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.

COMMUNITY & ADVOCACY

The Arts Council serves as the umbrella organization for over 50 non-profit group (IRS-501c3) member organizations representing the visual, performing and literary arts, museums, and philanthropic organizations. Local community members and corporations can also join as individuals or corporate sponsors. The Council also sponsors the Druid Arts Awards and supports Westwood Elementary through the Chamber of Commerce. Additional programming includes Poetry Out Loud, Visual Art Achievement Awards, Teacher Workshops, and support of Westwood Elementary through the Chamber of Commerce of West Alabama Adopt-A-School Program. The West Alabama Arts Education Collaborative serves to increase arts integration in the classroom through teacher training.

EDUCATION

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 through Spectra. 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. Additional programming includes Poetry Out Loud, Visual Art Achievement Awards, Teacher Workshops, and support of Westwood Elementary through the Chamber of Commerce of West Alabama Adopt-A-School Program. The West Alabama Arts Education Collaborative serves to increase arts integration in the classroom through teacher training.

IMPACT

Students engaged in arts learning have higher GPAs and standardized test scores, and lower drop-out rates. The arts and culture sector is a $370 billion industry which represents 4.2 percent of the nation’s GDP—a larger share of the economy than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). The nonprofit arts industry alone generates $53 billion in economic activity annually (spending by organizations and their audiences), which supports 4.1 million jobs and generates $22.3 billion in government revenue. Creativity is among the top 5 applied skills sought by business leaders with 72 percent saying creativity is of high importance when hiring. The Conference Board’s Ready to Innovate report concludes “The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium.” (Source: Americans for the Arts)

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