

# Durham Arts Council

*Creating a Vibrant Community Through The Arts!*



*FY 2019 Overview*

**DURHAM ARTS COUNCIL**

# Durham Arts Council

*Has been the Major Provider of Arts Programs & Services for Artists and Arts Organizations, and the Public in Durham since 1954. 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 \$1.675 million to arts sector in FY19 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**



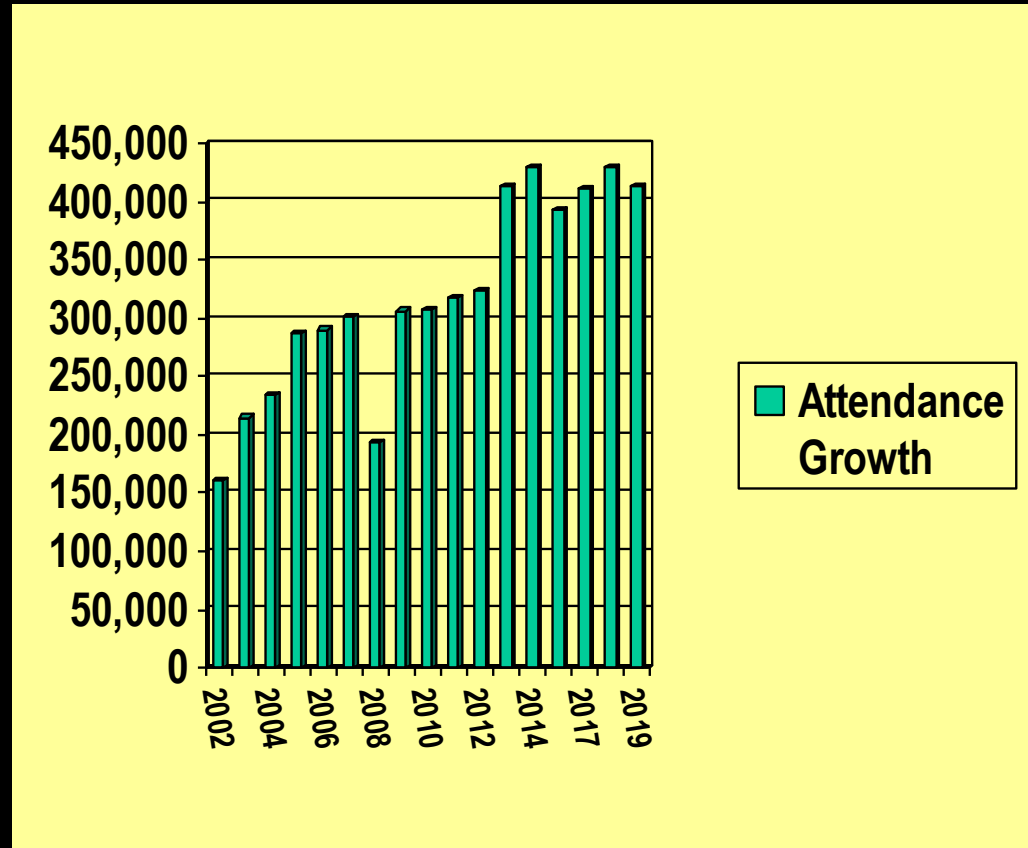
**Mission:** Durham Arts Council, Inc. is a catalyst in the cultural development of Durham - it leads, inspires, and promotes excellence in and access to the creation, experience and active support of the arts for all the people of our community

**DURHAM ARTS COUNCIL**

# Durham Arts Council Attracts Visitors & Residents to Downtown

- **Annual Attendance to all DAC programs and events on-site and off-site has grown 168% in 16 years**
- **FY2002: 160,416**
- **FY2018: 429,260**
- **FY2019: 413,234\***
- *FY2008 under renovations for 8 months*  
*\* FY2012 Under renovations for 9 months*  
*\* FY2019 – CenterFest cancelled – Hurricane Florence*

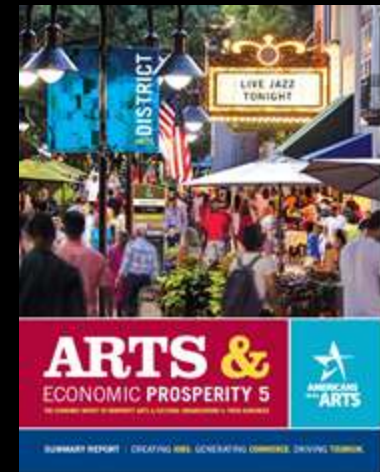
**Including building visitors, festival attendance and other programs, DAC is the 4th largest visitor attraction in downtown Durham, delivering important economic impact and enhancing quality of life.**



