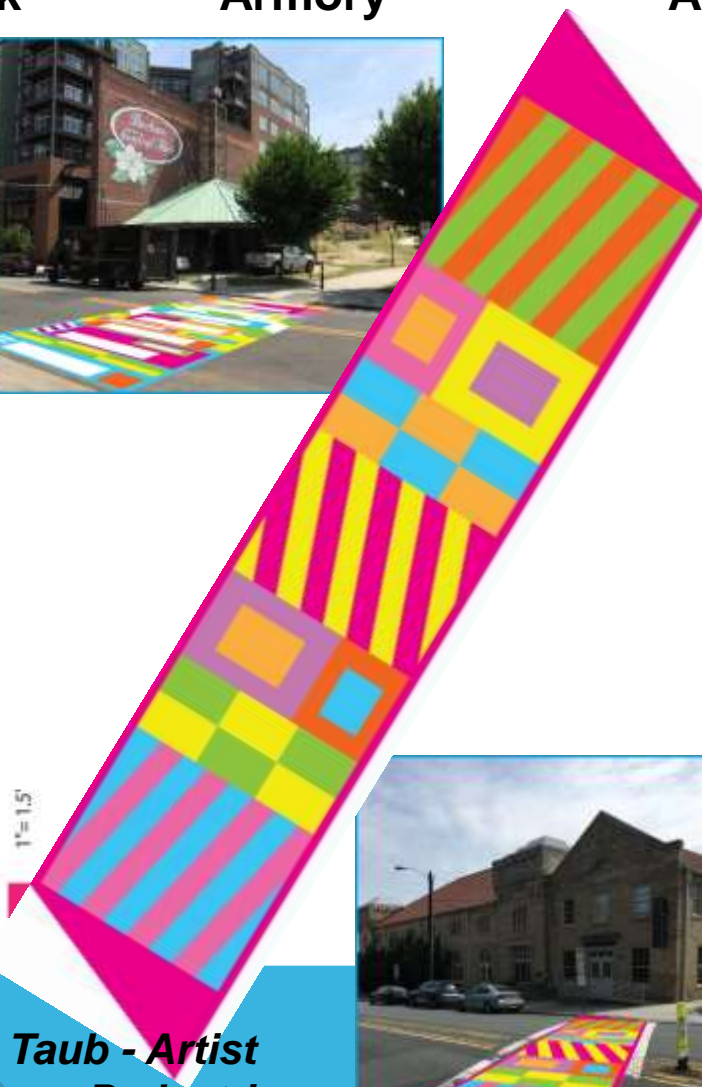
Armory



ATC Blackwell @ Vivian



1"=15'



Mary Carter Taub - Artist
Ground Plane – Pedestrian
Crossing Art completed
December 2019

<https://youtu.be/nTvGyjtLNN8> -
time-lapse SmART

Durham Arts Council

Annual Arts Fund

- ▶ *FY2020 DAC raised **\$1,263,269** of its \$1,963,964 total cash revenue through contributions and grants and sponsorships from individuals, corporations, public sector, and foundations.*

*BY FY2023 Goal: **Increase contributed cash support to \$1.5 million to further build arts & cultural sector sustainability through expanded DAC grant programs, additional arts employment and capacity building opportunities.***



DAC Current Financial Performance & Sustainability

FY2016 – FY2020

	<u>FY2016</u>	<u>FY2017</u>	<u>FY2018</u>	<u>FY2019</u>	<u>prelim*</u> <u>FY2020</u>
DAC Revenues	2,671,642	2,828,765	2,940,941	2,724,915	1,963,964
DAC Expenses	2,669,868	2,797,741	2,946,715	2,720,386	2,062,544
Surplus (Deficit)	----- 1,774	----- 31,024 *	----- (5,744)	----- 4,529	----- (98,580)
				SBA PPP Loan + 101,400	----- + 2,820

* FY17 surplus reflects 2-year grant carry over to FY18

* FY20 reflects impact of Covid-19 Pandemic on 4th quarter

Source: Independent Audits FY16, FY17, FY18, FY19 and
FY20 year-end financials prepared by accounting firm
Neal, Bradsher & Taylor



Durham Arts Council

VISION

We envision a community where creativity and the arts are highly valued, positive and transformative forces in Durham's cultural, educational, and economic life. We envision an excellent and sustainable arts and cultural sector that is vital to quality of life in Durham.



Creating a Vibrant Community Through The Arts