



ANNUAL REPORT

Arts and Humanities Council of Tuscaloosa County, Inc.
June 2013 - April 2014

**THE ARTS
COUNCIL**

MISSION

2013

History and Purpose

Established by a group of citizens dedicated to the arts, the Arts and Humanities Council of Tuscaloosa County, Inc. is the Arts Division of the Tuscaloosa County Park and Recreation Authority. The purpose of the organization is to promote and encourage the arts and humanities in Tuscaloosa County. To achieve this objective, the Arts and Humanities Council of Tuscaloosa County, Inc. shall:

- Provide a means of cooperation, exchange of information and support among its 50 member organizations
- Stimulate and develop interest in and participation in the arts and humanities among the citizens of Tuscaloosa County

Staff

Sandra Wolfe, Executive Director
 Sharron Rudowski, Education Director
 David Allgood, Bama Theatre Manager
 Kevin Ledgewood, Publicist
 Meghan Truhett, Marketing Coordinator, DWCAC Rentals
 and Bama Theatre Assistant Manager
 Amanda Manos, DWCAC Supervisor

Board of Directors

Ann Bourne, President
 Brenda Randall, Vice-President
 Debbie Watson, Treasurer
 Amy Ahmed, Interim Secretary
 Katie McAllister, Member Organization Representative
 Rebecca Rothman, Past President

Board Members

Dianne Bragg
 Joan Brown
 D.J. Cervino
 Pamela DeWitt
 Melanie Edwards
 Andrew Grace
 Anne Guthrie
 John Hicks
 Mary Kerr
 Mort Jordan
 Beverly May
 Valery Minges
 Brendan Moore
 Marcelyn Morrow
 Ruth O'Connor
 John Owens
 Sandra Ray
 Debbie Watson
 Kathy Yarbrough

Website Statistics

June 1, 2013– April 21, 2014

tuscarts.org

Visits: 12,495
 Unique Visitors: 8,415
 Average Time on Site: 1 minute 35 seconds
 Percentage New Visitors: 67.3%

cac.tuscarts.org

Visits: 5,126
 Unique Visitors: 3,480
 Average Time on Site: 2 minutes 23 seconds
 Percentage New Visitors: 67.9%

bamatheatre.org

Visits: 29,782
 Unique Visitors: 19,474
 Average Time on Site: 1 minute 24 seconds
 Percentage New Visitors: 65.4%

Fundraising

June 1, 2013– April 21, 2014

Cultural Arts Center (ongoing):

Mailings and receptions with tours - Greensboro Room, Harrison Galleries, CAC prior to opening

75th Anniversary Concert (9/7/13):

Judy Collins and the Tuscaloosa Symphony Orchestra benefitting the Bama Theatre Restoration Fund

Monster Makeover IV (10/24/13):

Exhibit and auction benefitting the West AL Community Foundation Arts in Education Fund

Chuck Leavell in Concert (11/8/13):

Rolling Stone's keyboardist performance benefitting Bama Theatre Restoration Fund; Sponsored by Leigh Automotive and Pearson Law

Tuscaloosa's Get Up 2 (12-19-13):

Featured Alabama Shakes and benefitted Bama Theatre Restoration Fund, Red Barn Foundation and Habitat for Humanity

Annual Membership Contributions:

2014 membership letters moved to an annual cycle

City Funding 2013 - 2014

\$50,000 awarded to The Arts Council from The City of Tuscaloosa was used to pay for:

- Part Time Evening and Weekend Supervisor for CAC Events
- Full Time Marketing Coordinator/ Bama Theatre Assistant Manager/ Cultural Arts Center Rentals position with benefits.

Full Time position responsible for:

Cultural Arts Center rentals
 Creation of CAC rental procedures
 Ongoing CAC rental marketing campaigns
 Coordinating with renters and CAC Supervisor
 CAC maintenance and development
 Ordering CAC equipment and signage
 Maintaining website
 Social media
 Monthly electronic newsletter
 Analytics and research
 Bama Theatre and CAC calendars
 Bama Theatre restoration projects as needed
 Bama Theatre coordination with Theatre Manager
 Bama Theatre day events supervision as needed
 Electronic database of patrons
 Event planning and promotion



BAMA

Background

Constructed in 1937 through funds from the Public Works Administration (PWA), the historic Bama Theatre continues to captivate audiences with its twinkling lights and exciting year-round performance calendar. Managed by The Arts Council and occupied over 300 days per year, the venue hosts events presented by the organization and also those sponsored by outside promoters. From Joan Baez, the Fab Four and the Bama Art House Film Series to local and statewide art exhibits, the Bama is a cornerstone of cultural activity and community events in Tuscaloosa and West Alabama. Opened in 1938, last year marks the 75th anniversary year of the much loved anchor of downtown Tuscaloosa.