# 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\*

*\*(FY19 down due to Hurricane Florence cancellation of CenterFest)*



# Renovations for the Arts

*Durham Arts Council lead the renovation of the city owned Durham Arts Council building into Durham's Home for the Arts and has managed & programmed the building since 1978.*



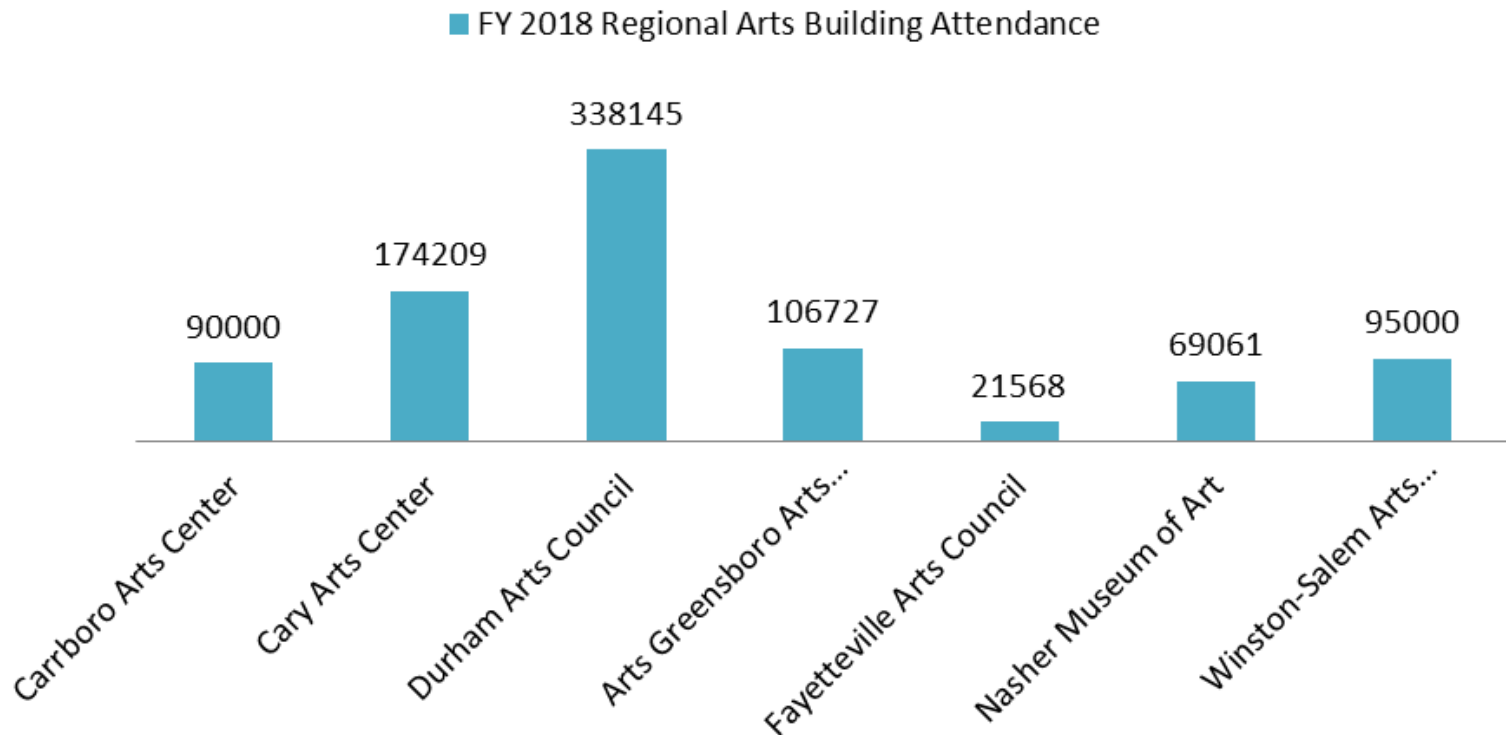
*Durham High School – Durham City Hall –  
Durham Arts Council.*

**DURHAM ARTS COUNCIL**

# Durham Arts Council is a Regional Powerhouse of Arts Audience!

*Serving the Public and Arts Community in Onsite Programs, Events  
(numbers do not include each organization's off-site programming)*

## FY 2018 Regional Arts Building Attendance



DURHAM ARTS COUNCIL

# DAC Facility Continues Service Expansion



*DAC's PSI Theatre was booked 211 days in FY19 and served 30,748 guests. Increased 5,367 over FY18. Up 21%*

