



THE ARTS  
COUNCIL

BAMA  
THEATRE

CULTURAL  
ARTS  
CENTER

# ARTS

## ANNUAL REPORT

Arts and Humanities Council of Tuscaloosa County, Inc.  
2011-2012



# OUR MISSION

Established in 1970 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 Hawkes, Marketing Coordinator/ Bama Theatre Assistant Manager

## Board of Directors 2011 - 2012

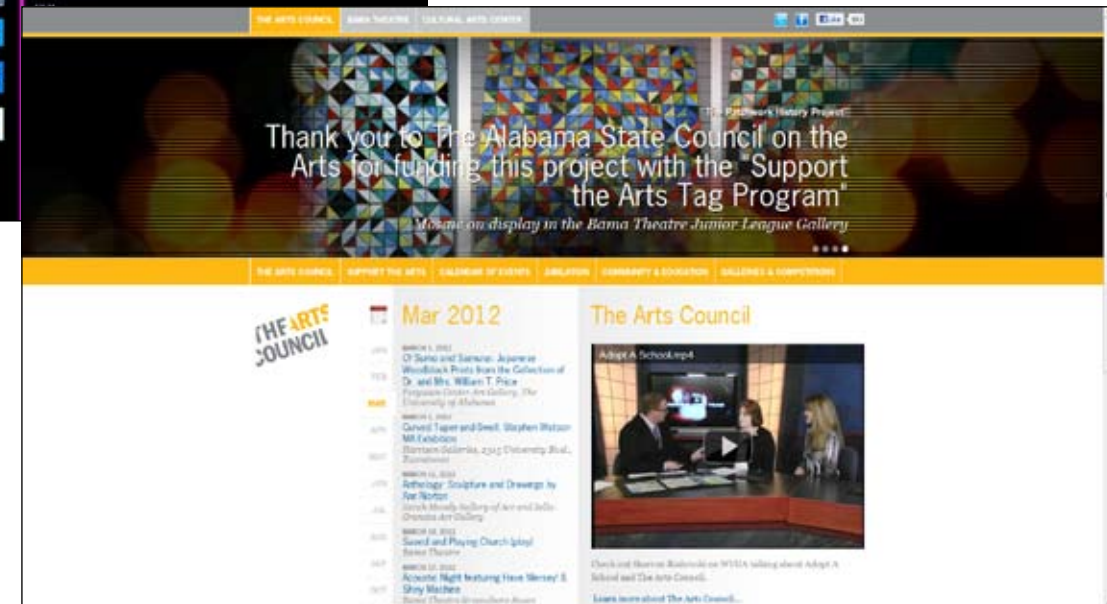
Rebecca Rothman, President   Anne Monfore, Vice-President   Valery Minges, Secretary  
Mark Sullivan, Treasurer   John Hicks, Past President

Ann Bourne   Joan Brown   Alexis Clark   J. Sydney Cook, III   Pamela DeWitt   Andy Grace  
Elizabeth Hamner   Patrick Harper   Mary Kerr   Beverly May   Brendan Moore   Marcy Morrow  
Ruth O'Connor   Voncile Pearce   Dr. Pamela Penick   Brenda Randall   Dr. Loy Singleton  
Debbie Watson   Margaret Wilson   Kathy Yarbrough

Advisory Members: Evans Fitts   Dr. Hank Lazer   John Owens   Marcia Quarles   William Snowden



The Arts Council's prior website (left) served the organization's purposes for quite some time, but overall growth required more space and flexibility. The Arts Council's new online presence (below) is characterized by a new color palette, logos and user-friendly interface. The Arts Council, Bama Theatre and Cultural Arts Center websites are separated into individual pages, but are all connected under one main administrative site.



Trends in promotional methods are in constant evolution, and non-profits must adapt in order to remain vital. After serving The Arts Council's needs for over a decade, the logo and website were updated with new styles, colors and functionality. The addition of a Marketing Coordinator/Bama Theatre Assistant Manager was required for the continued success of the organization when facing the challenges of advertising and management.