Bama Theatre Anniversary Celebrations

- Judy Collins performing with the Tuscaloosa Symphony Orchestra Concert on September 7, 2013 was a celebration of the 75th Anniversary of the Bama Theatre with 704 patrons in attendance.
- 75th Anniversary event at the first Bama Art House Fall Film

Bama Art House Film Series

- Summer 2013 Attendance: 1,210
- Fall 2013 Attendance: 1,488
- Winter 2014 Attendance: 948



Restoration

- Mural restoration project was completed in fall 2013. Murals were repaired, repainted and given an anti-glare protective covering. Ruth O'Connor, Board Member, served as committee chair and artist. - \$8,000
- 34 portable audience chairs purchased and used for additional seating in the front rows of the theatre, in the Greensboro Room and at the Cultural Arts Center as needed. - \$12, 477.45.
- Additional truss added to increase lighting capabilities onstage for productions and concerts. - \$5,932.50
- Balcony plaster renovation - \$1,025
- Trane air conditioning repairs - \$4,000
- Marquee Repairs - \$675

Upcoming

Proludio Digital Movie Playback System: Monthly fee with no set up cost for \$375 per month. Proludio is a downloaded digital format for high resolution projected films rather than 35mm or Blu-Ray.

Digital Marquee: Estimated cost \$40,000; The Arts Council proposes to maintain the historical integrity of the facade of the Bama Theatre marquee (the neon "BAMA" logos will not be altered, nor the flashing/chasing bulbs) - only converting the three information boards to moving digital screens. Besides displaying current and upcoming events at The Bama, these digital LED screens may also be used for public service announcements - all at the touch of a keystroke.

DWCAC

Background

The Dinah Washington Cultural Arts Center (CAC) is a hub for the arts in Tuscaloosa, managed and maintained by The Arts Council. The CAC houses the Alabama Power Grand Hall and The Rotary Club of Tuscaloosa Black Box Theatre which provides a location for performances up to 250 people in an intimate setting perfect for family programming, rehearsal/meeting space for rent and educational opportunities. In addition, the CAC includes a satellite office for The Arts Council and the public offices for Tuscaloosa Symphony Orchestra and Tuscaloosa Community Dancers. The University of Alabama rents a gallery space and The Arts Council maintains a gallery within the CAC.

CAC Grand Opening

Since the CAC opened on Dinah Washington's Birthday August 29, 2013 there have been 51 events including rehearsals, receptions, weddings, tours, fundraisers and performances. Of the 51 events to date 18 have paid to rent the space.

Grand Opening Details:

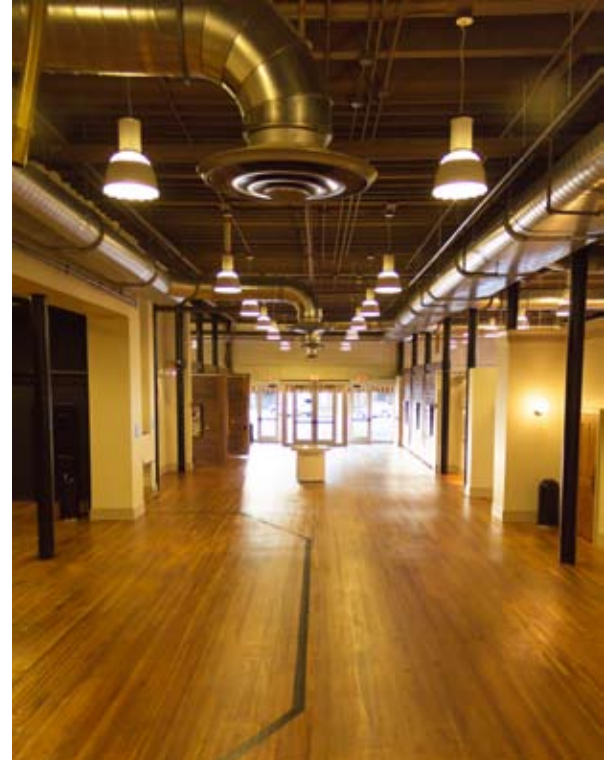
- The Arts Council Gallery: Exhibit by Tuscaloosa Painter James Conner, on display Aug 29 – Sept, 2013.
- The University of Alabama Gallery: Exhibit "A Magic Carpet Ride: Rugs from the Collection of Dr. and Mrs. William T. Price," on display Aug 29 – Oct 24, 2013.
- Performances By: Prentice Concert Chorale, Cavell Trio, Stillman College Choir, Shelton State Community College Singers, The Actor's Charitable Theatre, Tuscaloosa Symphony Brass Quintet, Rob Alley Quintet featuring the music of Dinah Washington.
- Cake donated by Celebrations Bakery and Catering by A Cutting Edge.