- \* Increased building attendance over 103% since 2002*
- \* DAC provides free or deeply discounted space to 60+ arts & cultural organizations each year.*
- Major events include film festivals, music festivals, theatre and dance performances, art exhibitions, conferences, meetings, classes, workshops, rehearsals, plus a variety of corporate, civic, family, and community events.*

# Over 95% of DAC Building Utilization is Arts & Cultural

FY19 DAC Facility Event Type		
Type of Program	Events	Type
Artist Services Events or Art Exhibit Events	1169	ARTS
DAC In-House Reservation - Arts programs, meetings	218	ARTS
Arts Education Classes	2123	ARTS
Facility Grantee - Artists & Arts Organizations	109	ARTS
Season Grantee - Arts Organizations	739	ARTS
Facility Rental Client - Arts & Cultural	444	ARTS
Facility Rental Client - Government: City of Durham	4	
Facility Rental Client - Government: Other	0	
Facility Rental Client - Corporate	15	
Facility Rental Client - Private	42	
Facility Rental Client - Community- Public	111	
Facility Rental Client - Community- Private	54	
		ARTS
Total	5028	4,082
*Arts and Cultural = 4,802 events; 95%		

**In FY2019, DAC scheduled and managed 26,127 Hours of Room Use**



# 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 partners 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**

# 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.*



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# DAC Produces Record Breaking CenterFests!

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



- *Features 140+ juried visual artists from across the United States and 70+ performing acts on six stages.*
- *33,000 – 35,000 Visitors in heart of downtown Durham at CenterFest!*
- *1<sup>st</sup> National Ranking “Top 100 Fine Arts Festivals in U.S.” in 2015, 2016, 2017, 2018*  
*\* Major Sponsorship/Partnership with Durham Rotary Club*

## CenterFest



# DURHAM ARTS COUNCIL



Durham Arts Council  
Partners With Artists and  
Downtown Businesses to Produce  
*The Largest Walking Artist Tour in the State*

- 8,000 – 10,000 visitors attend fall Art Walk Holiday Market produced by DAC.
- \* NEXT ART WALK: March 7-8, 2020
- 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



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# 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.*

*FY18 DAC mounted 20 exhibitions with 132 artists showcased.*

*FY19 = 18 exhibitions; 140 artists  
43% increase from FY17*

- “Yo Soy El Quixote” featured 32 Hispanic and Latino artists from NC
- “Portraits of Durham” 2019 featured 65 diverse local artists
- DAC voted “Best Gallery” in Durham Magazine poll 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019



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# The DAC SCHOOL

FY19 the School provided 715 classes, workshops, lessons and camps each year to 6,999 adults, teens, and children:



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

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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.



Fun Cultural Themes each summer teach children about world cultures & history through the arts.

\$20,000+ in scholarships

DURHAM ARTS COUNCIL

# Durham Arts Council Life-long Learning Arts Classes & Camps have grown 67% since 2014

- 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
FY19	715	6999	57,622.00
• FY18	733	6535	52,405.75
• FY17	685	5364	50,534.25
• FY16	649	3848	46,756.5
• FY15	613	4193	50,766.4
• FY14	621	3924	48,776.75

# 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!*



**C**REATIVE  
**A**RTS in  
**P**UBLIC/PRIVATE  
**S**SCHOOLS

- *The CAPS program partners with public and private schools. Funded by school systems, PTAs, corporate and DAC Annual Arts Fund donors.*

*CAPS also serves at-risk youth in Title One Schools and Lakeview Schools. Neal School literacy program model "Stories Come to Life"*

- *FY2018 Launched new programs with Senior Centers and Veterans Administration, Parks & Rec*

**DURHAM ARTS COUNCIL**



# Durham Arts Council

## Provides Jobs and Financial Support to the Arts Sector

- *In FY2019 DAC provided \$1,315,943 in cash funds and \$359,070 in facility space to local artists, creative sector workers & businesses, & arts & cultural organizations. DAC's direct investment in the arts sector has increased 29% over the past 10 years.*
- *In FY2019 DAC supported and assisted 1,117 artists\* and 402 arts and cultural organizations through programs, services, grants, contract fees, teaching income, salaries, and art work sales.*

*Artists served went down 739 in FY19 due to Hurricane Florence cancellation of CenterFest.*



# DURHAM ARTS COUNCIL



# **DAC Grants 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 1,574 grants to arts organizations and artists totaling:*

*\$4,995,030 in cash grants*

*\$6,111,698 in facility grants*



# **DURHAM ARTS COUNCIL**

# 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 Season Grant Program

- *10 applications to this new grant program in FY19:*
- *Awarded \$11,000 cash grants to 6 groups  
Audio Under the Stars, Blackspace, Bulldog  
Ensemble Theatre, Duke String School,  
Pleiades Arts, The Monti*