## Rebranding 2011

New logos, website and promotional materials

## Website Statistics from July 2011-March 2012

- tuscarts.org
  - 18,564 Visits
  - 13,206 Unique Page Views
  - 1 minute 40 seconds average time on site
  - 70.67% New Visitors
- bamatheatre.org
  - 19,197 Visits
  - 13,514 Unique Visits
  - 1 minute 50 seconds average time on site
  - 70.03% New Visitors
- cac.tuscarts.org
  - 1,128 Visits
  - 873 Unique Visits
  - 1 minute 10 seconds average time on site
  - 76.77% New Visits

## August 2011

Addition of Marketing Coordinator/ Bama Theatre Assistant Manager Position

- Increased social media presence
- Monthly electronic newsletter featuring Bama Theatre Events
- Online Calendar
- Electronic Database of patrons
- Utilization of analytics to measure market reach
- Additional days available for rental in Bama Theatre
- Additional Bama Theatre restoration

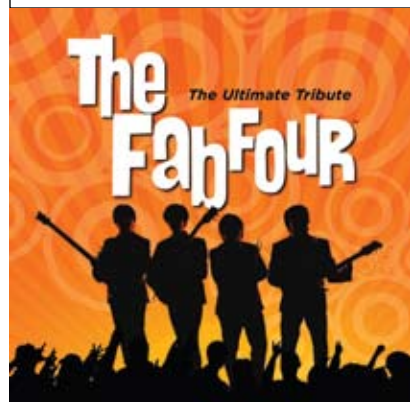
THE ARTS COUNCIL

The Arts Council Founding Officers  
L to R: William E. Pickens,  
Executive Dir.;  
Doris Leopard, President and  
Dr. Allen Bales, Vice-President.  
Not pictured, John Pradat, Treasurer,  
and James Jenkins, Secretary.



A FRESH LOOK  
NEW IDEAS





*"Historic American theatres are successful survivors. Their longevity is due to managements who constantly adapt their programming, operations and facilities to remain relevant to the communities who embrace them."*

*- League of Historic American Theatres*

Constructed in 1937 through funds from the Public Works Administration, 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 movie series to local and statewide art exhibits, the Bama is a cornerstone of cultural activity in Tuscaloosa and West Alabama.

## Bama Art House Film Series

### Attendance Growth

- Winter 2012 total attendance: 1,393
- Fall 2011 total attendance: 1,660
- \*Marketing position created August 2011
- Summer 2011: 642

## Fab Four: The Ultimate

### Beatles Tribute

January 20, 2012

- Total expense: \$23,944.82
- Gross Box Office Sales: \$23,862
- Total Profit including sponsorship from Walter Energy and advertising: \$14,894

## Bama Theatre Restoration

- Maintenance of HVAC system: Backstage HVAC new unit totaled \$11,442.72 plus The Arts Council spent an additional \$12,697.18 on wiring upgrade from 1940's original main line and house/seat lights wiring; \$3000 was budgeted for repairs this year
- New curtains on stage

## Future Projects

- 75th Anniversary Concert/Celebration
- New Digital Projector

# GROWTH ENRICHMENT

The Dinah Washington Cultural Arts Center (CAC), will be a community cultural arts center managed and maintained by The Arts Council. The facility will feature spaces dedicated to the visual and performing arts and will also offer administrative offices, working studios and storage areas for local arts organizations. 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 \$725,000. These funds will be raised by The Arts Council from within our community. The facility should be open by January 2013. The architectural firm chosen to implement the project is Ellis Architects, based out of Tuscaloosa. After The Arts Council completes the second phase of renovation of the first and second floors, expansion will occur on level three in future years.



## Contributions (\$425,000 plus in-kind)

- The Alabama Power Foundation (\$100,000)
- The Three Musketeers (\$100,000): Fred Hahn, James I. Harrison, Jr., Leroy McAbee
- The University of Alabama (\$100,000) College of Arts and Sciences
- Alabama State Council on the Arts (\$60,000)
- The Daniel Foundation of Alabama (\$40,000)
- Beverly Clarkson Phiher (\$25,000)
- Wendy Riggs (in-kind contribution)

## Awaiting on a reply from:

- Tuscaloosa County Commission
- Morgan Stanley
- Walter Energy
- Private fundraising through August 29, 2012 (August 29, 1924 Dinah Washington's Birthday)

City of Tuscaloosa Partners with Alabama Power Company and Alabama State Council on the Arts to Help Restore Historic Downtown Tuscaloosa

## Press Conference

- October 26, 2011
- Invitations to: City of Tuscaloosa, Tuscaloosa County Commission, Alabama State Council on the Arts
- Media Sources in attendance: ABC, NBC, Fox, WVUA



*Alabama Power Foundation and Alabama State Council on the Arts recognized at a press conferenc at the Bama (photo by Porfirio Solorzano)*



# ADVOCACY COLLABORATION

The Arts Council serves as the umbrella organization for over 40 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 and message board, 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. *Jubilation* magazine, a 60 page full color publication, is released twice per year and promotes local arts, artists and travel through articles by local authors and a six month calendar.



