

ARTS AND HUMANITIES COUNCIL OF
TUSCALOOSA COUNTY, INC.



ANNUAL REPORT
JUNE 2017 - MAY 2018

THE ARTS
COUNCIL

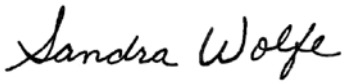
From the Director:

This has been a year of transition for The Arts Council, as we said goodbye to David Allgood, who served as the Bama Theatre manager for fourteen years, then welcomed Jason Armit to that position. Meghan Truhett, DWACAC manager and Marketing Coordinator, also left to begin a new career in Atlanta. Serving the greater community with the arts continues to be a priority for The Arts Council through its educational outreach, member organization assistance, and managing and maintaining the historic Bama Theatre and the Dinah Washington Cultural Arts Center. This work would not be possible without the support of our community. Together we are creating better access to the arts, giving artists opportunities, and stimulating new interest through business involvement.

The arts have a direct economic impact, particularly in terms of increased tourism and improved downtown development. I had the privilege of traveling to Greenville, South Carolina in July 2017 with two board members, 70 Chamber of Commerce members, and numerous community leaders for the Chamber's inaugural benchmarking trip. The connection between the arts and business community was evident in Greenville. The group came back with a renewed commitment to making West Alabama the best it can be, and a large part of that focus will be on the arts.

There are several exciting public art projects which will be unveiled in the coming months. The arts play an important role in our community and represent an investment in the quality of life for the individuals who live here and the businesses that grow here. By contributing to the livability of cities and towns, the arts help to attract investors.

I continue to be grateful for the talented and hardworking staff and the dedication of our board of directors. It is a privilege to serve as the Executive Director of this organization. I hope that you will get out and enjoy this Creative Community!



Sandra Wolfe, Executive Director
The Arts Council of Tuscaloosa

History and Purpose

Established in 1970 by a group of citizens dedicated to the arts, the mission of The Arts Council is to promote and encourage the arts and humanities in Tuscaloosa County. The Arts Council serves as the umbrella organization for 50 Member Organizations, offers educational programs, and manages the historic Bama Theatre and the Dinah Washington Cultural Arts Center.

Staff

Sandra Wolfe, Executive Director
Sharron Rudowski, Education Director
Jason Armit, Bama Theatre Manager
Kevin Ledgewood, Publicist
Meghan Truhett, Marketing Coordinator & CAC Manager

Board of Directors

Sandra Ray, President
Amy Ahmed, Vice-President
Margaret Wilson, Secretary
Debbie Watson, Treasurer
Brenda Randall, Past President

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Cover photos, clockwise from top left: Tuscaloosa Symphony Guild member Donna Boles guides a student in tone production on the cello in the Instrument Petting Zoo at Westwood Elementary's Spectrafest; "Mama Mia" by Elijah Suire, 2018 Visual Art Achievement Awards High School Div. Best of Show winner; and VAA Exhibit at the Junior League Gallery

COMMUNITY PARTNERSHIPS



Theatre Tuscaloosa's SecondStage Program

The Theatre Tuscaloosa SecondStage program is designed to produce innovative work in non-traditional venues outside the Bean-Brown Theatre. According to Theatre Tuscaloosa, "Partnering with The Arts Council to perform our productions in the Dinah Washington Cultural Arts Center was the perfect opportunity to both bring our work into the downtown area and to cooperate with our area's umbrella arts organization. The facility is perfectly suited to allow our artists to experiment with different seating arrangements and staging configurations, and thanks to underwriting via grants from The Arts Council to cover the space rental, we were able to produce our SecondStage shows within the confines of our shoestring budget during **August 9-12, 2017** and **March 26-30, 2018**."

Portraits of Service Project

The Arts Council hosted an exhibit of paintings created by students involved in the Portraits of Service project at the Dinah Washington Cultural Arts Center **September 1-29, 2017**. The project was developed as a way to recognize volunteers who have faithfully served the local community with their portrait painted and publicly displayed. The program's educational component involved sharing the materials and expertise used in painting a portrait with middle and high school art students. With the assistance of art teacher Sheila Kopaska-Merkel and principal Lynda Ingram, the project's pilot location was Rock Quarry Middle School. Conceived and developed by a local artist, Dr. Thomas Rosenstiel, the project was generously funded by the Alabama State Department of Education through the Alabama Arts Education Initiative (AAEI).