Fundraising

- The City of Tuscaloosa received a \$1.5 million HUD grant to renovate the infrastructure of the building with The Arts Council concluding the project at an estimated cost of \$1.25 million.

As of April 14, 2014:

- **\$1,089,700 raised to date (including \$500,000 from the Tuscaloosa County Commission).**
- The Arts Council has taken out the first loan in the organization's history to complete construction on the first floor.
- \$105,000 needed to pay off loan taken out for construction of the first floor.
- These funds have been raised by The Arts Council from within our community. All current donors can be seen on cac.tuscarts.org.
- Additional funds needed to continue outfitting the space and provide street signage.



CAC Purchases 2013 - 2014

Outfitting space and offices:

- Office and conference room furniture
- Garbage cans
- Storage room shelving and supplies
- Gallery pedestals
- Interior signage and plaques
- Door decal signage

Black Box Theatre:

- Rigging and traveler system
- Curtains and teaser

Lights

- Dimmer system
- Speakers and PA brought over from Bama Theatre Greensboro Room
- Cover and cart for donated piano

Catering Kitchen:

- Dishwasher
- Ice machine
- Proofers (2)
- Refrigerator
- Freezer

Grand Hall/ Rentals:

- 250 black padded folding chairs
- (25) round 48" tables that seat 6 people
- Linens for Arts Council events



COMMUNITY

Advocacy

The Arts Council serves as the umbrella organization for over 50 member organizations representing the visual, performing and literary arts, museums and philanthropic organizations. Any non-profit group (IRS-501c3) located in Tuscaloosa County can join The Arts Council as a member organization. Member organizations have access to the community calendar, are eligible to receive grant funding, receive a discount when renting the Bama Theatre and can attend workshops presented by The Arts Council geared toward issues facing non-profits. The Council also sponsors the Druid Arts Awards and Community Arts Conversations.

Community Arts Conversations

February 25, 2014

- 21 member organizations were featured in the 3rd annual event at the Cultural Arts Center, offering information and promotional items to the public.
- The goal of the event was to introduce the local cultural organizations to the public and provide information about them and their staff on a personal level.
- The event was a great success with many members of the community in attendance
- The greatest success of the event was the collaboration of the member organizations and performance showcases.

Grants

The Small Grants program was established to aid Tuscaloosa County non-profit organizations, educators and artists in their pursuit of projects contributing to the greater good of local students and citizens through the arts. Since the advent of the program in 1986, local artists and organizations have received more than \$130,000. The Monster Makeover Grant was established to award funding from the Arts in Education Fund within the Community Foundation of West Alabama. Tuscaloosa City/County educators pursuing a project with an arts-based element are eligible for this grant.



Organization Grant Awards:

- Alabama Blues Project - \$1000
- Drishti - \$ 500
- Kentuck Museum Association - \$1000
- NANO Project - \$1000
- Tuscaloosa Children's Theatre - \$1000
- Tuscaloosa Museum of Art - \$1000
- Tuscaloosa Symphony Orchestra - \$1000

Individual Artists:

- Christine Ballenger - \$750
- Richard Nowell - \$250

Total Awarded - \$7,500

Monster Makeover Grant Awards:

- Richard Nowell - Northridge High School - \$700
- Martine Torain - Northridge High School - \$500

Total Awarded - \$1,200

EDUCATION

Education

Bama Fanfare and Spectra bring the arts to students in West Alabama through programming at the Bama Theatre and performances and presentations taking place at local schools. Additional projects such as Adopt-a-School, Poetry-Out-Loud, the Visual Art Achievement Awards and the Monster Makeover program serve to educate and improve the quality of life of students on the local, regional and state levels.