**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.*

**FY18 & 19 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
- Girls Rock, NC
- Indian Classical Music & Dance Society
- KidZNotes
- Mallarme Chamber Players
- Manbites Dog Theater Company
- The Monti
- Museum of Durham History
- North Carolina Arts in Action
- NCCU Jazz Program
- North Carolina Youth Tap Ensemble
- Pleiades Arts
- Southern Documentary Fund
- St. Joseph's Historic Foundation/Hayti Heritage Center
- The Scrap Exchange
- Taurya Pratishtan
- Threshold
- Tobacco Road
- Triangle Art Works
- Triangle Dance Project
- Triangle Youth Ballet
- Walltown Children's Theatre
- Young People's Performing Co.

# The Emerging Artists Grant Program

Celebrating its 35th Anniversary: 550 Grants Totaling \$625,616



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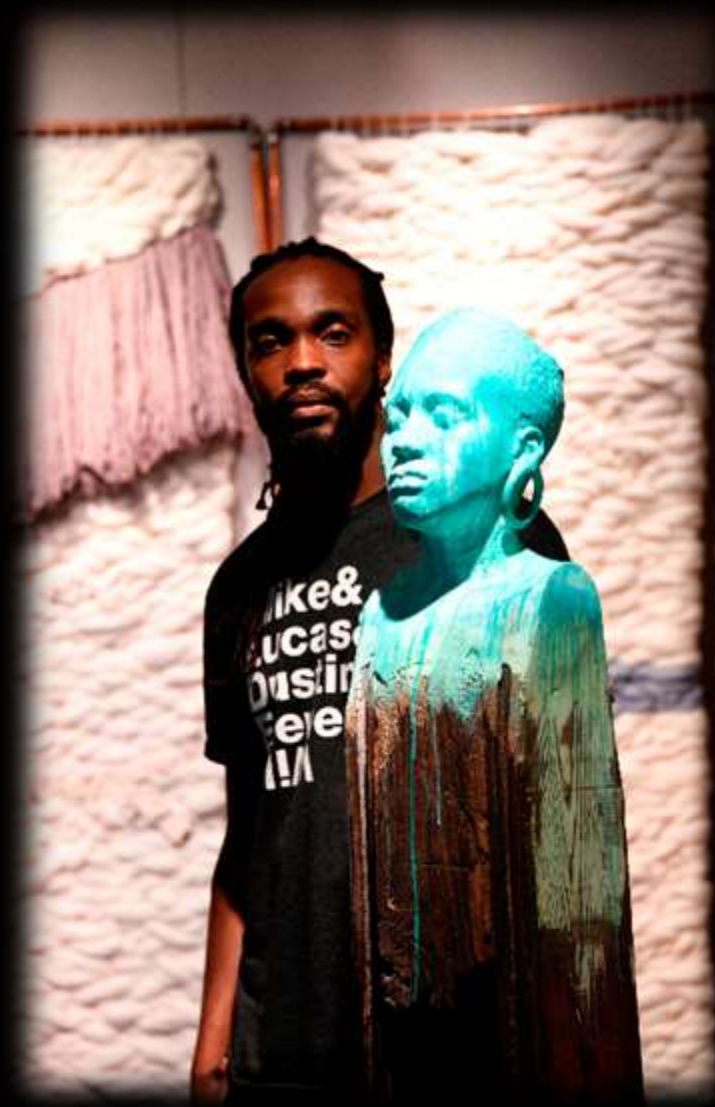
# Stephen Hayes

## *Sculpture/Installation*

### DAC Emerging Artist 2019 Project:

*Create and update artist promotion package*

Stephen, with visual artist David Wilson, was recently chosen to create a work of public art for Durham's Black Wall Street Gardens. His work inspires an immediate connection with his audience which has built demand for exhibiting his work nationally and internationally. He currently teaches at Duke University.