Tuscaloosa Can!

The Tuscaloosa City Schools presented the inaugural "Tuscaloosa Can!" project the week of **February 26, 2018** with a closing reception at the Dinah Washington Cultural Arts Center on March 3. This year's event was expanded from similar prior projects and featured over 20 school teams that created large sculptures made from canned food items that were displayed at multiple downtown Tuscaloosa exhibit spaces. 14,577 pounds of cans were donated to the West Alabama Food Bank at the conclusion. The partnership with The Arts Council provided another opportunity for these unique student works to be displayed as a gallery art exhibit at the Dinah Washington Cultural Arts Center.

Tuscaloosa County Schools Exhibit

The Arts Council partnered with the Tuscaloosa County School System in an exhibit of select student art at the Dinah Washington Cultural Arts Center **April 6-27, 2018**. The exhibit was composed of works by both middle and high school students. Each art teacher selected seven to ten pieces included in the display that represented a variety of media. There are five high schools and eight middle schools in the TCSS. The First Friday opening reception took place on April 6 and also featured the Hillcrest High School Jazz Ensemble and Musical Theatre Department.



Stories in Motion: Community Celebration Gatherings

A Bicentennial Dance Project Celebrating Alabama's Cultural Perspectives

The Alabama Dance Council received a Dance/USA Engaging Dance Audiences grant to support a series of "community gatherings" in multiple Alabama communities in 2018 with collaboration between six guest choreographers and various Alabama artists. Programs were designed and facilitated in a way that led participants on a personal journey through dance and built a sense of community with other participants. "Stories in Motion" toured Alabama January-April, 2018 and concluded in Tuscaloosa on **April 12, 2018** at the Dinah Washington Cultural Arts Center.

Background

Established in 1938 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 almost 300 days per year, the theatre is a cornerstone of cultural activity and community events in Tuscaloosa and West Alabama.

The venue provides a rental location for productions presented by non-profit member organizations and community groups as well as concerts presented by outside promoters. Programming presented by The Arts Council includes the Bama Art House Film Series, educational programs, and local and statewide art exhibits.

Photo by Skip Baumhower: www.facebook.com/skipbaumhowerphotography

Rental Income

- \$148,716

Restoration Income

- \$44,741

Bama Theatre Subsidy to Member Organizations

- \$42,700

Upcoming Restoration/Renovation

- Restoration of Historic Marquee: \$34,400
- Update of track lighting and wiring: \$11,000
- Box Office Facade renovation: \$10,000
- Greensboro Room HVAC Replacement: \$25,887
- Upgrading Bama Theatre Seating: estimated cost of \$212,000
- Replacing Bama Theatre Carpet: \$49,962

Bama Art House Film Series 2017-18

- Summer: 6 Films- 693 Total Attendance
- Fall: 6 Films- 484 Total Attendance
- Winter: 5 Films- 432 Total Attendance

Member Organizations and Subsidies

All Arts Council Member Organizations pay dues of \$75 per year. In addition to other benefits, this entitles these organizations to receive discounted rental rates for both the Bama Theatre and Dinah Washington Cultural Arts Center. "Subsidy" in this report refers to the financial gains received by these organizations as a whole in 2017-2018 as a result of these discounted rental rates. The Arts Council considers these gains as direct financial contributions to these organizations.



CAC

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, perfect for weddings and private event rentals, and The Rotary Club of Tuscaloosa Black Box Theatre which provides a location for performances in an intimate setting for family programming and educational opportunities. The University of Alabama rents a gallery space and The Arts Council maintains a gallery within the CAC. The facility also houses offices for the Tuscaloosa Symphony Orchestra and Tuscaloosa Community Dancers.