Bama Fanfare and Spectra

- Bama Fanfare served 1,413 pre-K through elementary students from local city, county and private schools in Tuscaloosa County at the Bama Theatre.
- Spectra served over 4,000 students at local schools, exposing them to multiple artistic disciplines.

Additional Arts Council Education Outreach

- Serves as regional coordinator for the Visual Art Achievement Awards with 96 students accepted and 9 schools represented.
- Serves as regional coordinator for Poetry Out Loud, serving 19 counties. Tuscaloosa, Shelby, Marion and Jefferson Counties were represented in Tuscaloosa this year. Fourteen students competed, with

nine advancing to the State Competition.

- Serves the students of Westwood Elementary through the Adopt-A-School program, providing arts enrichment activities.

- *Tuscaloosa News'* Monster Makeover IV was hosted by The Arts Council at the Bama featuring the artwork of 56 students from Westwood Elementary and 90 local artists' professional interpretation of their work. The resulting funds from the auction were added to the Arts in Education sector of the Community Foundation of West Alabama.



Left, "Hwy. #41" by Margaret Gluhman, the Purchase Award winner in the 2014 Double Exposure Competition

Gallery Exhibits

Art Competitions include the Double Exposure statewide photography exhibit and the West Alabama Juried show serving artists in Bibb, Fayette, Greene, Hale, Lamar, Marion, Pickens, Perry, Sumter, Tuscaloosa and Walker Counties. Galleries are also open to individual artists and groups on approval with no commission on sales.

• June 2013	The "B Side" Group Exhibit	GR, JLG	• January 2014	Double Exposure Photo	JLG, GR
• August/Sept	The ARC	JLG	• January	Lynn & Alexander Schmidt	CAC
• August/Sept	Homegrown Alabama	GR	• February	Bryce Speed	CAC
• September	James Connor	CAC	• Feb/March	Visual Arts Achievement	JLG
• October	Monster Makeover IV	GR, JLG	• March	Mark Robert Barry	CAC
• October	Janis Edwards	CAC	• April	John DeMotte	CAC
• Nov/Dec	WAJS	JLG, GR	• May	Westwood Elementary	JLG
• November	Jamey Grimes & C of Eng.	CAC	• May	Mary Elizabeth Watkins	CAC
• December	Anthony Bratina	CAC			

JLG= Junior League Gallery, GR= Greensboro Room, CAC=The Arts Council Gallery in the CAC



IMPACT

Nationwide

Nationally, the arts industry generates more than \$135 billion of economic activity - \$61 billion by the nation's nonprofit arts and culture organizations in addition to \$74 billion in event-related spending expenditures by their audiences. This economic activity supports over 4 million full-time jobs and generates over \$86 billion in resident household income. Our industry also generates \$22 billion in revenue to local, state and federal governments every year - a yield well beyond their collective \$4 billion in arts allocations.

Alabama's Creative Economy

The creative industries in Alabama represent 4,781 businesses, employing a total of 71,081 people, who earn annual wages totaling more than \$2 billion, and generate almost \$8.7 billion in annual revenue. These figures represent 4.9% of the state's businesses, 3.7% of the state's employment, at least 2.9% of all wages earned and 2.5% of all business revenue.

Nonprofits

The nonprofit arts, culture and humanities organizations in Alabama are at the core of the state's creative industries. Of the 1,225 registered arts and culture nonprofits in the state, 462 of those filed IRS form 990, reporting more than \$177 million in annual revenue and almost \$393 million in assets.



Above left, A Westwood Elementary student creates a birdhouse gourd with teacher Missy Miles

Above right, Dancer Jennifer Jones performs with the Bollywood Jammers at the Bama Theatre during Drishti's Tuscaloosa's Got Talent

Front cover, Juried Show Purchase Award winner Strata XI by Jamey Grimes; Middle right, Detail of exhibit by Mark Robert Barry in the CAC

Page 5, DWCAC photos courtesy of David H. Jones and Ellis Architects

Statistics courtesy of the Alabama State Council on the Arts (arts.state.al.us) and Americans for the Arts (americansforthearts.org).

Brought to you by
THE ARTS COUNCIL

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