A highlighted Artist from 2019 DAC Emerging Artists

# Rissi Palmer

## *Music*

**Emerging Artist 2018 Project:**  
*Producing the lead single, entitled  
“Seeds,” from her then-upcoming  
album.*



Rissi's single “Seeds” was produced by Grammy Award-winning producer Shannon Sanders. For the music video, Palmer teamed up with indie filmmaker Emil Gallardo, who shared Palmer's vision to unite and motivate people to vote. They also wanted the film to celebrate human freedom, dignity and unity in the face of oppression. Gallardo discovered “Seeds” thru the Imagine Then Vote online contest, where the song won an award and is currently being used by people to create their own “get out and vote” videos. [Please listen/view this powerful music video that has been supported by DAC Emerging Artists program: click here for Seeds](#)

A highlighted Artist from 2019 DAC Emerging Artists

# Wendy Spitzer

## Music

**Emerging Artist 2019**

**Project:** *Upgrade the equipment of her music studio so she can be competitive as a media composer and film scorer.*



Wendy recently used this equipment to complete an audio piece, *Dix in Sound in Situ* about the Dorothea Dix Hospital in Raleigh, NC, sponsored by Raleigh Arts. The piece was premiered May 31/June 1, 2019 at SEEK Raleigh, a temporary public art/performance festival at Dorothea Dix Park in Raleigh.

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# DurhamArtsNetwork



Beta Site: <http://wpdev33.artsopolis.com>

- Durham Arts Council is preparing for public launch of this new arts platform/directory that will showcase Durham artists and arts organizations; encourage networking and collaboration. Supported by the Mary Duke Biddle Foundation.
- 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.



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# 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.



## The Vision Plan



- **SmART community design process**, led by the Durham Arts Council and the North Carolina Arts Council included 26 partner organizations and over 200 residents.
- **The SmART Vision Plan connects 3 distinct districts along Blackwell, Corcoran and Foster Streets:**  
 Zone A - American Tobacco district  
 Zone B - City Center district  
 Zone C – Durham Central Park district.



## **SmART INITIATIVE - “DURHAM IN CONTINUUM” CORCORAN GARAGE ART BANNER WRAP COMPLETED!**



First project completed August 2018 – led by Durham Arts Council with strong support from NC Arts Council, National Endowment for the Arts, City of Durham, Durham County, Private Sector. **DAC raised over \$263,000 to fund the project.**

***July 27, 2018 – Corcoran Garage Art Banner Installation complete!***

***August 15, 2018 – Dedication & Ribbon cutting with Elected Officials and Artist LEk.***

**Over 100 people attended including federal, state and local elected officials and representatives, City and County leaders, arts community and downtown business leaders.**

**[Corcoran Garage Art Banner Ribbon Cutting video footage](#)**



# 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 18<sup>th</sup> 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**



**Mary Carter Taub - Artist**

**Ground Plane – Pedestrian  
Crossing Art completed  
December 2019**



# Durham Arts Council

## Annual Arts Fund

- *FY2019 DAC raised **\$1,197,712** of its \$2.02 million cash budget through contributions and grants and sponsorships from individuals, corporations, public sector, and foundations.*
- *DAC has increased contributed cash donor support 43% since 2002, from \$864,018 to **\$1,240,687**.*



*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 - FY2019

	<u>FY2016</u>	<u>FY2017</u>	<u>FY2018</u>	<u>FY2019</u>
DAC Revenues	2,671,642	2,828,765	2,940,941	2,724,915
DAC Expenses	2,669,868	2,797,741	2,946,715	2,720,386
Surplus (Deficit)	<u>1,774</u>	<u>31,024 *</u>	<u>( 5,744)</u>	<u>4,529</u>

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

Source: Independent Audits FY16, FY17, FY18, FY19

# Durham Arts Council

## *Expanding Participation and Continually Refreshing DAC Public & Arts Sector Programming*

- *DAC continually evaluates its programs through participant surveys*
- *Recent New Programming Added*
  - *New Arts Program for Veterans partnering with VA Hospital*
  - *Expanded all arts classes for children and adults*
  - *Expanded gallery exhibitions & partnerships*
  - *New program partnerships with Durham Library, Student U, Nasher*
  - *New Art programs for seniors in assisted living*
  - *Theatre Advisory Group – over 30 members*
  - *DAC Arts Catalyst Grant Program – supports emerging arts organizations*

# Durham Arts Council

## *Strengthen DAC Capacity to Grow Support*

*Working to build capacity of DAC to raise additional funding and generate strong community support for expanded initiatives.*

- *Added Director of Development/Communications spring FY2019*
- *Expanding fundraising program and building donor base*
- *Redesigning and expanding communications ; new website underway*
- *Rebranding program – to celebrate growth and success of DAC and build Durham's arts brand*

# 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*

**DURHAM ARTS COUNCIL**





**JOIN THE 25,000 ARTS SUPPORTERS THAT FOLLOW  
DURHAM ARTS COUNCIL VIA SOCIAL MEDIA AND  
EMAIL!**

**YOU WILL HEAR ALL THE LATEST ARTS  
HAPPENINGS!**



**DURHAM ARTS COUNCIL**

# Durham Arts Council

*Creating a Vibrant Community Through the Arts*



**DURHAM ARTS COUNCIL**