Rental Income

- \$59,504

CAC Subsidy to Member Organizations

- \$28,850

THE ARTS COUNCIL

June 1, 2017-May 15, 2018

- Income: \$708,600
- Expenses: \$658,628

Attendance

- 123,222 overall attendance at the Bama Theatre and Dinah Washington Cultural Arts Center
- 48,310 school attendance in the Bama Theatre



Website Statistics

June 1, 2017-May 31, 2018

tuscarts.org

Sessions: 13,835
New Users: 10,089
Average Time on Site: 1 minute 15 seconds
Percentage New Visitors: 86.1%
Pageviews: 25,516

cac.tuscarts.org

Sessions: 5,190
New Users: 4,272
Average Time on Site: 1 minute 17 seconds
Percentage New Visitors: 88.7%
Pageviews: 10,415

bamatheatre.org

Sessions: 26,677
New Users: 19,403
Average Time on Site: 1 minute 7 seconds
Percentage New Visitors: 83.8%
Pageviews: 49,900

firstfridaytuscaloosa.com

First Friday Website

Launched August 22, 2017

August 22, 2017-May 31, 2018

Sessions: 3,354
New Users: 2,572
Average Time on Site: 1 minute 27 seconds
Percentage New Visitors: 86.3%
Pageviews: 6,927

Photos by *Scottie Jones:*
scottiejonesphotography.com





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 Dinah Washington Cultural Arts Center, 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.

Left, Scene from "The Last Yankee" by Arthur Miller, directed by Kiera Gillock, presented by SecondStage as part of Lost in Conversation: A Festival of One Acts with Daniel Maguire and Bryne Zuege at Dinah Washington Cultural Arts Center.

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 \$140,000. The Arts in Education 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.

Organizations

Actor's Charitable Theatre- \$500
Tuscaloosa Children's Theatre- \$1,000
Kentuck Art Center- \$500
Tuscaloosa Community Dancers- \$1,000
Theatre Tuscaloosa- \$1,000

Arts In Education

Northridge High School- \$150
Holy Spirit Catholic School- \$800
Tuscaloosa City Schools Fine Arts- \$2,000
Tuscaloosa City Schools Arts- \$2,500
Bryant High School- \$600

Total Grants Awarded: \$10,050

Competitions and Galleries 2017-2018

The Arts Council provides local visual artists two venues to display their art, as well as competitions that enhance advancement and connection with other artists. The 15th annual Double Exposure Photography Competition hosted 99 entries in its Adult and Junior Divisions. As Alabama's only statewide photography competition, Double Exposure is especially valued by teachers in public and private schools. Exhibit space is made available to individuals and groups through an application process in both The Arts Council Gallery in the Dinah Washington Cultural Arts Center and the Junior League Gallery in the Bama Theatre.

- June, Bethany Windham Engle and Frank Engle (joint with UA)
- July, Matt Dougherty
- August, Janet Mego
- September, Tom Rosenstiel and Rock Quarry Middle School
- October, Brenda Miller
- November, Charlotte Wegrzynowski
- December, Kentuck Red Dog Potters
- January-February, Double Exposure Junior Div. (JLG)
- February, Double Exposure Adult Div. Photography Competition
- February-March, Visual Art Achievement (JLG)
- March, Tuscaloosa Can! and Tobias Layman
- April, Tuscaloosa County School System
- April-May, Westwood Art Month (JLG)
- May, Melissa Tubbs

(JLG=Bama Theatre's Junior League Gallery; All other exhibits took place in the Dinah Washington Cultural Arts Center)

EDUCATION

Programming

The Arts Council provides arts education opportunities to students at the Bama Theatre, the Dinah Washington Cultural Arts Center, and on site at West Alabama schools. Disciplines include theatre, music, dance, visual art, and poetry. The Arts Council's programming exposes students to a wide range of activities conducive to academic and social development. Students also benefit from curriculum-based activities that complement their work in the classroom. **Bama Fanfare**, **Fanfare Caravans**, and **Spectra** served approximately 8,733 pre-k and elementary students and teachers across West Alabama. These professional productions and programs weave arts through the curriculum and teach important life lessons.