## Community Arts Conversations

September 27, 2011

- Twenty-six member organizations featured in a new, free annual event at the Tuscaloosa Amphitheater 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 personal levels
- 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

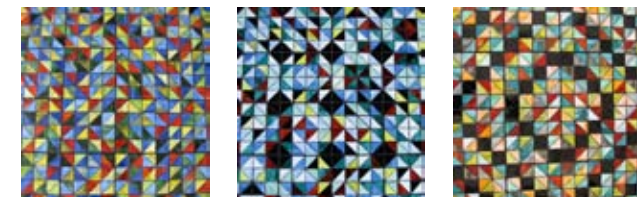
## Small Grants 2011 - 2012

- 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
- Organizations may apply for assistance for such projects as exhibits, festivals, residencies, consultants, attendance at seminars, institutes, workshops by artistic and/or administrative staff and productions. Professional artists may apply for small grants for pilot or short-term projects or opportunities
- Since the advent of the program in 1986, local artists and organizations have received more than \$130,000

• Tuscaloosa Elementary Magnet School – Purchase Orff instruments for music room	\$1000
• Southview Middle School – Purchase ceramics kiln	\$1000
• Southview Elementary School – Purchase drums /drumming ensembles	\$974.60
• Creative Campus, UA – Offset costs to artists participating in DCAF	\$1000
• Children’s Hands On Museum – Purchase XBOX Kinect system	\$500
• Tuscaloosa Symphony Orchestra – Presentation, Tuscaloosa Remembers and Rebuilds	\$1000
• Richard Nowell, Northridge art teacher – Attend National Education Conference	\$750
• Lynn Andrews – Develop dance/installation piece in collaboration with visual art	\$400
• Actor’s Charitable Theatre – Production of <i>The Color Purple</i>	\$1000
Total Awarded	\$7624.60



Educational outreach and opportunities for local artists have been priorities for The Arts Council since its inception. 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 Support the Arts Tag 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 1,695 pre-K through elementary students from local city, county and private schools in Tuscaloosa, Pickens and Hale counties (at the Bama Theatre)
- Fanfare Caravans served 4,192 pre-K through elementary students from local city and private schools in Tuscaloosa, Pickens and Hale counties (on location at schools)
- Spectra served 3,400 elementary students from local city and county schools in Tuscaloosa, Hale and Pickens counties (visual and performing arts on location at schools)

## Additional Educational Outreach

- The Arts Council serves as regional coordinator for the Visual Art Achievement Awards, serving 13 counties with 109 students submitting artwork
- The Arts Council serves as regional coordinator for Poetry Out Loud, serving 19 counties and including training workshops and the regional competition
- The Arts Council serves the students of Westwood Elementary through the Adopt-A-School program, providing arts enrichment activities such as Spectrafest
- Through a grant from the Support the Arts Tag Program, The Arts Council partnered with local artist Linda Muñoz to provide a curriculum-based Mosaic Glass Quilt project for students at University Place, Alberta and Westwood Elementary schools (pictured above)



Double Exposure Purchase Award by Michael Moore

## Gallery Exhibits

• June	Jeannie Guthrie	Greensboro Room
• June	Meghan Cutter	Jr. League Gallery
• July	Black Belt Exhibit	Jr. League Gallery
• July	Rhys Green & Linda Munoz	Greensboro Room
• August	Guenther Koehler	Jr. League Gallery
• September	Deborah Hughes	Jr. League Gallery
• October	Monster Art	Greensboro Room
• Nov-Dec	WAJAS (43 artists)	Both Galleries
• Jan-Feb	Double Exposure (80 artists)	Both Galleries
• March	VAA (109 students)	Both Galleries
• April	Helen Shapiro	Greensboro Room
• April	Roger Jones	Jr. League Gallery
• May	Westwood	Greensboro Room

# EDUCATION INSPIRATION





# ARTS

## CREATIVE SOCIETY

### BRIGHT FUTURE

*"The rapidly evolving global economy demands a dynamic and creative workforce. The arts and its related businesses are responsible for billions of dollars in cultural exports for this country. It is imperative that we continue to support the arts and arts education both on the national and local levels. The strength of every democracy is measured by its commitment to the arts."*

—Charles Segars, CEO of Ovation