Artistic Literacy Consortium Tuscaloosa - Regional Collaborative Arts Center

The Arts Council will serve as one of three Regional Collaborative Art Centers for the Artistic Literacy Consortium. The Spectra program will include outreach offered by member organizations to local schools. Spectra will become a program guide for the ALC Tuscaloosa in the 2018-19 school year, providing a better way to track involvement and the overall outreach efforts. Training for artists and professional development for teachers will also be offered through the center. The shared mission of the ALC is to provide fully funded, high-quality arts education that enlightens, inspires, and develops the creative and innovative thinking necessary to ensure college and career readiness in every Alabama student. ALC shared goals are to build expectations for the arts to enhance economy, community, and quality of life. The arts will be employed as a catalyst to create and maintain an engaged school and community environment. The ALC Tuscaloosa will provide opportunities for community partners and schools to collaborate on the planning and implementation of comprehensive arts education programming.

Education Grants Received

The Arts Council received a \$20,000 Alabama Arts Education Initiative grant from the Alabama State Department of Education. The funds were used in the 2017-18 school year in collaboration with Englewood Elementary to initiate a pilot program incorporating music into core curriculum to enhance math skills. The grant allowed The Arts Council to bring in teaching artist John Scalici to work with all fourth grade students and teachers over a two month period. The grant involved direct participation with 208 fourth grade students and 25 teachers. There were 91 sessions with students and a total of 2,008+ artistic contact hours as a result of this grant. Students performed for peers, parents, and the community, and a professional development workshop was held for all Englewood teachers. **John Scalici** is an award-winning master teaching artist, facilitator, musician, and clinician. Internationally recognized, he founded "Get Rhythm," an interactive rhythm-based program for all ages. While learning basic, universal drumming skills through activities and educational games, students also develop communication, focus, respect, and goal setting skills.



Above, Englewood students in "Get Rhythm" with John Scalici



Additional Arts Council Education Outreach

- The Arts Council serves as regional coordinator for Poetry Out Loud, which is sponsored by the Alabama State Council on the Arts. The National Endowment for the Arts and the Poetry Foundation partner with state arts agencies to support this contest which encourages youth to learn about poetry through memorization and recitation. The program helps students master public speaking skills, build self-confidence, and learn about their literary heritages.

Left, 2017 Poetry Out Loud winners at the Cultural Arts Center

- As district coordinator for the Alabama State Council on the Arts Visual Arts Achievement Program, The Arts Council provides gallery space for local students who are accepted to the competition on the local level. Winners from the district advance to the statewide competition where they are exposed to work by their peers from across the state.
- The Arts Council serves the students of Westwood Elementary through the Chamber of Commerce Adopt-A-School program. The program gives local organizations the opportunity to make connections with local schools and contribute to their specific needs through an area of specialty. In this case, that area is the arts. Students participate in activities such as Spectrafest, Read Across America, Art Month at the Bama Theatre, and job shadowing.
- The Arts Council provided an in-service teacher workshop led by DANA teaching artist, Jo Taylor. Held at Paul W. Bryant High School, the seminar covered the use of clay bodies, glazes, and kilns and provided hands-on activities for participating art teachers from the Tuscaloosa City and County School system and private schools.



10 Reasons to Support the Arts in 2018

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

THE ARTS...



IMPROVE INDIVIDUAL
WELL-BEING

UNIFY COMMUNITIES



STRENGTHEN
THE
ECONOMY

IMPROVE
ACADEMIC
PERFORMANCE



DRIVE TOURISM & REVENUE TO LOCAL BUSINESSES



SPARK CREATIVITY &
INNOVATION



IMPROVE
HEALTHCARE



DRIVE THE CREATIVE INDUSTRIES



HAVE SOCIAL IMPACT

IMPROVE HEALTH
& WELLBEING
OF OUR MILITARY



www.tuscarts.org

→ Your contribution translates directly to the presentation of unique, eye-opening, and educational programming for the students and citizens of Tuscaloosa County and West Alabama. The Arts Council offers giving opportunities for individuals, families, and corporations that are tax deductible. Visit tuscarts.org/donate to impact your community today.

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